

## LIFE-2021-SAP-ENV



# LIFE2M – Long Life to Micromobility



Grant Agreement - 101074307

## Deliverable D4.3 Dedicated project page on Beneficiaries' websites



This project has received funding from the LIFE Programme of the European Union under grant agreement No 101074307

### Dissemination Level

PU	Public	X
CO	Confidential, only for members of the consortium (including the Commission Services)	

### Change History

Document status		
Revision	Date	Description
V0.1	23/03/2023	1st draft (EUABOUT)
V0.2	05/04/2023	Final version for upload in the EC portal
Reviewed	YES	

### Disclaimer/ Acknowledgment



The content of this report does not reflect the official opinion of the European Union. Responsibility for the information and views expressed in the report lies entirely with the author(s).

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## Executive Summary

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This document provides a general overview of the structure and content of the LIFE2M project website and its associated social media channels.

It reflects, at the time of writing, the current status and expected evolution of content and functionality that will be developed as the project progresses over its 4-year duration. Possible changes and improvements may be identified in the future to address any needs not identified at this stage of the project. The website is the main initial contact and information point for the public and other stakeholders.

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## Abbreviations and acronyms

Abbreviation / Acronym	Description
WP	Work Package
EC	European Commission
CINEA	Climate, Infrastructure and Environment Executive Agency, an agency of the European Commission
LIFE	L'instrument financier pour l'environnement
CFS	Certificate of the Financial Statement
VAT	Value Added Tax (a sales tax)
TBC	To be confirmed
DoA	Description of Action

Partner short name used in this document	Partner FULL name
UNIFI	UNIVERSITA' DEGLI STUDI DI FIRENZE
EUABOUT	EUROPEAN RESEARCHES AND PROJECTS FOR INNOVATION
USGM	UNIVERSITA' DEGLI STUDI GUGLIELMO MARCONI – TELEMATICA
UNEEED	UNEEED.IT S.R.L.
SILIDEA S.R.L	SILIDEA S.R.L.
ESCO S.R.L.	ESCO MOBILITY
F&N COMPOSITI	F&N COMPOSITI SRLS
L'AQUILA	COMUNE DELL'AQUILA

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## Deviations

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No deviation from the actions foreseen in the LIFE2M Grant Agreement.

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## 1. Introduction

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It reflects, at the time of writing, the current status and expected evolution of the content and functionality that will be developed as the project progresses over its 4-year duration. Possible changes and improvements may be identified in the future to address any needs not identified at this stage of the project.

The website is the main initial contact and information point for the public.

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## 2. Website

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### 2.1 Technical information for the website

The website (<https://www.life2m.eu/>) is powered by WordPress, the most popular content management system nowadays. The site resides in Aruba (a specialized WordPress hosting provider) account administered by the LIFE2M Consortium. Aruba offers automatic backups, automatic WordPress updates, security protection and other services that guarantee the uptime and responsiveness of the website. The design of the website has been created with the Astra theme.

### 2.2 Structure

The site is divided into different sections: home, partners, contact, networking, documents, pilot actions, project.

#### 2.2.1 Home

The home page of the portal provides a general overview of the project, explaining its objectives and aims, as well as a list of consortium partners.

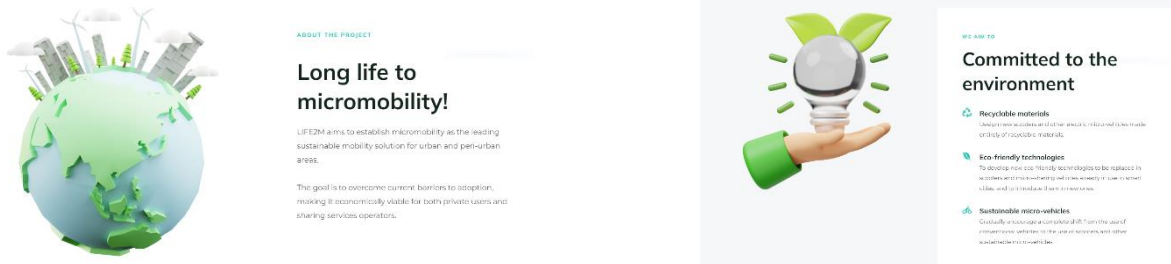


Figure 1 - Homepage

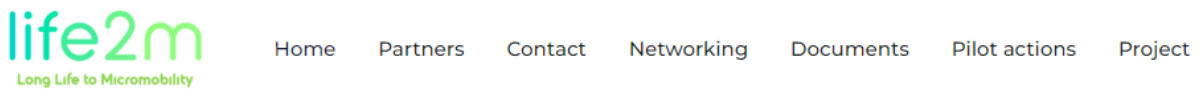


Figure 2 - Header

### 2.2.2 Partners

The intended use of the “partners” page is to give an overview of the LIFE2M project partners. The logo of each partner will be linked to their official website.

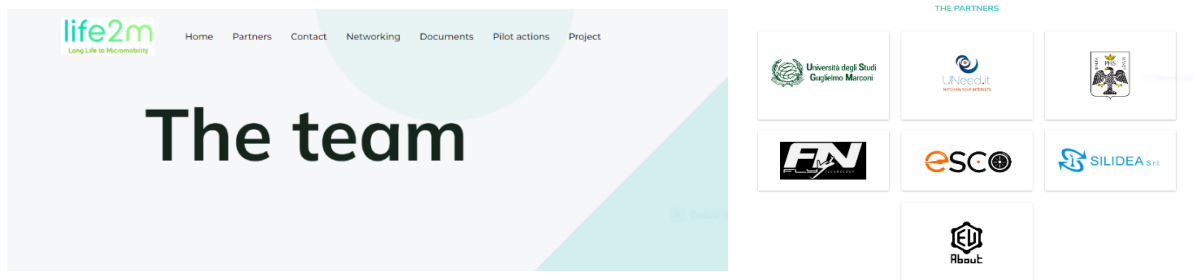
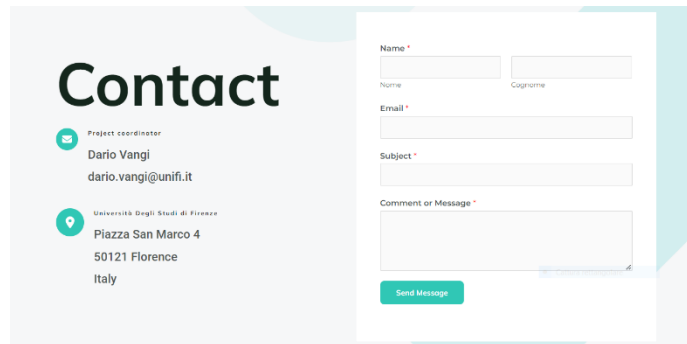


Figure 3 - Consortium

### 2.2.3 Contact

This section is intended to give anyone wishing to do so the opportunity to get in touch directly with the project coordinator and/or or to send messages to the consortium.

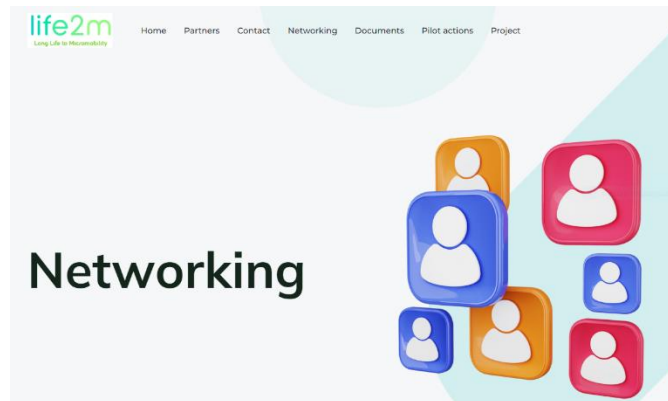


**Figure 4 – Contact**

### 2.2.4 Networking

This section is dedicated to involvement and interaction activities with other LIFE projects that have similar aims to LIFE2M.

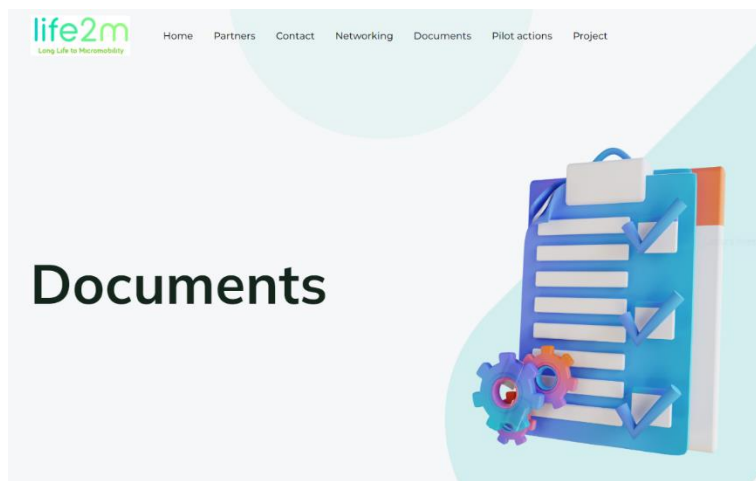
The section is in turn divided into *news* and *events*, where news and insights on the topic of sustainable urban micromobility, news on the LIFE2M project and events involving the project partners will be uploaded from time to time.



**Figure 5 – Networking**

### 2.2.5 Documents

This page will be constantly updated with the material as long as it is produced by the project, such as deliverables, technical publications, dissemination material.

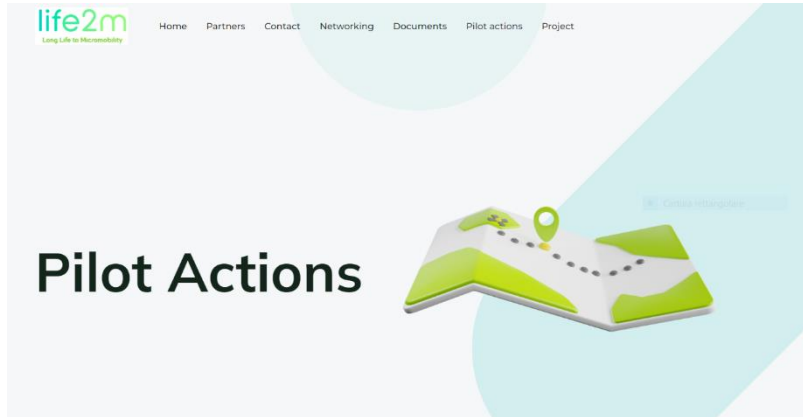


**Figure 6 – Documents**



### 2.2.6 Pilot actions

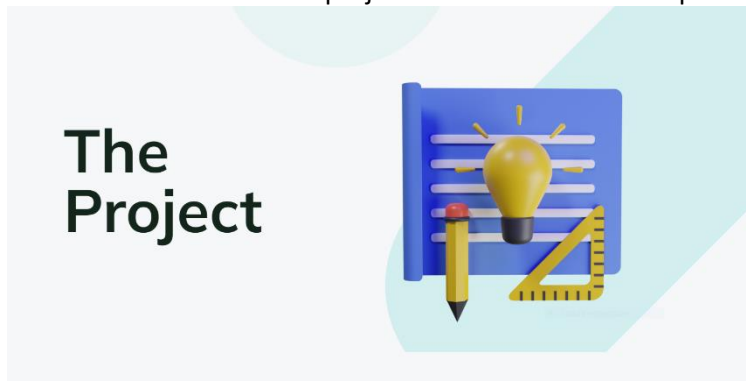
This section is dedicated to the three pilots that will be implemented in three Italian cities (Florence, L'Aquila, Palermo). The section will contain information and curiosities on the themes of the project in relation to the cities involved. It will also show the progress of the pilots step by step.



*Figure 7 – Pilot actions*

### 2.2.7 The project

In this section it is possible to find the details of the project in the form of a descriptive narrative.



*Figure 8 – Project*

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## 3. Social media

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### 3.1 Instagram

[Instagram](#) serve the purpose of sharing updates on the project and interacting with relevant groups or individuals. It is especially interesting in the context of specific communication actions, such as conferences or fairs, when a critical audience uses these channels to search for information and discuss topics, usually around particular keywords or hashtags.

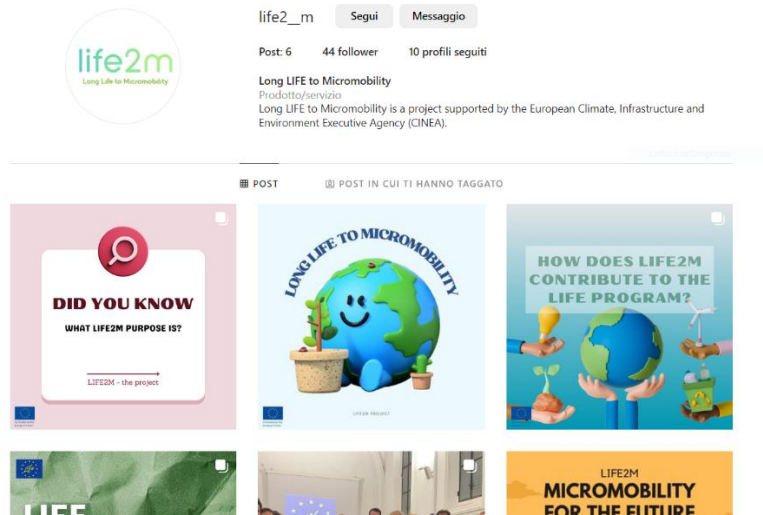


Figure 9 – Instagram homepage

### 3.2 LinkedIn

[LinkedIn](#) serve the purpose of sharing updates on the project and interacting with relevant groups or individuals. It is the preferred social media by the consortium to gather information, connect with other professionals and share content of any type (own content or content by others).

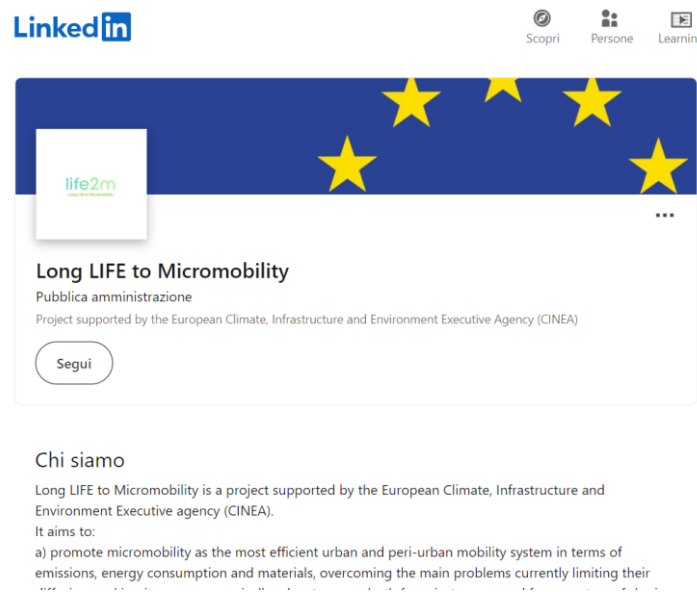


Figure 10 – LinkedIn homepage

### 3.3 YouTube

[YouTube](#) serve the purpose of sharing updates on the project, through audiovisual content. It allows sharing videos, and several partners use it in order to search for relevant specialized information.



**Figure 11 – YouTube homepage**

## 4. Conclusion

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The present document provides a general overview of the structure and content of the LIFE2M project website and its associated social media channels.

It reflects, at the time of writing, the current status and expected evolution of the content and functionality that will be developed as the project progresses over its 4-year duration. Possible changes and improvements may be identified in the future to address any needs not identified at this stage of the project. The website is the main initial contact and information point for the public.

If any instance in this document is ambiguous or further assistance/advise is required, please refer to the Project Management Team:

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