SHIKIFACTORY100 – GRANT AGREEMENT Nº 814408

D9.3 Communication channels (Website, Twitter, LinkedIn)

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About the ShikiFactory100 project

The SHIKIFACTORY100 project aims towards the production of a universe of more than 100 high-added value compounds from the shikimate pathway, a hub in cell metabolism, through the development of an optimized shikimate chassis (based in 3 sub-hubs: Phe, Trp and Tyr) and the proposal and implementation of novel biosynthetic routes exploring enzyme promiscuity to introduce new pathways for the production of known and newly designed compounds. Further information about the project and the partners involved are available under www.shikifactory100.eu.

Project coordinator

SILICOLIFE

Project partners

About this document

This report corresponds to deliverable D9.3 of the ShikiFactory100 project – Communication channels (Website, Twitter, LinkedIn). It has been prepared by:

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1 EXECUTIVE SUMMARY

This deliverable (Deliverable 9.3: Communication channels) provides a clear overview of the main communication channels set up for the ShikiFactory100 project (project website, and social media profiles).

All the main communication channels described in this document are now active; the website will be updated periodically to add the latest result and project information, and the social media profiles will frequently post project information and news.

The project website constitutes a main point of access to project information and resources and targets a broad range of stakeholders for which the language used is accessible to the layman and the technical details are introduced gradually. The website contains a wide variety of information related to the project, including details about upcoming events, press releases, publishable results, etc., which are presented through a modern and dynamic design.

The social media channels set up for the project (LinkedIn and Twitter) are more oriented to scientific communities and specialised industries. Frequent publication of posts help maintaining the presence of the project in the relevant circles (i.e. synthetic biology, metabolic engineering) and attract an increasing the project's followers base. Through the social media profiles the project will promote upcoming activities and provide updates about the status of the project and main results generated (when possible). The posts will include images and hashtags to maximise their impact and the visibility of the project.

Supplementary communication channels will be used to communicate and disseminate project activities and results (i.e. newsletters).

2 INTRODUCTION

2.1 PROJECT OVERVIEW

The SHIKIFACTORY100 project aims towards the production of a universe of more than 100 high-added value compounds from the shikimate pathway, a hub in cell metabolism, through the development of an optimized shikimate chassis (based in 3 sub-hubs: Phe, Trp and Tyr) and the proposal and implementation of novel biosynthetic routes exploring enzyme promiscuity to introduce new pathways for the production of known and newly designed compounds.

2.2 PURPOSE OF THE DOCUMENT

The purpose of this document (D9.3: Communication channels) is to provide details about the main communication channels that will be used to communicate and disseminate the activities and results of the Shikifactory100 project. Thus, the report provides detailed information regarding type of content published, targeted audience and main characteristics of each communication channel.

2.3 LINKS TO OTHER WORK PACKAGES

The Dissemination and Exploitation Work Package (WP9), and in particular the project communication channels, aim to increase the visibility of the project and therefore contributing to a more efficient dissemination of the project results achieved in WP2-WP8 (Figure 1). Furthermore, WP9 works closely with WP1 (management) to ensure that communication activities respond to the needs of the project.

Finally, all project partners (each of them responsible for a work package) will be encouraged to help communicating the project and its results.

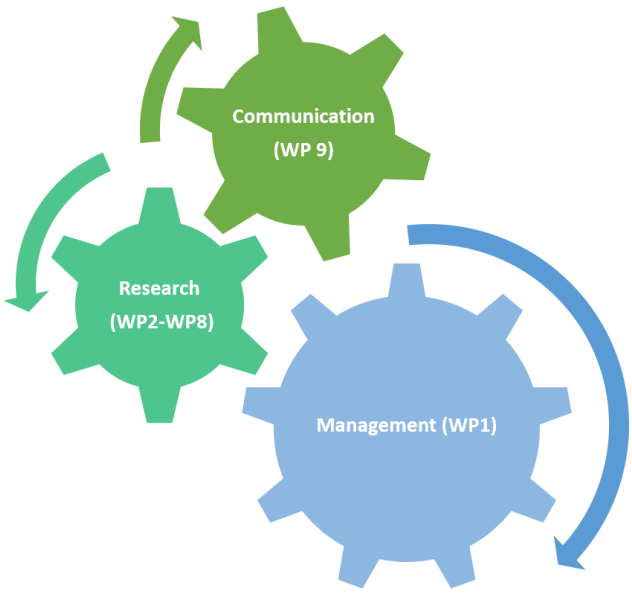

Figure 1 Links of WP9 and the communication channels to other WPs.

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3 COMMUNICATION CHANNELS

This section describes the different means of communication that ShikiFactory100 has set up to pass on key project information and results to individuals and organisations interested in the project. The most relevant communication channels for the ShikiFactory100 project are the project website and the social media profiles, as they allow to communicate and disseminate information and project results in almost real time. Both channels are explained in detailed in the sub-sections below. Additional means of communication will be used (i.e. newsletters) which are briefly covered at the end of this section.

3.1 PROJECT WEBSITE

3.1.1 AIMS, TARGET AUDIENCE AND DESIGN & DEVELOPMENT OF THE WEBSITE

The aim of the project website is to constitute a central point of access to project information and resources, not only for individuals and organisations interested in the project but also to the project partners, as the website will include a secured area to store and exchange project information. The underlying aims of the website are to increase the visibility of the project, maximise the impact of project results and activities, and provide credibility to the project (and project partners) by the use of a dynamic, visually appealing and modern design.

A broad range of audiences are targeted by the ShikiFactory100 project (a comprehensive list can be found in D9.1: Communication Plan). The website intends to provide suitable information for the broad range of stakeholders targeted by the project. In consequence, the language used is accessible to the layman and technical details are introduced gradually.

The design & development of the project website was carried out by a specialised digital agency. Some 5 digital agencies were approached to obtain quotes for the design, development and hosting of the ShikiFactory100 website (Vital, Kariba, BlueFrontier, Space Creative and KDS). The key elements required in the ShikiFactory100 project website were listed and sent to the potential providers during the first contact. The information given to the potential providers can be found in Appendix 1.

Some 3 companies offered quotes and further information about how the work would be carried out based on the above-mentioned information provided to them. The quotes provided by the digital agencies were used to select the digital agency that best meet the project requirements for the design and development of the project website. The selection process and criteria which can be found in Appendix 1, indicated that the most suitable digital agency for the tasks of designing, developing and hosting the ShikiFactory100 website was Vital Technology Group. The design and development of the website took place between February 2019 (when the providers were selected) and June 2019 (when the website was launched – see Figure 2). During this process, continuous interaction between the project team and the developers was key to achieve a suitable and appealing design for the website and to keep the development process on time.

The project partner in charge of arranging the design and development of the website was NNFCC, which is the dissemination manager of the project. NNFCC is also responsible for the maintenance of the website and its content throughout the duration of the project. SilicoLife, the project coordinators, provided input about the design and content for the website.

Figure 2 Timeline for the development of the ShikiFactory100 website.

3.1.2 WEBSITE CONTENT AND STRUCTURE

As the website will be a central point of access to project information and resources, its structure, design and content are of paramount importance as it can either encourage people to keep exploring the website or leave.

In regard to website structure and content, the website, in English, will provide an overview of the project objectives, will track its progress and present relevant results of individual work packages in near real time. The website has two main parts:

- **A public access domain** which intends to provide an overview of the project objectives and to disseminate results of general interest. Public project deliverables, as well as project news and information about project progress and project partners, will be available on the website. Furthermore, the website will also be used to promote project workshops, consultations and other activities. The public domain will include the following tabs:

    - **Home tab.** This is one of the most important sections of the website as it is the first thing that visitors encounter when accessing the ShikiFactory100 website. The home tab design can be seen in Figure 3 and Figure 4, or in www.shikifactory100.eu. Regarding the content of the home tab, it includes short key project messages supported by hero images that rotate in a slide show manner every few second. The home tab also contains links to the project social media channels and the option to subscribe to the project mailing list. Finally, some basic information about the project is also available in the home tab, along with the partners and funders logos.

    - **About page.** This tab will include two sub-tabs: 1) the 'Project' sub-tab which includes a detailed description of the project; and 2) the 'Partners' sub-tab which displays information about each project partner.

    - **Results.** This tab includes different sections that will be displayed by hovering over the results tab menu. By clicking in one of these sections in the menu, the page scrolls-down to the relevant section. Regarding content, this tab contains all the publishable project results which may be presented in different formats (i.e. reports, videos, PDFs, photos).

    - **Events.** Up to three upcoming events will appear on top of the events page. For each event, a photo, the title and a brief description are included. By clicking on a specific event, a new page containing more information about the event appears.

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- **News.** The news page features any recent updates about the project, including press releases, summary of event participation, etc. It presents a very similar layout to the events page, with up to three of the most recent stories appearing at the top of the page. The news page also includes a Twitter board, linked to the project Twitter account, where the latest 2/3 tweets will be displayed.

- **Contact us.** This page lists the key project members along with their email addresses. In addition, a contact form that users can fill in is available in this page.

Figure 3 Screenshot of the home tab of the ShikiFactory100 website (www.shikifactory100.eu).

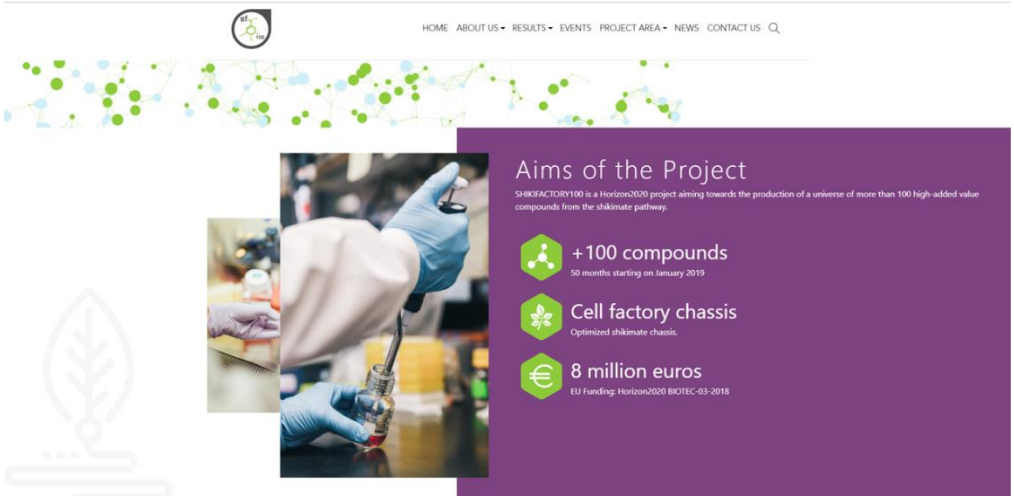

Figure 4 Screenshot of the home tab of the ShikiFactory100 website (www.shikifactory100.eu). These elements appear when scrolling down from the screenshot displayed in Figure 3.

- **A secure area** which is only accessible to consortium members via password-protected login. This internal project website provides internal communication channels between partners for document sharing and data exchange. It also hosts confidential project deliverables and other project documents in the document

library. Additionally, a calendar page will inform consortium members of upcoming project events. The secure area of the website contains the following elements:

- **Document library.** This section serves as a common storage area for project documents (see Figure 5). All partners are able to update documents but only the admin team has permission to create new folders in the document library. Documents need to be downloaded for editing, and the new edited version have to be uploaded by the partner editing the document. This avoids accidental erasure of important project information.

- **Internal calendar.** This area intends to keep the project partners informed about upcoming events related to the project.

- **Tracking forms.** These forms are used to track the communication activities carried out by project partners and include 1) a title box to indicate the type of communication activity performed, and 2) a free text box in which users can provide a more detailed description of the activity. Users will be able to modify forms after creation.

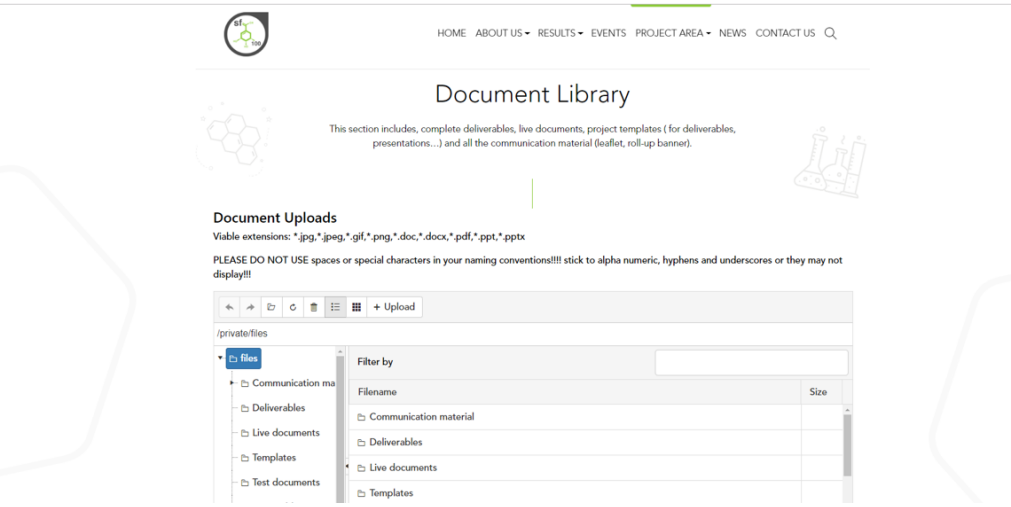

Figure 5 Screenshot of the secure area, only accessible to project partners, of the ShikiFactory100 website (www.shikifactory100.eu).

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Figure 6 shows the ShikiFactory100 website blueprint:

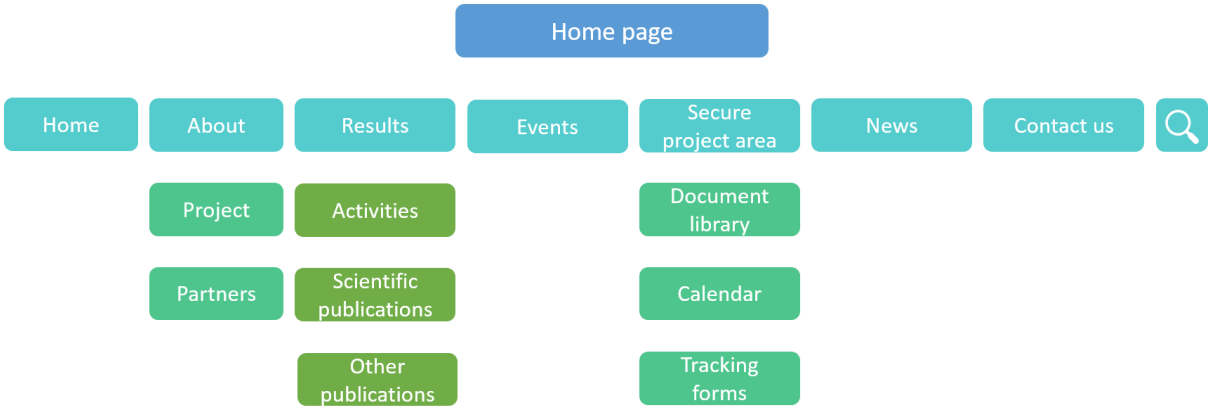

Figure 6 Expected blueprint of the ShikiFactory100 website. In light blue, main website tabs; in light green, sub-tabs; and in dark green, sub-sections within a tab (not sub-tabs).

As mentioned above, the design of the website is key to create a good first impression of the project. Therefore, a lot of effort has been put towards the development of a modern and appealing home tab that is also interactive and easy to navigate. The project team provided the website developers with clear guidelines about colour scheme and font (more details about the project colours schemes and fonts can be found in D9.2: Project Visuals and Messaging). In addition, some of the elements that the developers created for the website have been integrated in other visual elements, to contribute to the creation of project visual identity. Further details about these elements can be found in D9.2: Project Visuals and Messaging.

3.1.3 Monitoring and evaluation

The design of the ShikiFactory100 website has built-in analytics (Google Analytics), capable of delivering information about the number of users and how they have been engaging with the content. The following metrics will be tracked for the website: users, sessions, page views, bounce rate, session duration, session location and pages most visited by users. These performance indicators will be tracked and assessed monthly which will allow the project team to take quick measures if metrics do not follow the expected trend.

Regarding expectations for the above-mentioned performance indicators, a series of interviews with project coordinators from other European funded projects will be carried out to understand the average performance of websites in this type of projects. Targets derived from this approach will be listed in D9.4: Final Communication Plan.

3.2 Social Media Accounts (Twitter and LinkedIn)

3.2.1 Aim, target audience and key features

The aim of the social media communication channels created for the ShikiFactory100 project is to increase the visibility of the project and its results thanks to a continuous presence in social media. It is expected that higher visibility increases the follower's base of the project, which will, in turn, help to communicate and disseminate future results and encourage participation of a higher number of stakeholders in project activities and events.

In regard to target audience, social media channels are used by millions of individuals and organisations across the world. Therefore, a broad range of stakeholders can be targeted through social media. However, the current follower's base of the ShikiFactory100 project indicates that these channels are mainly targeting scientific communities and industrial relevant sectors.

The project Twitter account was launched in March 2019. The handle for the Twitter account is @ShikiFactory100 and it is linked to the project's email address (info@shikifactory100.eu). The LinkedIn profile was also launched in March 2019, and the project page can be found in this social network under the project names (ShikiFactory100).

NNFCC, as the dissemination manager of the project, is the partner in charge of maintaining the social media accounts. Therefore, NNFCC is responsible for the design and development of new communication campaigns and the frequent release of relevant posts through the social media channels. The project coordinator, SilicoLife, also has access to both accounts and can therefore publish content. On the other hand, the rest of the consortium can provide information for social media post through the dissemination manager or project coordinator. It is noteworthy that all project partners are encouraged to promote the project's posts in social media through their organisation's accounts in order to maximise the impact and reach of each publication.

3.2.2 Social Media Content

So far, the content and type of posts published by ShikiFactory100on its two social media profiles, LinkedIn and Twitter, has been very similar. However, in future communication campaigns, when the project team has learned more about the impact and reach of each social media channel, content may vary from one to another to be more bespoke to the followers on each social media network.

Two main types of posts will be posted by the ShikiFatcory100 social media accounts:

- **New posts.** These are written by the project team with the aim to communicate or disseminate a specific element of the project (i.e. events, project partners, project results).

- **Re-posts.** These are known as 'retweets' on Twitter or as 'shares' in LinkedIn. Original posts were written by other individuals or organisations, and ShikiFactory100 shares them as they guard a relation to the project or the project partners. This category includes posts published by project partners about their recent work and activities.

Whenever possible, posts include images as some research studies show that posts containing images receive more attention. Similarly, hashtags are frequently used in the ShikiFactory100 posts. Hashtags are a type of tags used in social media that aim to facilitate the search for posts referring to a specific topic, which should help increasing the impact and reach of a post. A list of relevant hashtags was defined to gather relevant hashtags that can be used in association with the above-mentioned posts. This list can be found in Appendix 2.

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Although hashtags are more characteristic of Twitter, they can also be used in LinkedIn posts as this social network in now encouraging its use. In fact, LinkedIn allows the association of up to three hashtags to a projects profile. The hashtags chosen for the ShikiFactory100 profile are: #biotechnology, #innovation and #sustainability as these are considered the most relevant in regard to topic and number of followers (this may change during the project). Nevertheless, many other hashtags (such as the ones listed in Appendix 2) will be used in association to posts and other publications.

Regarding the design of the two social media profiles, the small project logo is used as profile image in both the Twitter and LinkedIn accounts. Similarly, a photo of the ShikiFactory100 project team, taken during the project's kick-off meeting, was used as cover photo in both cases (see Figure 7 and Figure 8). Cover photo may be updated in the future by diagrams/infographics explaining the project or depicting key results. In addition, Twitter allows customers to choose a theme colour for their profiles. The ShikiFactory100 green (R: 102, G: 205 & B: 15) was chosen to provide consistency to the project brand. Both social networks offer the chance to provide some information about the project. On Twitter, the description box contains acknowledgements to the funders, as indicated by the H2020 communication guidelines. Further information about the project was provided in the first tweet, which has been pinned to the profile page, so it is visible at a first glance by profile visitors. Similarly, the short description box in LinkedIn contains acknowledgements to the project funders, and further information about the project is provided via the first posts, which has been pinned to the top of the profile page. Additionally, LinkedIn offers the possibility to provide more extensive information about the organisation in the tab 'about' where an overview of the project aims was included. Both profiles include a disclaimer in the project description box indicating that any posts reflect only the authors views and that the Commission is not responsible for any of the information posted in the project social media accounts.

Figure 7 Twitter profile of the ShikiFactory100 project.

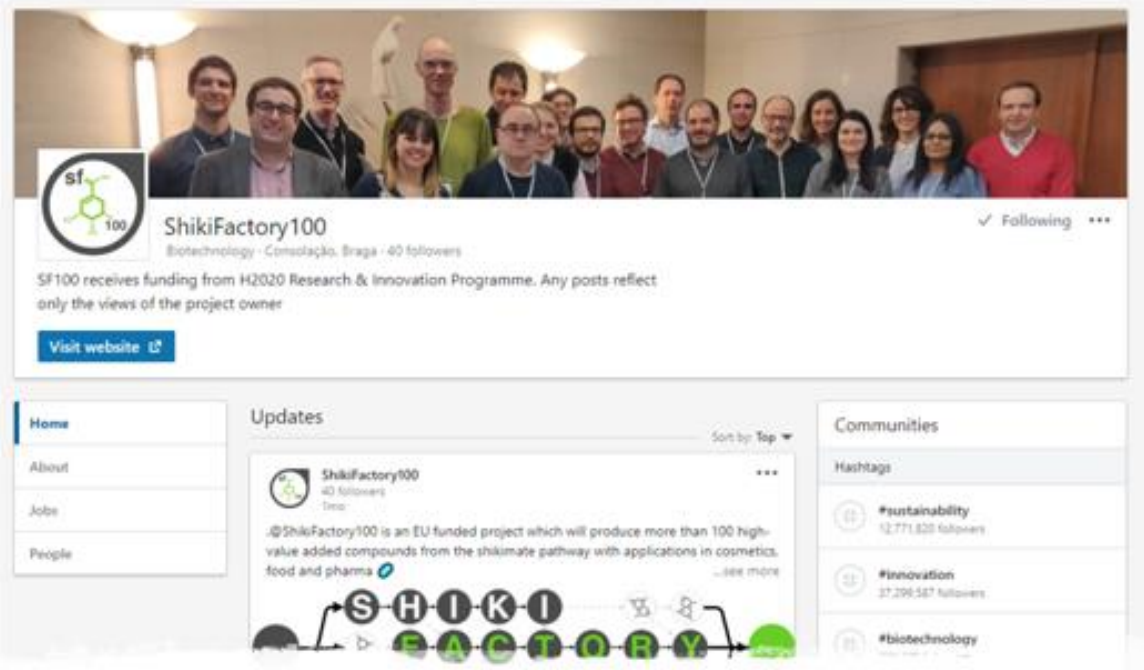

Figure 8 LinkedIn profile of the ShikiFactory100 project.

3.2.3 MONITORING AND EVALUATION

Social media evaluation will take into account several key metrics about posts and number of followers which will be analysed on a monthly basis:

- **Output:** which will evaluate how much content has been produced. This will be measured by the number of posts published on LinkedIn and Twitter. This includes new posts or re-posts to which ShikiFactory100 has added new content.

- **Reach (only on Twitter):** evaluates the number of unique Twitter accounts that see a post. This will be compared against the number of impressions which measures the number of times the post has been seen in total (not only by unique accounts).

- **Impact:** to assess the number of individuals that have proactively engaged with the produced content, which can be measured by the number of likes, profile clicks and link clicks in both Twitter and LinkedIn.

- **Number of followers:** this refers to the net number of followers that each account has at a specific point in time. In addition, 'net new followers', which denotates the number of new followers gained over a certain period, will also be analysed.

Regarding expectations for the above-mentioned performance indicators, a series of interviews with project coordinators from other European funded projects will be carried out to understand the average performance of social media accounts in this type of projects. Targets derived from this approach will be listed in D9.4: Final Communication Plan.

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3.3 OTHER COMMUNICATION CHANNELS

Supplementary communication channels will be used to communicate and disseminate project activities and results (see Figure 9), including electronic newsletters which will be distributed periodically to communicate latest project updates, and scientific publications which will be published by the relevant partners in peer-reviewed scientific magazines.

Additionally, project activities such as workshops, webinars, outreach activities and the participation to conferences will also be used as communication channels to promote the project, engage relevant stakeholders and disseminate project results.

More information on these communication channels can be found in D9.1: Initial Communication Plan.

Figure 9 Communication channels used by the ShikiFactory100 project.

4 CONCLUSION

This deliverable (Deliverable 9.3: Communication channels) provides a clear overview of the main communication channels set up for the ShikiFactory100 project (project website, and social media profiles).

All the main communication channels described in this document are now active; the website which will be updated periodically to add the latest result and project information, targets a broad range of stakeholders and therefore it uses language that is accessible to the layman. In addition, its content is presented through a modern and dynamic design. The social media profiles (LinkedIn and Twitter) will frequently post project information and news, including images and hashtags to maximise their impact and the visibility of the project. Finally, supplementary communication channels will be used to further communicate and disseminate project activities and results (i.e. newsletters).

ShikiFactory100 is a recently established project and therefore its visibility and followers-base are limited which slows down the diffusion of project results. The collaboration of all project partners is key to maximise the impact of the communication channels, as most partners represent well established institutions that could help to exponentially increase the impact of the project and its results by promotion through their own communication channels.

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5 APPENDICES

5.1 APPENDIX 1: WEBSITE DEVELOPERS SELECTION PROCESS

The design, development, maintenance and hosting of the website for the duration of the project was carried out by a specialised digital agency. NNFCC enquired different digital agencies, and a decision was made based on their capacity to satisfy the following criteria:

- 4-year project - website needs to be hosted and supported for all this time. In addition, an info email address needs to be hosted.
- Website needs to be launched by the end of June 2019.
- The website would have a relatively simple layout - 6-8 tabs and a few sub-tabs within those main tabs.
- We need to link the website to social media.
- It is also important that the website has a responsive layout that adapts to different devices (phones, tablets, ...).
- A password protected area is also required, with cloud storage space to store project documents and to allow project partners to communicate and exchange ideas
- Tracking website activity through Google Analytics or similar is required.
- Also, videos/photos from conferences and events may be displayed on the website

Some 3 companies offered quotes and further information about how the work would be carried out. Based on this information, a digital agency was chosen as provider for the development of the ShikiFactory100 website (see Table 1 below).

Table 1 Assessment of the quotes received by different digital agencies in regard to the design & development of the of the ShikiFactory100 website.

Selection criteria[1]	Digital agencies		
	Vital[2]	**Kariba[2]**	**Blue Frontier[2]**
Website hosting - 4 years (1pt)	Yes (1pt)	Yes (1pt)	Yes (1pt)
Hosting email address for project (1 pt)	Yes (1pt)	No (0pt)	Unspecified (0pt)
Confidence to meet launch deadline (1 pt)	Yes (1pt)	Yes (1pt)	Yes (1pt)
Website content: • **Responsive format (2pts)** • **Availability of a password protected area that includes cloud storage (2pts)** • **Possibility to link website to project social media accounts and to track site analytics (2pts)**	*"design, development and maintenance of the website for an EU-funded project. 4-year project - website needs to be hosted and supported for all this time. It is also important that the website has a responsive layout that adapts to different devices (phones, tablets). Vital will always make a website to be fully responsive and target userbase and demographics. It makes sense to write this using a custom bespoke .net website in a similar way to the current NNFCC website. Our knowledge of NNFCC infrastructure can help! That way we can also benefit with using some of the custom secure folder structure that we initially designed for NNFCC publications area. This does not mean that the new site has to look like or be connected to the NNFCC site. Website needs to be launched by the end of June Vital will custom design the website and go through a series of*	*Kariba offers "to design and develop a bespoke content managed website that accurately conveys ShikiFactory's USP and values to European-based stakeholders. You have asked us to ensure that the site is clean, modern and easy to navigate on all devices (responsive), can be easily and quickly updated by the ShikiFactory project team, that is integrated with a secure, cloud-based portal with login and password access to store project documents and that allows partners to communicate and exchange ideas, that integrates with social media streams, including Youtube videos, that is secure (SSL Certificate on the domains). The site would provide fast, secure UK-based hosting for the website and client portal and around the clock server maintenance and security patches where necessary. The site would integrate Google*	BlueFrontier offers to "*create a simple responsive layout with 6 main page tabs and a number of secondary tabs. Create a password protected project partner section for the sharing and storage of project documents. Include a communication function between partners. Allow for the creation of event image and video galleries. Link the site to social media. Include tracking code for analytics*." (6pts)

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	approval procedures to make sure that the site is as desired. *This is definitely doable as long as we have all the info and the necessary resources to start soon and the project goals don't shift too much! The funding covers the four years.* *Domain is already bought (I believe - tbc)* www.shikifactory100.eu *In addition, an info email address needs to be set up and associated. Andrea wants* info@shikifactory.eu *Andrea will set up all their Social Media once they have the above email. Links to the various social media will be in the design. Andrea will create Google Analytics and pass the code to us to install. The website would have a relatively simple layout - 6-8 tabs and a few sub-tabs within those main tabs.* *Dynamic content with an administration.* *Headers may be slightly different in the end but not far off the below: About, Results, Publications, Events, Secure Area, Contact incl. form. In this secure area: Administration needed to maintain c20 users – by invite only. Admin for adding them These users can log in and view the secure area NOT the admin. They will be able to add documents themselves within the secure area for specific projects. The*	*Analyitics so that the project team can measure the success of any outreach and digital marketing activity. It would also provide ongoing design and digital lead generation services (if required to do so). The process: In broad terms, our projects go through an initial design stage, typically two amendment stages and then a final production stage. This process can vary slightly depending on the nature of the project. Here's our Process for designing, developing and deploying a bespoke website:* ***Stage 1 – The Research Stage*** *– Competitor analysis (other sites researched and de-engineered)* *– Messaging (unique selling points established, any guarantees defined)* *– Keyword research* *– URLs and site map created* ***Stage 2 – The Design Stage*** *– Assets collected, usually via a Shared Dropbox folder (logos, images and text files)* *– Page templates designed* *– Design templates uploaded to the Kariba staging server. Login and Password emailed.* *– Client feedback and amends* *– Amends done. Designs re-submitted* *– Client sign off*

	hosting package needs to be big enough to cope with the user base uploading various documents. An upload area for various projects - docs, pdfs, excel, images, etc. Videos can be Vimeo perhaps as the would want them protected. Youtube would also work but with less security. Within a specific project different subfolder can be added as needed to allow for structure. We will not know exactly what flow the pages will have until we start to design. I think most pages will have their own templates and it will be worth a meeting to come up with some wire frames for what is needed where - before the design starts in earnest. (6pts)"	***Stage 3 – The Development Stage*** *– Approved page templates coded (front end development)* *– Integration with the latest version of the WordPress CMS* *– Images and content added* *– Site uploaded to the Kariba Client staging server. Login and Password emailed.* *– Client review and feedback* *– Amends completed. Site re-submitted* *– Site approved (client)* ***Stage 4 – Go Live*** *– Site uploaded to our live web server* *– Domain name pointed at our live server* *– SSL Certificate purchased and installed* *– Integration with Google Analytics and Kariba's Live Reporting Dashboard. Logins and passwords to those emailed.* ***Your required schedule (approved by Kariba):*** *Design visuals needed - Week commencing March 4th, 2019* *Website launch - Week commencing June 24th, 2019. Based on the requirements detailed in the briefing document we would expect a website of this size to to take approximately 10 to 12 weeks to design, develop and deploy, assuming that all assets arrive on time and all milestones and*

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		timescales are adhered to." (6pts)	
Price (within budget) (1 pt)	Yes (1pt) **Email –Office 365** £3/month/account **Cost for Website Build –** £8200 ex VAT **Cost for hosting p.a. *** SQL Database Hosting - £200 p.a. Website Hosting - £200 p.a. Maintenance - £200 p.a. *** If you commit to the full 4 years we can offer a 15% discount on all hosting and maintenance:-** **Overall 4 year hosting costs:** SQL- £680 Web - £680 Maintenance - £680 TOTAL: £10384 (11889 EUR)[3]	Yes (1pt) **Production of functional specification** £450 **Professional graphic design of the site visuals** (senior designer) £1,645 **Front end web development** (main site and portal) £3,150 **Back end web development** (main site) £225 **Back end web development** (client portal) £3,175 **Site populated with supplied content, images, videos and logos** £900 **Go Live, Testing and Training** £450 **TOTAL INVESTMENT** (including hosting and SSL for 4 years) £9,995 (11378 EUR)[4] *All fees are plus VAT	No (0pt) **Website design and Development:** Create a simple responsive layout with 6 main page tabs and a number of secondary tabs. Create a password protected project partner section for the sharing and storage of project documents. Include a communication function between partners. Allow for the creation of event image and video galleries. Link the site to social media. Include tracking code for analytics. Estimated cost: £10,000 - £12,000+VAT. **Website Hosting:** Host website and email address on our AWS (Amazon) secure shared server. Include daily back-ups, security firewall and SSL certificate: from £280+VAT per year. **Domain DNS management:** £30+VAT per year.
TOTAL SCORE (10 pts)	10	9	8

5.2 APPENDIX 2: LIST OF HASHTAGS RELEVANT TO THE SHIKIFACTORY100 PROJECT

Table 2 Relevant hashtags to be used in association to social media posts.

#bacteria	#enzymeengineering	#research
#biobased	#gene	#science
#biobasedproducts	#H2020	#strain
#bioeconomy	#industrialbiotech	#sustainability
#bioprocess	#industrialbiotechnology	#sustainable
#biosustainability	#innovation	#sustainableinvestment
#biotech	#metabolicengineering	#sustainableworld
#biotechnology	#microbes	#sustliving
#cellfactories	#naturalproducts	#synbio
#chemicals	#naturebasedsolutions	#syntheticbiology
#circulareconomy		

[1] In brackets, number of points assigned to each criterion.
[2] In brackets, number of points obtained by each digital agency base on their capacity to meet criteria.
[3] Conversion rate not provided by Vital, thus conversion to Euros was obtained from http://ec.europa.eu/budget/contracts_grants/info_contracts/inforeuro/index_en.cfm
[4] Conversion rate applied by Kariba

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