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## D5.3 Project Website and Social Media accounts

WP5 – Dissemination and Communication

Strengthening University tech transfer capabilities to support circular economy value chains for plastics in Latin America - TechTraPlastiCE

November 5, 2025

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## Executive Summary

Deliverable D5.3 – Project Website and Social Media Accounts presents the development, deployment, and coordination of TechTraPlastiCE's digital communication ecosystem, led by the *Universidad Nacional de Río Negro (UNRN)* under **Work Package 5 – Communication and Dissemination**.

This deliverable outlines the establishment of the project's official website — <https://techtraplastice.eu> — and its associated social media channels on **LinkedIn**, **X (formerly Twitter)**, and **YouTube**, which collectively ensure visibility, engagement, and accessibility of the project's activities and outputs.

The website serves as the **primary communication platform** for the consortium, providing updated information about project objectives, news, events, and results. It is designed to deliver clear, accessible, and bilingual content (English and Spanish) targeting diverse audiences, from higher education stakeholders and researchers to enterprises and policy actors in the plastic value chain. The site's structure — comprising *Home*, *Project*, *Partners*, *News*, *Agenda*, and *Contact* sections — supports intuitive navigation and transparent communication of the project's scope and achievements.

A monthly content calendar and standardized templates coordinate partner contributions to the website's **News** and **Agenda** sections, ensuring timely and coherent dissemination.

All key project deliverables will be made publicly available upon completion, in accordance with the **EACEA's principle of knowledge sharing**.

To extend outreach beyond the website, a coordinated social media strategy integrates **LinkedIn**, **X**, and **YouTube** as complementary dissemination tools. These platforms are used to highlight project milestones, promote events, share multimedia materials, and redirect

audiences toward the main website.

Partners are encouraged to actively engage by sharing, reposting, and commenting on content to amplify visibility through their institutional and professional networks.

The dissemination strategy also emphasizes **multi-level engagement**: - At the **local level**, within Higher Education Institutions (HEIs), to build internal capacity and awareness; - At the **national level**, to connect with enterprises, chambers of commerce, and associations linked to the plastic value chain; and - At the **international level**, to contribute to scientific and policy discussions on the circular economy transition.

The **WP5 leader** maintains a monitoring database to track partner contributions, ensuring balanced participation and systematic evaluation of communication impact.

User experience (UX) analysis confirms that the website's design — minimalistic, responsive, and professionally branded — effectively reflects the project's academic and technological nature. It combines visual clarity, functional usability, and a consistent identity aligned with the European Commission's visibility requirements.

Overall, Deliverable D5.3 demonstrates that the TechTraPlastiCE website and social media channels effectively support the project's mission to **promote knowledge exchange, visibility, and stakeholder engagement** throughout its lifecycle.

# 2

## Introduction

Effective communication and dissemination are key enablers of the TechTraPlastiCE mission, which aims to strengthen the applied research and innovation capacities of Higher Education Institutions (HEIs) to become relevant actors in the circular economy transition within the plastic value chain in the Latin American context.

In this regard, The *Universidad Nacional de Río Negro (UNRN)* leads Work Package 5 (WP5) – Dissemination and Communication, which plays a strategic role in ensuring that the project's objectives, activities, and results are effectively communicated to a broad range of stakeholders at local, national, and international levels. With the support and coordination of the Université de Lorraine (UL – P1), the entire TechTraPlastiCE consortium contributes actively to maximizing visibility and impact throughout the project's lifecycle.

WP5 encompasses a comprehensive set of deliverables designed to implement the project's dissemination and communication strategy:

- D5.1 – Digital Communication Strategy ,
- D5.2 – Branding Toolkit and Training Plan ,
- D5.3 – **Project Website and Social Media Accounts**,
- D5.4 – Open Digital Repository , and
- D5.5 – Final Conference and Results Summary .

This document presents **Deliverable D5.3 – Project Website and Social Media Accounts**, developed under **Work Package 5 (WP5) – Communication and Dissemination**, led by the *Universidad Nacional de Río Negro (UNRN)*.

The deliverable focuses on the **design, structure, and deployment** of the official TechTraPlastiCE website (<https://techtraplastice.eu/>) and associated social media channels (@techtraplas-

tice on [LinkedIn](#), [X](#), and [Youtube](#)), which together form the project's digital communication ecosystem. These digital tools function as the main communication and interaction channels for the project, providing a central space where external stakeholders can access official updates, activities, and results.

In alignment with the *Digital Strategy for Dissemination and Exploitation (Deliverable D5.1)*, this deliverable supports the project's overarching objective of **amplifying outreach and engagement** through both dedicated and partner-led channels.

This includes leveraging additional networks such as *Facebook* and *Instagram*, where the project may not maintain direct accounts but can still ensure visibility through partners and associated initiatives.

The integrated communication and dissemination strategy described in this deliverable is designed to:

- Foster engagement among stakeholders and target audiences;
- Enhance the visibility of project results and activities; and
- Ensure the *long-term sustainability and accessibility* of TechTraPlastiCE outputs beyond the project's duration.

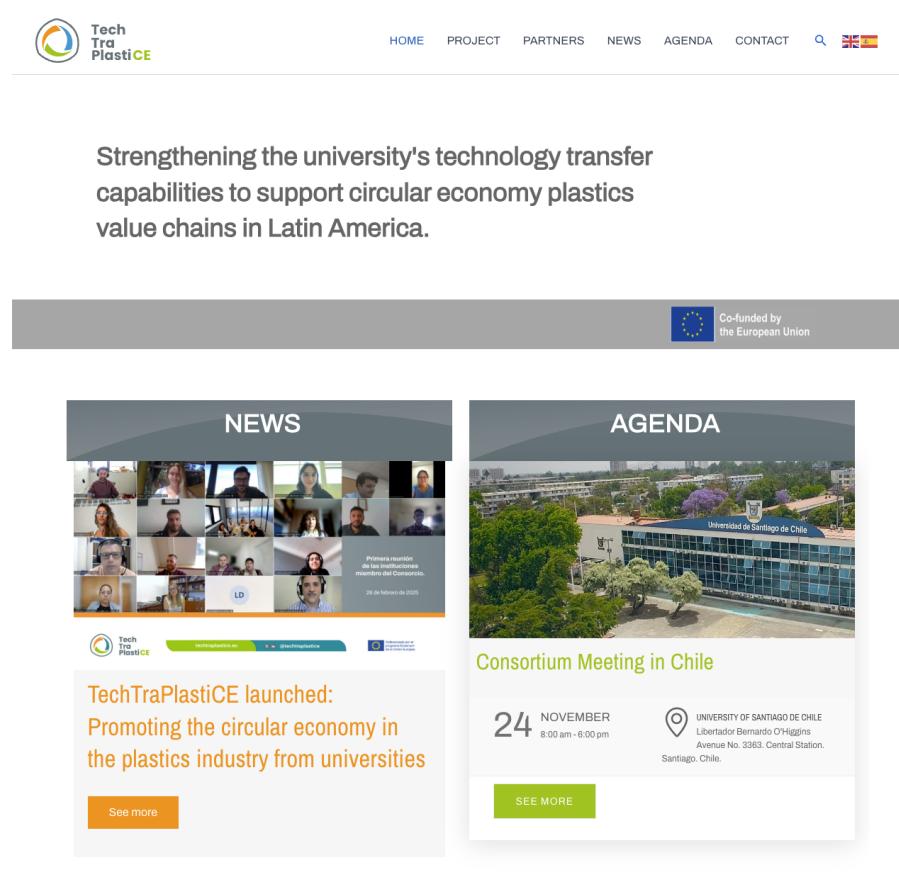
This document is structured in three major section. First, project website launching and monitoring is detailed. Then, a focus wil be made on the social media accounts.

# 3

## TechTraPlastiCE Website launching and Monitoring –[techtraplastice.eu/](https://techtraplastice.eu/)–

TechTraPlastiCE aims to deliver the *right message to the right audience*. As highlighted in *Deliverable D5.1 – Digital Strategy for Dissemination and Exploitation*, it is essential that all relevant stakeholders are continuously informed through timely and updated information on project activities, news, and events.

Therefore, the project website <https://techtraplastice.eu> (see Figure Figure 3.2) serves as the **main communication platform** for the TechTraPlastiCE consortium. It provides a clear and accessible overview of the project's progress, achievements, and outputs. The website is designed to be comprehensive, and regularly updated, ensuring that information is relevant and understandable for a broad public audience as well as for specific target groups.



The screenshot shows the homepage of the TechTraPlastiCE website. At the top, there is a navigation bar with links to HOME, PROJECT, PARTNERS, NEWS, AGENDA, CONTACT, a search icon, and language options (EN, ES). The main header features the project's name and a subtitle: "Strengthening the university's technology transfer capabilities to support circular economy plastics value chains in Latin America." Below this, a banner indicates "Co-funded by the European Union". The page is divided into two main sections: "NEWS" and "AGENDA". The "NEWS" section contains a thumbnail of a video conference and a summary: "TechTraPlastiCE launched: Promoting the circular economy in the plastics industry from universities". It includes a "See more" button. The "AGENDA" section features an aerial view of the Universidad de Santiago de Chile campus and information about a "Consortium Meeting in Chile" on November 24, 8:00 am - 6:00 pm, at the university. It also includes a "SEE MORE" button.

Figure 3.1: Project Website: <https://techtraplastice.eu/>

In addition, all project results will be promoted through the partners' national and international networks, thereby maximizing impact and ensuring wide outreach across sectors and regions.

### 3.1 TechTraPlastiCE Website Visibility

All communication and dissemination actions are designed to direct audiences to the official TechTraPlastiCE website for further information and for contacting the project management team. To maximize outreach, the website is also interconnected with each partner's institutional communication channels, ensuring consistent visibility across the consortium network.

To enhance visibility and reach a broader audience throughout the project's implementation, the website is actively cross-linked with other relevant institutional, national, and international platforms that support the dissemination objectives of TechTraPlastiCE.



Figure 3.2: TechTraPlastiCE Website visibility: <https://techtraplastice.eu/>

In this regard, each partner university or organization has a dedicated webpage pointing to the official TechTraPlastiCE website, thereby strengthening its online presence and ensuring coherence across partner communications. The current list of partner webpages referencing TechTraPlastiCE includes:

- **Université de Lorraine (France):** TechTraPlastiCE – un projet Erasmus+ pour une économie circulaire du plastique
- **Columbus Association:** COLUMBUS forma parte del proyecto TechTraPlastiCE
- **Universidad Central de Colombia:** Proyectos Internacionales – Universidad Central
- **Universidad Nacional de Colombia:** La Universidad Nacional forma parte de un proyecto internacional para impulsar la economía circular en la industria del plástico
- **Universidad Nacional de Río Negro (UNRN):** Programas y Redes – UNRN
- **Universidad Nacional del Sur (UNS):** La Universidad Nacional del Sur se suma a un proyecto europeo para fortalecer la economía circular del plástico.
- **Pontifia Universidad Católica de Valparaíso (PUCV):** Escuela de Ingeniería Química participa en proyecto “TechTraPlastiCE”

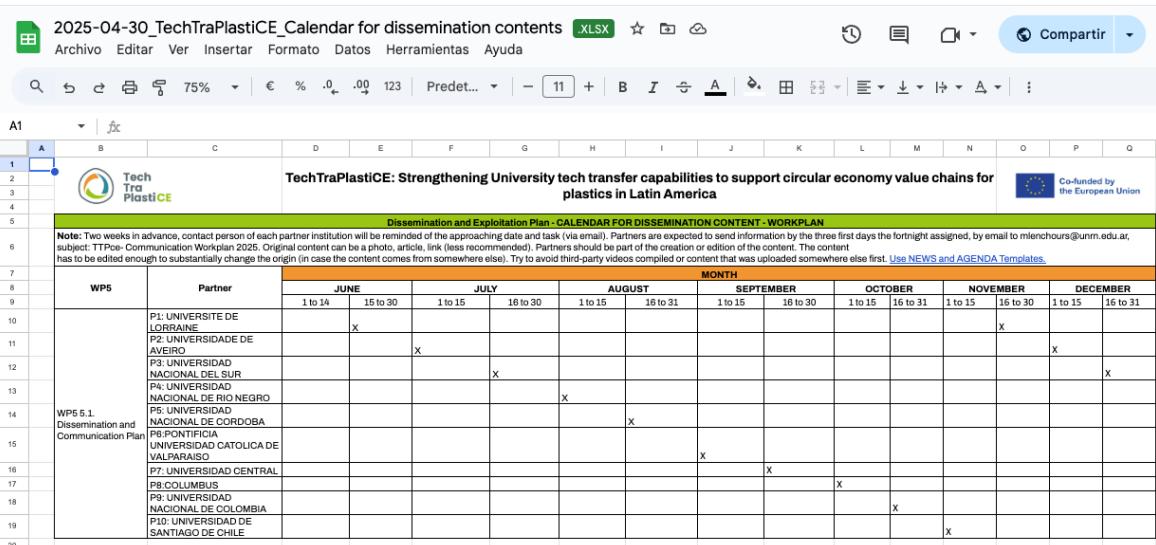
- **Universidad de Santiago de Chile (USACH):** Proyecto Erasmus TechTraPlastiCE avanza en propuestas de soluciones para la economía circular

These institutional links significantly contribute to increasing the visibility of TechTraPlastiCE, reinforcing its credibility, and promoting engagement across the consortium's extended networks.

## 3.2 Content creation and dissemination

The TechTraPlastiCE website will be *updated on a monthly basis* to ensure that all information remains current and relevant. The WP5 leader is responsible for designing, administering, and maintaining the website, in close collaboration with all project partners.

To coordinate content production, a monthly dissemination calendar (see Figure Figure 3.3) has been established. This calendar defines the contributions expected from each partner for the **News** and **Agenda** sections, thereby ensuring regular and balanced updates across the consortium.



**Dissemination and Exploitation Plan - CALENDAR FOR DISSEMINATION CONTENT - WORKPLAN**

**Note:** Two weeks in advance, contact person of each partner institution will be reminded of the approaching date and task (via email). Partners are expected to send information by the three first days the fortnight assigned, by email to mlenchours@unrn.edu.ar, subject: TTPlc- Communication Workplan 2024. Original content can be a photo, article, link (less recommended). Partners should be part of the creation or edition of the content. The content has to be edited enough to substantially change the origin (in case the content comes from somewhere else). Try to avoid third-party videos compiled or content that was uploaded somewhere else first. Use NEWS and AGENDA Templates.

WP5	Partner	MONTH											
		JUNE		JULY		AUGUST		SEPTEMBER		OCTOBER		NOVEMBER	
1	P1: UNIVERSIDAD DE LORRAINE	X											
2	P2: UNIVERSIDADE DE AVEIRO		X										
3	P3: UNIVERSIDAD NACIONAL DEL SUR			X									
4	P4: UNIVERSIDAD NACIONAL DE RIO NEGRO				X								
5	P5: UNIVERSIDAD NACIONAL DE CORDOBA					X							
6	P6: PONTIFICIA UNIVERSIDAD CATOLICA DE VALPARAISO						X						
7	P7: UNIVERSIDAD CENTRAL							X					
8	P8: UNIVERSIDAD NACIONAL DE COLOMBIA								X				
9	P10: UNIVERSIDAD DE SANTIAGO DE CHILE									X			
10	WP5.1 Dissemination and Communication Plan											X	
11													X
12													X
13													
14													
15													
16													
17													
18													
19													
20													

Figure 3.3: Calendar for dissemination contents

To facilitate the preparation of dissemination materials, **standardized templates** have been provided to all partners (see Section Section A). These templates define the expected content format, specify the required information fields, and outline the **image format and usage rights** to ensure compliance with copyright and communication guidelines.

### 3.2.1 Multi-Level Dissemination and Partner Engagement

In line with the EACEA's principle of knowledge sharing, the most significant project deliverables and outputs will be made publicly available on the project website once finalized, ensuring open and easy access to key results and resources.

As illustrated in Figure 3.4, the main objective is to enable each partner institution to disseminate project outcomes at **local**, **national**, and **international** levels, according to their specific networks and outreach capacity.

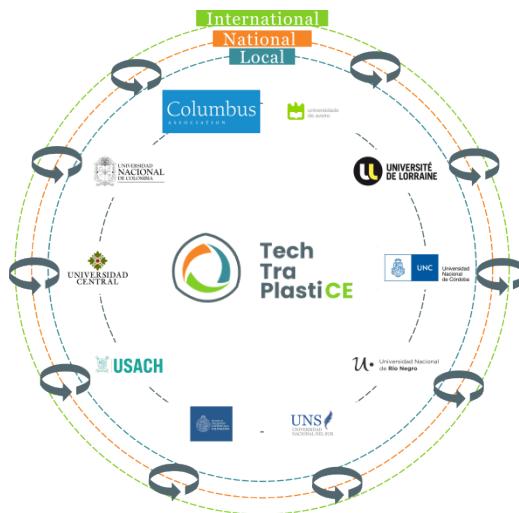


Figure 3.4: Visibility

- **Local level:** Refers to the internal audiences within each Higher Education Institution (HEIs) population — including students, researchers, and academic staff. Dissemination at this level aims to identify and strengthen local competences within the HEIs, thereby enhancing their institutional capacity and expanding their educational and innovation portfolio in the field of circular economy.
- **National level:** Encompasses outreach to enterprises, chambers of commerce, professional associations, and other relevant actors of the plastic value chain. Dissemination activities at this scale allow project results to reach stakeholders who can directly benefit from or contribute to the practical implementation of the project's outcomes.
- **International level:** Involves participation in scientific conferences, publications, and academic collaborations that arise from the collective work of the consortium. Although TechTraPlastiCE is primarily a capacity-building project, it also contributes to

the broader research agenda on the circular economy transition in the plastics sector, a topic of growing societal and scientific relevance.

To effectively coordinate these multi-level dissemination activities, the WP5 leader maintains a monitoring database (see Figure 3.5).

This tool allows for systematic tracking of the content generated and shared by each partner, ensuring balanced contributions and identifying opportunities to leverage each HEI's local and national networks for maximum dissemination impact.

TechTraPlastiCE: Strengthening University tech transfer capabilities to support circular economy value chains for plastics in Latin America – TechTraPlastiCE												
Communication and Dissemination Team - Annex 5 - Content Repository for Website and Social Media												
PUBLICATION DATE	ACTING PARTNER(S)	TITLE/TOPIC OF THE PUBLICATION	CHANNEL			Institutional Website	Institutional Social Media	Others (which?)	LINK/EVIDENCE	REACH	REACTIONS	
			TechTraPlastiCE Website	TechTraPlastiCE LinkedIn	TechTraPlastiCE x							
27 de marzo de 2025	UNRN (WP5)	Comunicado en Francia el evento de lanzamiento del Proyecto Erasmus+ TechTraPlastiCE		<a href="https://www.linkedin.com/company/tchtraplastice/en/c11c1b3-en-francia-el-evento-de-lanzamiento-del-proyecto-erasmus-tchtraplastice/">https://www.linkedin.com/company/tchtraplastice/en/c11c1b3-en-francia-el-evento-de-lanzamiento-del-proyecto-erasmus-tchtraplastice/</a>								
27 de marzo de 2025	COLUMBUS	Primera reunión presencial en Nancy sobre proyecto TechTraPlastiCE					<a href="https://columbus-web.org/primer-a-reunion-presencial-a-n-nancy-francia-del-proyecto-techtraplastice/">https://columbus-web.org/primer-a-reunion-presencial-a-n-nancy-francia-del-proyecto-techtraplastice/</a>		<a href="https://www.linkedin.com/feed/update/urn:activity:731111977673230480">https://www.linkedin.com/feed/update/urn:activity:731111977673230480</a>	X (Twitter) Instagram	<a href="https://x.com/Columbus_1987/status/1904637055809300097">https://x.com/Columbus_1987/status/1904637055809300097</a>	
31 de marzo de 2025	UNRN (WP5)	Se presentó TechTraPlastiCE: Europa y América Latina unen esfuerzos para impulsar la economía circular en las industrias de los plásticos		<a href="https://www.linkedin.com/pulse/se-present%C3%A9-techtraplastice-europa-y-america-latina-unen-esfuerzos-para-impulsar-la-econom%C3%ADa-circular-en-las-industrias-de-los-pl%C3%A1sticos-unc-31-marzo-2025/">https://www.linkedin.com/pulse/se-present%C3%A9-techtraplastice-europa-y-america-latina-unen-esfuerzos-para-impulsar-la-econom%C3%ADa-circular-en-las-industrias-de-los-pl%C3%A1sticos-unc-31-marzo-2025/</a>								
31 de marzo de 2025	UNC	La UNC participó de un proyecto interdisciplinario para impulsar la economía circular					<a href="https://www.ms.edu.ar/comunicaciones/NCNB3-se-realiz%C3%A9-%C3%A9xito-de-por%C3%ADctico-en-la-unc-particip%C3%A9n-c11c1b3-de-un-proyecto">https://www.ms.edu.ar/comunicaciones/NCNB3-se-realiz%C3%A9-%C3%A9xito-de-por%C3%ADctico-en-la-unc-particip%C3%A9n-c11c1b3-de-un-proyecto</a>					
3 de abril de 2025	UNRN	La UNRN, en la presentación de un proyecto interdisciplinario que impulsa la economía circular					<a href="https://www.unrn.edu.ar/noticias/la-unrn-en-la-presentacion-de-un-proyecto-interdisciplinario-que-impulsa-la-economia-circular-4450">https://www.unrn.edu.ar/noticias/la-unrn-en-la-presentacion-de-un-proyecto-interdisciplinario-que-impulsa-la-economia-circular-4450</a>		<a href="https://www.linkedin.com/posts/uncnoticias-7311939895921099840/">https://www.linkedin.com/posts/uncnoticias-7311939895921099840/</a>		<a href="https://www.instagram.com/p/D9QOup-Sjw/">https://www.instagram.com/p/D9QOup-Sjw/</a>	
18												

Figure 3.5: Partner Dissemination Monitoring Database

### 3.3 Website tree structure and components

A first version of the TechTraPlastiCE website was created in February 2025 for the kick off meeting. It was completed in June 2025 with all sections and functionalities required for the initial stage of the project. The final version of the project will be ready towards the end of the project, with the section corresponding to the Open Digital Repository (D5.4) where the results of this initiative

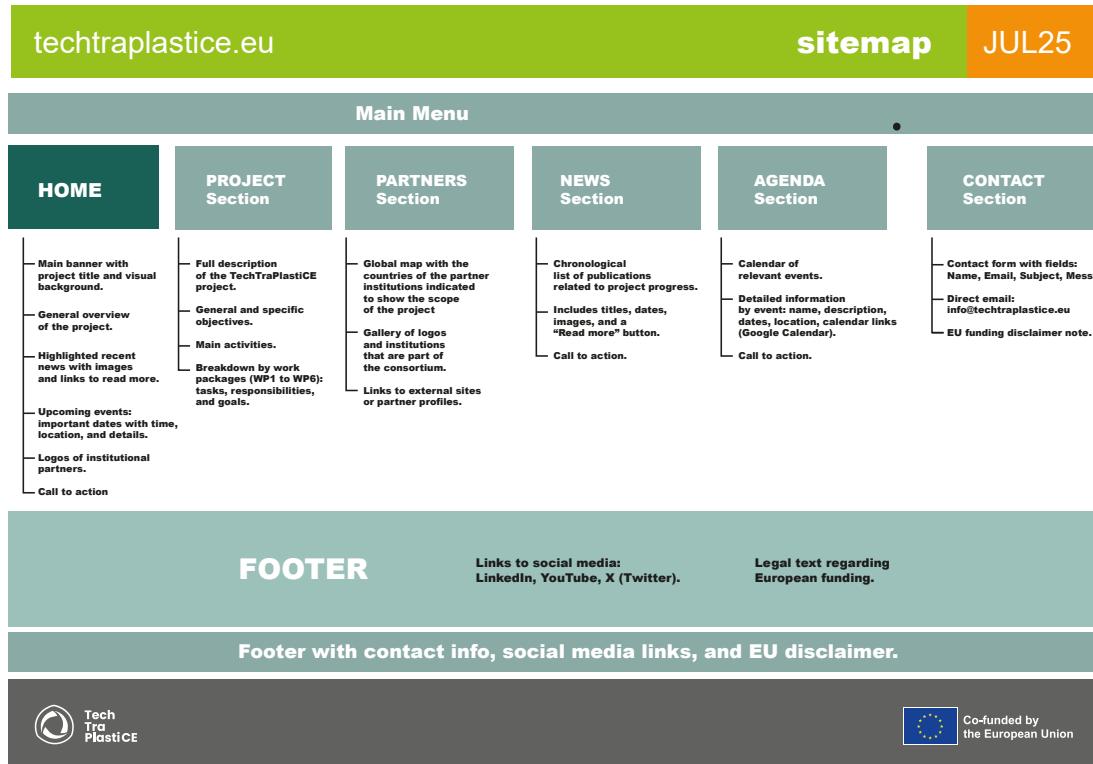


Figure 3.6: TechTraPlastiCE Website structuration

The TechTraPlastiCE project website is organized into a clear and accessible structure that communicates the scope, goals, and progress of the initiative. The layout is divided into several core sections: Home, Project, Partners, News, Agenda, and Contact, with each fulfilling a specific communication role.

The *HOME* (Figure 3.6) section serves as the landing page and includes a banner showcasing the project title and an engaging visual background to capture the visitor's attention. This area sets the tone for the site, inviting users to explore further. The section highlights recent news items, with images and links to full articles, showcasing ongoing progress, events, and developments within the project. Also, upcoming activities are presented under "Agenda", listing key dates, event titles, locations, and short descriptions to engage users and promote participation. Below, visitors are introduced to the full description of the TechTraPlastiCE consortium.

At the *Project* section (Figure 3.7), the main goal is to outline the project's description, objective and results related to plastic circularity and sustainable innovation. The main activities are

detailed here, providing an overview of how the project intends to achieve its goals.

The project's impact will not only be measured in new sustainable solutions, but also in the consolidation of long-term partnerships between universities and the plastics industry.

### Work packages

All WP1 WP2 WP3 WP4 WP5 WP6

**Work Package 1: Innovation Opportunities for the Circular Economy**

1.1. Developing a framework for understanding company/industry performance for the circular economy

1.2. Identification of gaps and drivers in selected industries/companies to meet standards and consumer preferences.

1.3. Evaluate the innovation capabilities of industries/sectors



Figure 3.7: Project section of TechTraPlastiCE website

involved, and each is linked to external websites or profiles, providing visitors with further information about the consortium.

The **NEWS** section (Figure 3.8) compiles all project-related publications in a chronological list. Each entry includes the title, date, a featured image, and a “Read more” button, allowing users to follow project milestones and access detailed updates. This section helps demonstrate transparency, dissemination of results, and community outreach.

A significant feature of this section is the breakdown by work packages (WP1 to WP6). Each work package is presented with a description of its tasks, roles of participating institutions, and specific goals. This breakdown helps to demonstrate the project's strategic planning and operational roadmap.

On the other hand, the **PARTNERS** section emphasizes the collaborative nature of TechTraPlastiCE. It features a global map indicating the countries where partner institutions are based, visually conveying the project's international scope. A gallery of logos displays the institutions

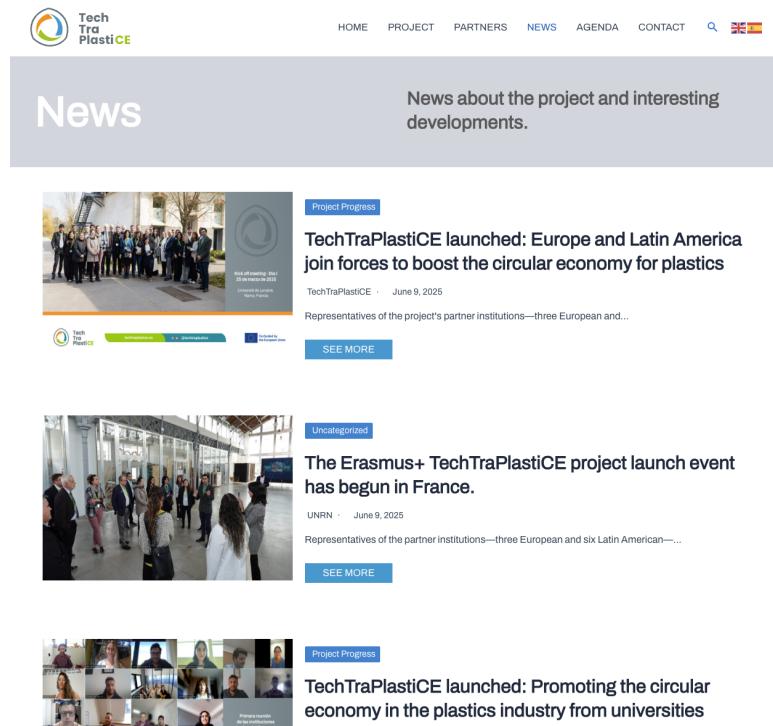


Figure 3.8: TechTraPlastiCE Website structure

In the AGENDA section (Figure 3.9), users can find a calendar of relevant events. Each listing provides comprehensive details such as the event name, description, date, location, and direct links to add the event to personal calendars (e.g., Google Calendar). This encourages active participation from stakeholders and the general public.

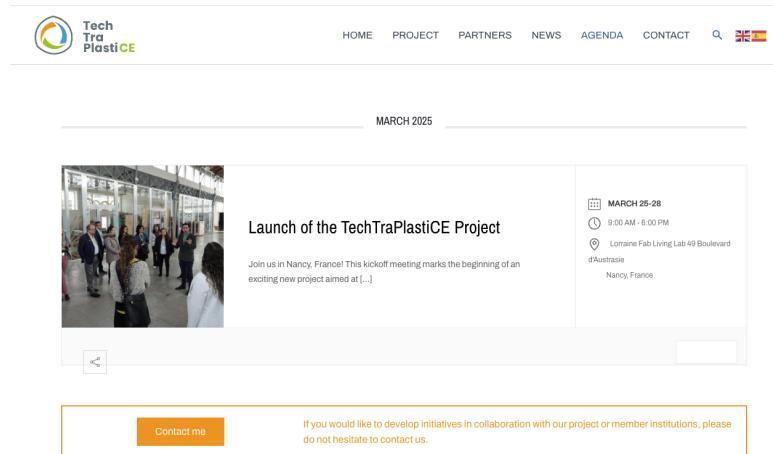


Figure 3.9: Agenda

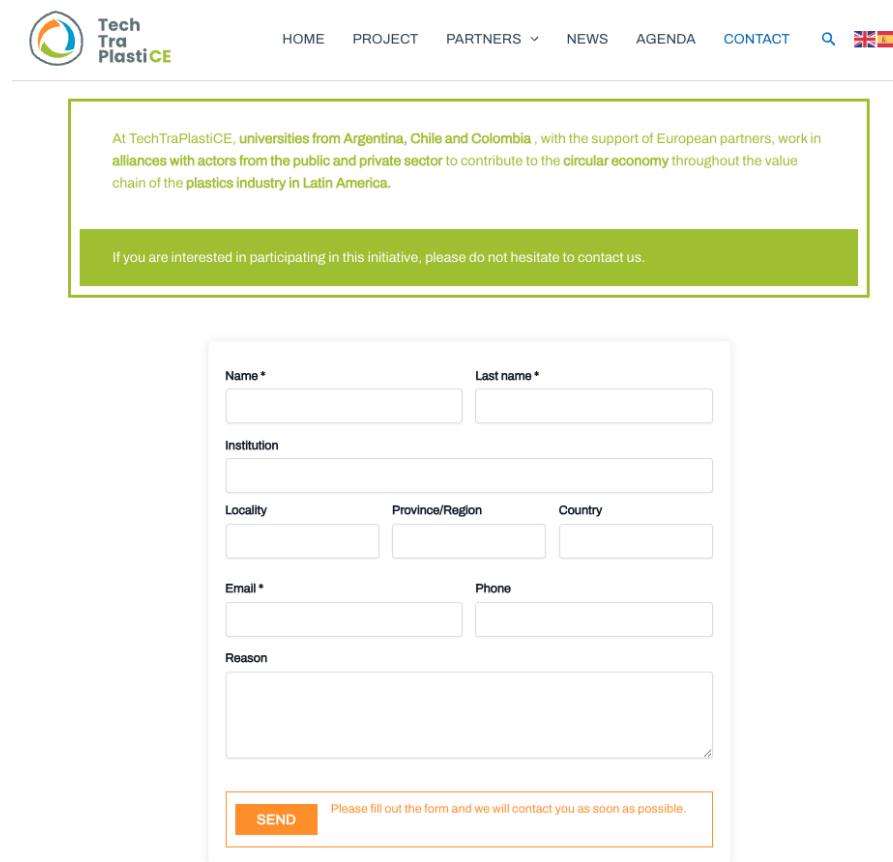
The footer across the site contains essential elements such as legal text, EU funding disclaimers, and quick access to social media channels. Overall, the TechTraPlastiCE website tree reflects a well-organized, user-friendly interface that supports communication, transparency, and collaboration within a major European research initiative.

### 3.4 Stakeholder Engagement and Contact Mechanisms

All communication actions are designed to direct audiences toward the project website, which serves as the central hub for further information and for contacting the project management team.

One of the innovative features of TechTraPlastiCE is the early and continuous engagement of HEIs with the local ecosystem of the plastic value chain, initiated already in *WP1 Innovation Opportunities for Circular Economy*.

This strategy of TechTraPlastiCE aims to ignite a close interaction since the beginning between academia, industry, and society, ensuring that project activities are aligned with real-world challenges and opportunities.



At TechTraPlastiCE, universities from Argentina, Chile and Colombia , with the support of European partners, work in alliances with actors from the public and private sector to contribute to the **circular economy** throughout the value chain of the plastics industry in Latin America.

If you are interested in participating in this initiative, please do not hesitate to contact us.

Name \*  Last name \*   
 Institution   
 Locality  Province/Region  Country   
 Email \*  Phone   
 Reason   
 Please fill out the form and we will contact you as soon as possible.

Figure 3.10: External stakeholder contact to TechTraPlastiCE consortium

To facilitate this engagement, the website includes a dedicated contact form (see Figure 3.10) that enables **external stakeholders** to reach the TechTraPlastiCE consortium directly. **This is very important in order to identify the enterprises that want to be part of the project in Colombia, Chile and Argentina contexts.**

The **CONTACT** section includes a contact form where users can submit inquiries by filling in their name, email, subject, and message. Additionally, a direct email address [info@techtraplastice.eu](mailto:info@techtraplastice.eu) is provided for more direct communication. This feature supports potential collaboration and knowledge exchange throughout the project's lifetime. This contact mechanism also plays a key role in the exploitation phase, enabling interested stakeholders to access information and tools that support the transfer and adoption of project results beyond its completion.

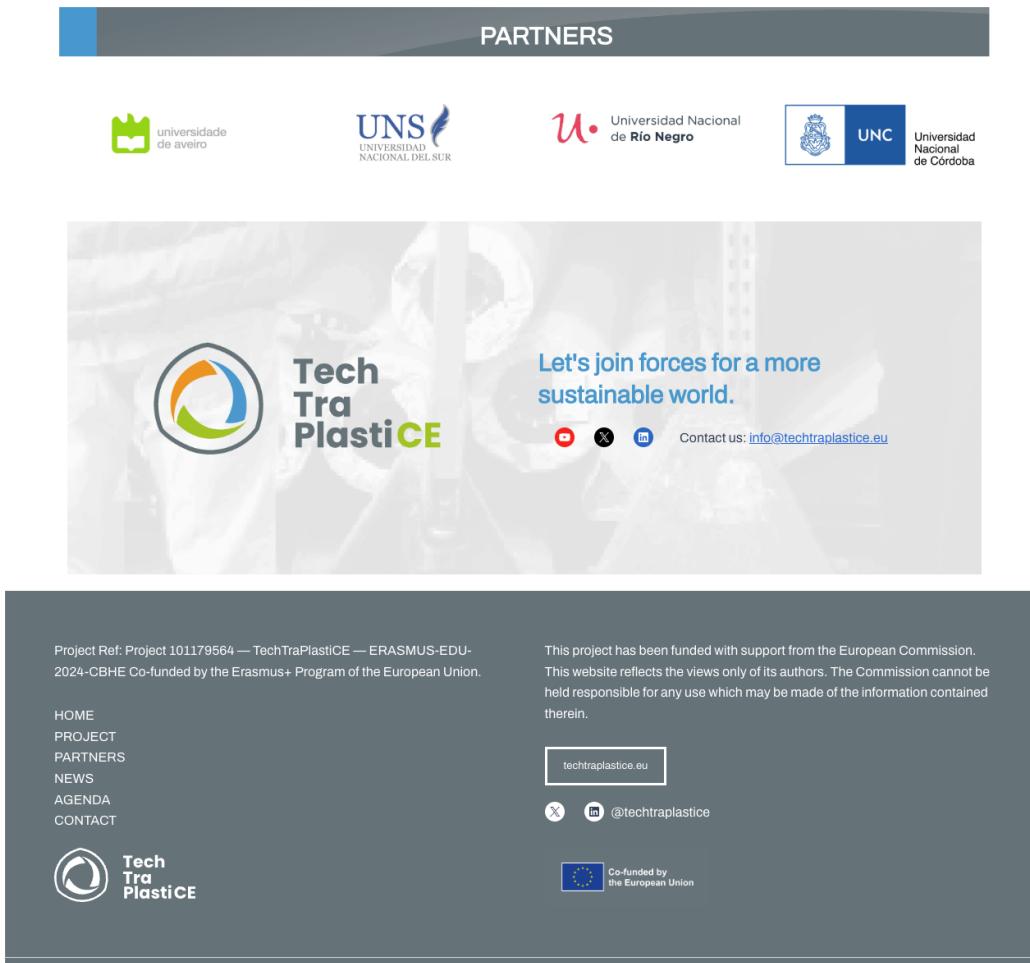
At the end of the project, all final outputs and dissemination materials will be made publicly available through the Open Educational Resources (OERs) platform, as are going to be

detailed in Deliverables D5.4 and D5.5.

### 3.5 User Experience Report (UX/UI)

The TechTraPlastiCE website features a clean and professional design that aligns with the academic and technological nature of the project as illustrated in Figure 3.11.

Its visual identity has been developed to reflect the standards commonly associated with European research initiatives, prioritizing clarity, reliability, and institutional presence. The overall aesthetic avoids unnecessary ornamentation or visual clutter, favoring a minimalist and structured layout that enhances user experience. The site's design serves not only as a visual representation of the project's credibility but also as a practical tool for communication and dissemination. This thoughtful approach ensures that the content is easily accessible to a wide audience, including researchers, partners, policymakers, and the general public. Every element on the website contributes to a sense of coherence and professionalism, reinforcing the project's role within the broader European research and innovation landscape.



The screenshot displays the TechTraPlastiCE website's homepage. At the top, there is a dark header bar with the word "PARTNERS" in white capital letters. Below this, five partner logos are displayed in a row: Universidade de Aveiro (green logo), UNS (Universidad Nacional del Sur) (blue logo), Universidad Nacional de Río Negro (red logo), and UNC (Universidad Nacional de Córdoba) (blue logo). The main content area features a large banner with a grayscale background image of people. On the left side of the banner is the TechTraPlastiCE logo (a stylized circular icon with blue and green segments) and the text "Tech Tra PlasticICE". To the right, the text "Let's join forces for a more sustainable world." is written in blue, followed by social media icons for YouTube, Twitter, and LinkedIn, and the contact email "Contact us: [info@techtraplastice.eu](mailto:info@techtraplastice.eu)". In the bottom left corner of the banner, there is a small "Project Ref: Project 101179564 — TechTraPlastiCE — ERASMUS-EDU-2024-CBHE Co-funded by the Erasmus+ Program of the European Union." In the bottom right corner of the banner, there is a small "This project has been funded with support from the European Commission. This website reflects the views only of its authors. The Commission cannot be held responsible for any use which may be made of the information contained therein." In the footer, there is a sidebar with links to "HOME", "PROJECT", "PARTNERS", "NEWS", "AGENDA", and "CONTACT". Below these links is the TechTraPlastiCE logo. To the right of the sidebar, there is a "techtraplastice.eu" button, social media icons for Twitter and LinkedIn, and the handle "@techtraplastice". At the very bottom of the footer, there is a "Co-funded by the European Union" logo.

Figure 3.11: TechTraPlastiCE legibility

A key component of the site's identity is its color palette, defined in Deliverable D5.1, which is dominated by shades of blue and gray. These colors were chosen not only for aesthetic appeal but also for the psychological associations they carry. Blue tones evoke a sense of trust, innovation, and intelligence—values strongly aligned with scientific and technological progress—while gray adds a sense of balance, neutrality, and professionalism. This controlled use of color helps maintain visual harmony across the site, supporting its formal tone without being monotonous. The palette is applied consistently throughout all sections, from banners and buttons to text highlights and backgrounds, ensuring a unified appearance. The result is a visual identity that is both modern and serious, which reflects the strategic goals of the project and enhances its credibility among stakeholders in the European research community.

Typography and layout are also carefully considered to promote clarity and legibility. The font choices are clean and sans-serif, ensuring that all text remains easy to read across

different devices and screen sizes. There is no overuse of bold styles, decorative elements, or distracting graphic effects, which reinforces the project's commitment to *functional design*. Content is organized into well-defined blocks, each with ample white space, making the site feel open and easy to navigate. Images and icons are used moderately and strategically to support the information, not overwhelm it.

This minimalistic and structured approach contributes to an intuitive user experience, helping users find relevant content quickly and without distraction. Overall, the website's visual and structural design reflects a balance between aesthetic restraint and practical usability, in line with the professional and research-driven focus of TechTraPlastiCE.

### 3.5.1 Usability and Access to Information

The TechTraPlastiCE website intends a well-thought-out structure and user-friendly design, particularly in terms of navigation and content accessibility in **English and Spanish** given the international context as presented in Figure 3.12. A clear top menu provides direct links to the main sections—Home, Project, Partners, News, and Agenda—ensuring users can easily find key information.



Figure 3.12: TechTraPlastiCE in Spanish and English as international project

The site is responsive and functions well on mobile devices, although certain areas, such as the news modules, could benefit from improved formatting for smaller screens. Content is logically organized, with each section featuring concise titles, short descriptive paragraphs, and calls to action like “see more” to guide user interaction.

On the homepage, news and events are prominently displayed, drawing attention to the latest updates and project milestones. Additionally, the site includes several useful features, such as calendar integration for events, external links to partner institutions and social media platforms, and visible contact information in the footer.

These elements collectively contribute to a functional, accessible, and informative user experience.

### 3.5.2 Observations and Opportunities for Improvement

The WP5 leader, with the support of the project’s Communication Team, will enhance the visual dimension of the website by increasing the use of images, infographics, and visual storytelling elements to better communicate the project’s objectives and results to non-technical audiences, particularly within the Project section.

Furthermore, the website will evolve dynamically in response to emerging communication and dissemination needs, ensuring that its content remains relevant and engaging throughout the project’s implementation. These improvements will be progressively defined and implemented in coordination with the development of each Work Package, ensuring alignment between project activities and communication outputs.

# 4

## Social Media of TechTraPlastiCE: LinkedIn, Youtube and X

Figure 4.1 lists the social media accounts that will be used as communication channels. LinkedIn<sup>1</sup> and X<sup>2</sup> (@techtraplastice) were defined as the most suitable social media network for the TechTraPlastiCE Project to engage with a broader audience and to disseminate its results. A YouTube<sup>3</sup> channel of the project was also created to host all the audiovisual material of the project, which will be also linked to the website, newsletters and other social networks, as appropriate.

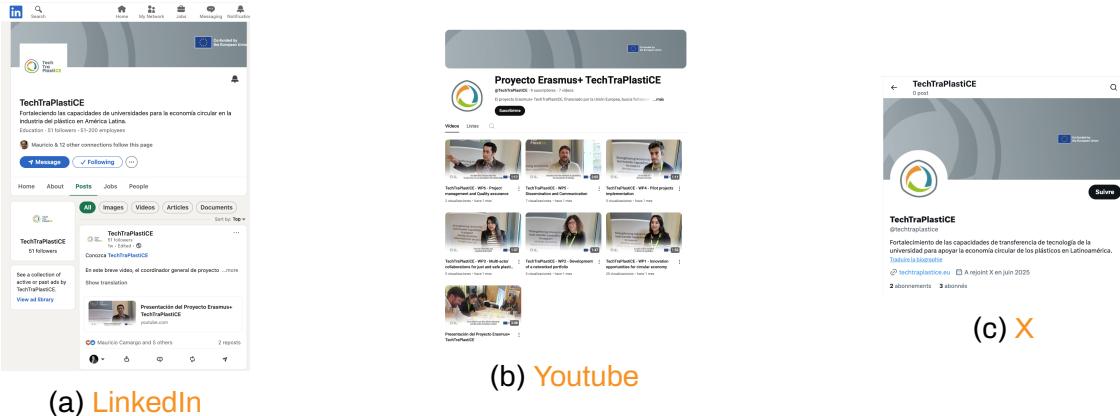


Figure 4.1: Social accounts of TechTraPlastiCE project

Partners have to follow the project's accounts, replicate the content and comment to generate interaction.

<sup>1</sup>Linkedin : <https://www.linkedin.com/company/techtraplastice/>.

<sup>2</sup>X : <https://x.com/techtraplastice>.

<sup>3</sup>YouTube : <https://www.youtube.com/@TechTraPlastiCE>.

The WP5, with the collaboration of all partners, will create content considering other social media networks to be shared by the partners through their institutional accounts, such as Instagram.

The LinkedIn account was created on April 2025 and it count 51 followers at the moment of writing this rapport. The main purpose with this account is to connect with external socio-economic actor thanks to this professional account channel.

The X account was created on 24 June 2025. The main purpose with this account is to connect with a general audience that can be interested in the topic of circular economy that eventually can pass to a professional communication.

Finally, the YouTube Channel was created on May 19, 2025. At the moment of writing this rapport, there are

- Subscribers: 9
- Videos Published: 7
- Views: 68

WP5 leader will map the audience indicators as a proxy of the impact of the activities developed at TechTraPlastiCE project

## 4.1 Social Media Content Coordination

Social media channels play a complementary and amplifying role in the overall dissemination strategy of TechTraPlastiCE. Their purpose is to extend the visibility of the project's activities, connect with diverse stakeholder communities, and drive traffic toward the official project website, where detailed information and resources are hosted.

To ensure coherence and consistency across all communication platforms, the WP5 leader coordinates the planning and publication of content on **LinkedIn**, **X (formerly Twitter)**, and **YouTube**, with contributions from all partners.

Each partner is encouraged to share and repost TechTraPlastiCE content through their institutional and professional networks, thereby enhancing the project's outreach and engagement.

Social media content is prepared following a shared editorial calendar, aligned with the monthly website update cycle (see Figure Figure 3.3). This coordination guarantees that the messaging remains timely, coherent, and aligned with project milestones and events.

The types of content published on social media include:

- Announcements of **project events, workshops, and training activities**.
- Highlights of **key deliverables and milestones**
- **Partner achievements** and relevant collaborations.
- **Multimedia content** (e.g., short videos, infographics, and visuals) to increase audience engagement.
- Links to **news articles, publications, and website updates**.

All posts follow the project's visual identity and branding guidelines (as defined in D5.2 – Branding Toolkit and Training Plan) and adhere to the principles of clarity, accessibility, and professionalism expected in European projects.

# 5

## Conclusions

The TechTraPlastiCE website and its associated digital channels successfully fulfill their primary goal of supporting communication, visibility, and knowledge sharing across all stages of the project. Designed under the coordination of WP5 by Universidad Nacional de Río Negro, and with the collaboration of all partners, the platform is more than an information repository—it functions as the central hub for dissemination and engagement. With its clean layout, multilingual accessibility, and structured sections (Home, Project, Partners, News, Agenda, and Contact), it provides targeted content to diverse audiences, from academic stakeholders to enterprises and the general public.

The integration of news, events, and contact forms ensures up-to-date information and two-way communication. Social media accounts on LinkedIn, X, and YouTube serve to amplify the project's impact by extending its reach beyond institutional circles. These channels help redirect audiences to the official website while also offering additional formats to share research outputs and project milestones.

While the current platform offers strong foundations in terms of functionality and coherence, it also presents opportunities for growth in terms of visual engagement and user interaction. As noted, there is room to enhance the Project section through the inclusion of infographics and visual storytelling elements that better explain complex ideas to non-technical users. Future development stages could also improve mobile optimization—particularly for the news section—and expand the content diversity shared on partner and institutional platforms. Moreover, the continued collaboration among partners in content creation, guided by shared templates and editorial calendars, will help maintain the website's relevance and visibility. Regular updates and responsive design contribute to transparency and traceability, while the inclusion of analytics from social platforms will support performance tracking. In sum, the

TechTraPlastiCE digital strategy reflects a well-structured, scalable communication framework aligned with European Commission expectations and the project's broader objectives.



## **Templates for content generation**

A template was designed to all members in order to put news of techtraplastice website.



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## News report for upload

Date:

Origin/ University:

Author:

Category:

Headline:

Lead:

Body 1:

Highlight:

Body 2:

Tags:

Support images (1280x720px up to 700k)