

Blast and Fire Resistant Material**B A M****EXCELLENCE/0421/0137****DELIVERABLE D2.2****BAM PROJECT WEBSITE**

Project Information

Project Title	Blast and Fire Resistant Material
Project Acronym	BAM
Programme	EXCELLENCE HUBS
Grant Number	EXCELLENCE/0421/0137
Project Duration	01.04.2022 – 31.03.2024 (24 months)

Document information

Deliverable Number	D2.2
Deliverable Title	Project Website
Version	1.0
Dissemination Level	Public
Work package	WP2
Authors	FRC
Contributing partners	All
Delivery Date	01.07.2022
Planned Delivery Month	M3
Keywords	Website, Dissemination, Communication, Exploitation, Social Networks, Media, Events

Version History

No	Description	Author	Organization	Date
1	First draft	Mr George Loizos	FRC	03.06.2022
2	Second draft with the addition of Partners' contribution	Dr Demetris Nicolaides	FRC	10.06.2022
3	Review of the document	Dr Pericles Savva Dr Demetris Nicolaides	RECS/FRC	20.06.2022
4	Final version with integration of the reviewers' feedback	Dr Demetris Nicolaides	FRC	01.07.2022

Table of Contents

Project Summary.....	6
Description of Work	7
Purpose of the Webpage	7
Target Audience.....	7
Website Page Structure	8
Home Page.....	10
Project.....	11
The Problems and Challenges.....	11
Project Stages.....	12
Project Impact	12
Partners	13
Media	13
In the Press.....	13
Publications.....	14
Public Deliverables & Downloads.....	14
Gallery	15
News & Events	15
Contact Us.....	16
Means to achieve good referencing of the website.....	16
Conclusions.....	16

List of Figures

Figure 1.BAM project Logo	8
Figure 2. Header of all sections	9
Figure 3. Subscription button.....	9
Figure 4. Project's disclaimer located in the footer of all sections.....	10
Figure 5. Home Page.....	10
Figure 6. Drop-down list of Project section.....	11
Figure 7. The Problems Section.....	11
Figure 12. Publications section	14
Figure 13. Public Deliverables & Downloads section	14
Figure 14. Gallery section.....	15
Figure 15. BAM News & Event section	15
Figure 16. Contact us section.....	16
Figure 17. BAM contact form.....	16

Project Summary

Over the last decade, the construction works are ongoing, however only in the recent years the safety of such infrastructures has gained increasing attention, particularly the issues of fire, blast, and impact. This transformation in the mentality is attributed to a series of large fires and blast incidents (e.g., terrorism attacks) that have taken place in the last years, which have been responsible for dramatic incidents, which led to human casualties, major structural damages, and serious consequences for the regional economies. The existing materials either cannot offer protection against both circumstances or their cost is unaffordable.

The BAM project addresses these challenges, targeting to the design, development, and validation of two new building materials, which will offer the appropriate resistance against blast, impact, and fire, according to the relevant standards, considering that currently there is no such material that can offer both services.

The BAM project work plan consists of five (5) distinct Work Packages, implementing activities like material design and development, production, and validation in laboratory environment and through an analytical method, management, exploitation and dissemination, and techno-economic analysis.

WP1 will deal with all the actions related to the coordination and management of the project activities, addressing all administrative issues among the Consortium and the Steering Committee of the project. WP2 will include all the activities related to the dissemination, exploitation, and communication of the results. WP3 will deal with the design of the 2 new materials, i.e.: i) the HLM and ii) the SCGC and in WP4, the lab production of the 2 new materials, with 2 different methods will take place, i.e.: i) the conventional method of casting and ii) by 3D printing, including all the appropriate modifications of syntheses, to achieve the best possible production results. Additionally, in WP4 the validation of the new materials' properties in the laboratory environment and with an analytical method will take place. Finally, WP5 will include the techno-economic and cost-benefit analyses, aiming to evaluate the developed materials with both production methods, in terms of cost, efficiency and environmental impact.

The successful implementation of BAM project is expected to shift the design and development of these materials towards more innovative and knowledge-based products, allowing the local and European research community to regain a competitive advantage. The scientific field demands increasingly competitive materials that will unlock the scientific and technological skills and capacities in EU and worldwide for more efficient products, thus enforcing the progress in the building materials scientific field. Also, the development of materials with dual behaviour, with simultaneous reduction of the relevant environmental impacts is related with the environmental and societal progress in Europe. Furthermore, the involvement of 3D printing in such materials' development (further to plastics and electronics) will enhance the scientific and technological interest and efforts, especially in Cyprus, to conduct further research in the field. Last, but not least, the application of geopolymerization technology will have a substantial environmental, economic, and social benefit, as it is a low-cost innovative technology compared especially to the recovering activities (50%), with a lower environmental footprint (at least 40%) than the cement industry.

Description of Work

Purpose of the Webpage

The purpose of this document is to present the BAM website page <http://bam.frederick.ac.cy/> and detail its structure.

The aim of the BAM website page is to increase the visibility of the project mainly to a range of stakeholders (and to the wider public) and provide them with a reference point for receiving updates during the project activity period and beyond. The website page is also developed to decrease the amount of paper used during the dissemination process. It provides information on the reasons for undertaking the project, its objectives, background on the technology the project intends to utilize and expected outcomes.

The website page provides general information on the project objectives and the work to be performed. There will be a continuous update of the project website during and after the runtime of the project. The web address will be advertised, and it is intended to be of interest to potential end-users.

Target Audience

The BAM webpage will assist in establishing contact with a range of stakeholders to engage them at an initial project stage and ensure a closely technical development and future exploitation. The most relevant communities have been identified, and the dissemination strategy has been designed to evolve during the duration of the project aiming to reach:

- Policy Makers, Industries and SMEs
- Potential end-users, Inventors and Consultation Groups
- Sectoral working groups and associations
- Academics
- Wider Public
- Cyprus Research and Innovation Foundation

Website Page Structure

The aim of the BAM project website is to increase the visibility of the project to the public and provide them with a reference for receiving updates during the project activity period and after the end of the project. The website page is also developed to decrease the amount of paper used during the dissemination process. By following the project's website link and thanks to the wide use of internet, the public will easily understand and learn additional information related to the project which may not be described solely in a leaflet or a brochure. It provides information on the reasons for undertaking the project, its objectives, background on the technology the project intends to utilize and expected outcomes.

Since the HO's website page (Frederick Research Center website page: <http://www.frederick.ac.cy/>) has already an established number of interacting audience (users and followers), it was decided instead of developing an exclusive website for BAM project and attract a completely new audience, to include the BAM website page inside the HO's website, dedicating its own website page and assisting BAM project to attract first audience easier.

The design of the website page is developed upon the following criteria and considers suggestions given in the EU Project Websites – Best Practice Guidelines (http://www.eurosaire.prd.fr/7pc/documents/1271333123_project_website_guidelines_en.pdf) which offer better quality and user-friendliness to the project website, triggering higher popularity and provide better visibility for the project and the European Commission. Best practices include:

- a. Visual communication: use of photos and colours, web pages are easy to browse, information is kept short and links are included to websites and publications
- b. Verbal communication: the website uses simple phrasing, no jargon is used to attract the widest possible audience, e-devices are user friendly
- c. Visibility: maximum use of free or affordable methods to increase page ranking on search engines, Webmaster Tools provided by search engines to check indexing status, good cross linking between the different pages of the site and other sites, keywords to the web page metadata; use frequently used keyword search phrases both in the metadata and in the "Contents" pages
- d. Regular update of contents: the update of the current version of the webpage will be regularly performed by the HO. Moreover, there are connection with the social networks that the BAM project will have presence (LinkedIn, Facebook, Instagram) with the addition of the relevant add-on button on the website page.

The BAM website provides general information on the project objectives and the work to be performed. There will be a continuous update of the project's website during the runtime of the project and after its end. The web address will be widely advertised, and it is intended to be of interest to potential end-users.

The BAM website is accessible at: <http://bam.frederick.ac.cy/>

In the beginning of the page, the logo of BAM project is depicted (Figure 1):



Figure 1. BAM project Logo

The page presents all the aspects of the project BAM briefly including the Aim of the project, the Objectives, and the Scope of the project. The website is in English where the most up-to date details about the project activity are included.

The header on all sections of the website includes the logo along with the navigation tabs to all the other website sections named:

- **Home**
- **Project (The Problems, The Challenges, Project Stages, Project Impact)**
- **Partners**
- **Media (In the Press, Publications, Public Deliverables & Downloads, Gallery)**
- **News & Events**
- **Contact Us**

Additionally, the header includes a search button and the social media icons, which the website visitor can press and be redirected to BAM's LinkedIn, Facebook, and Instagram accounts. Our social media accounts are also shared in the project's leaflet and newsletters through the following links.

- Facebook: <https://www.facebook.com/people/BAM-Project/100087962876086/>
- Instagram: <https://www.instagram.com/bam.frc/>
- LinkedIn: <https://www.linkedin.com/showcase/bam-project/>

All the aforementioned information included in the website's Header is depicted on the Figure 2:

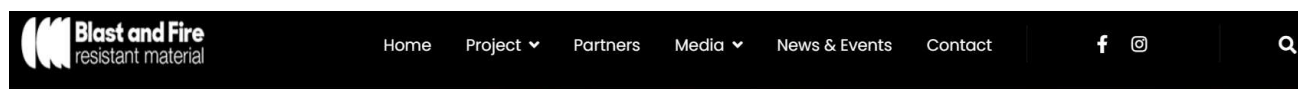


Figure 2. Header of all sections

By pressing the “Contact Us” button placed under the video, the email application pops up and the visitor can email us directly.

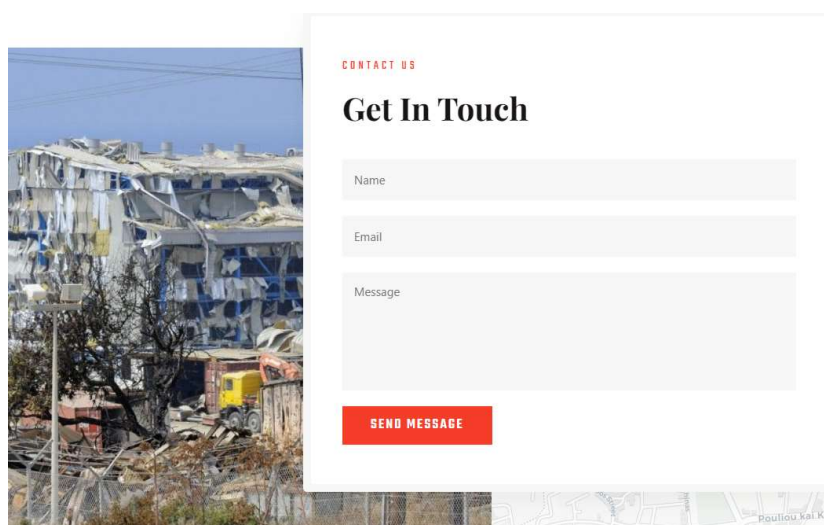


Figure 3. Subscription button

The footer¹ of all sections has the reference to the funding by the European Regional Development Fund and the Republic of Cyprus through the Research & Innovation Foundation. Additionally, the footer includes the links to the social media platforms.



Figure 4. Project's disclaimer located in the footer of all sections

Home Page

The Home Page depicts briefly all the aspects of the BAM Project including the Objectives, the Scope, as well as the Newsletter subscription button. Pictures showing characteristic blast and fire incidents on structures are being included on the Home Page which visualizes BAM's concept.

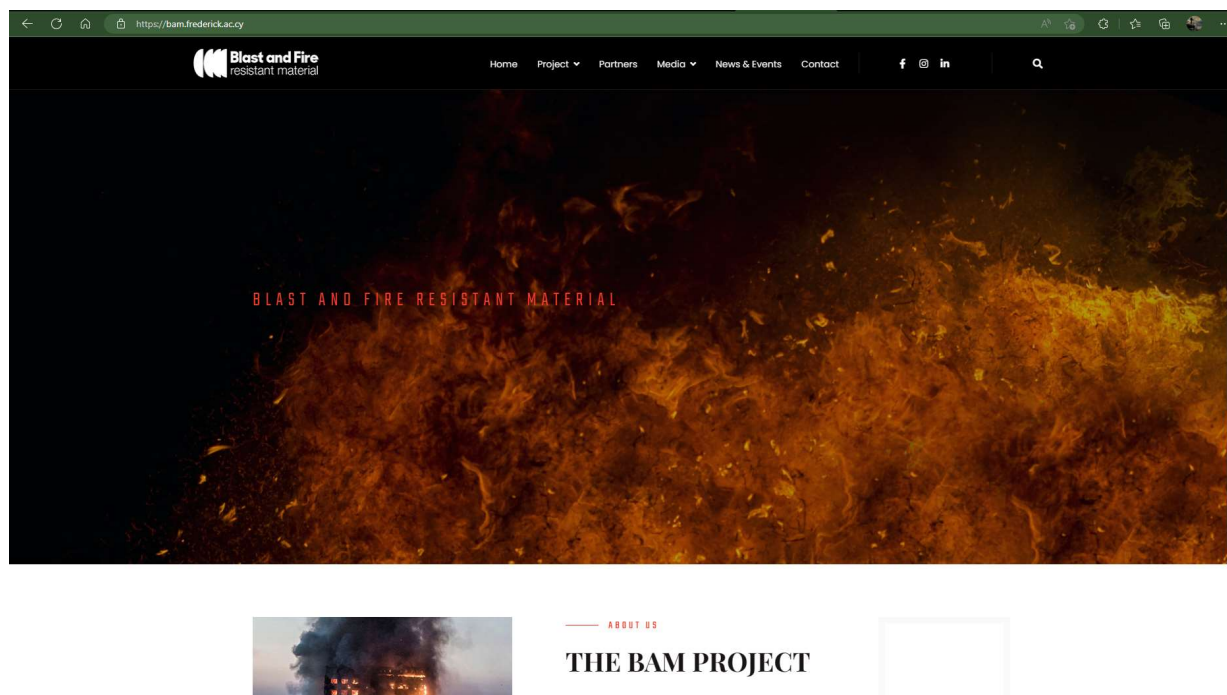


Figure 5. Home Page

¹ The footer is located at the bottom of the web page.

Project

The second tab of the BAM website includes an overview of the Project. Through a drop-down list in the Project tab, the visitor has the option to navigate through the Problems, the Challenges, Project Objectives, Project Stages and Project Impact.

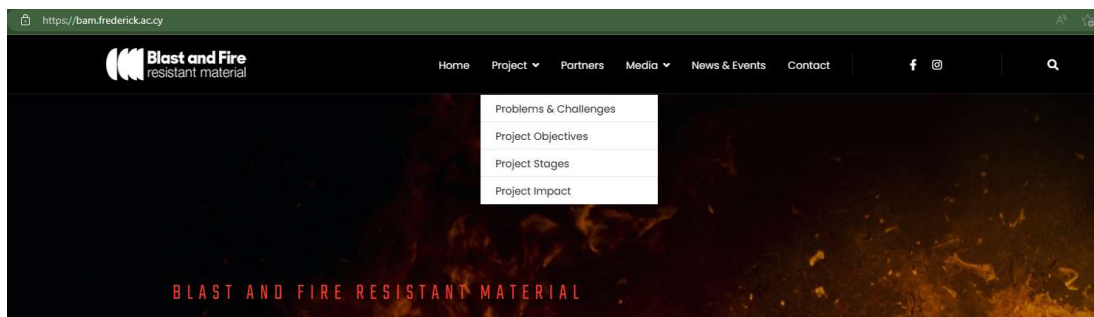


Figure 6. Drop-down list of Project section

The Problems and Challenges

The problems and challenges that the BAM project aims to resolve are stated clearly under this section.

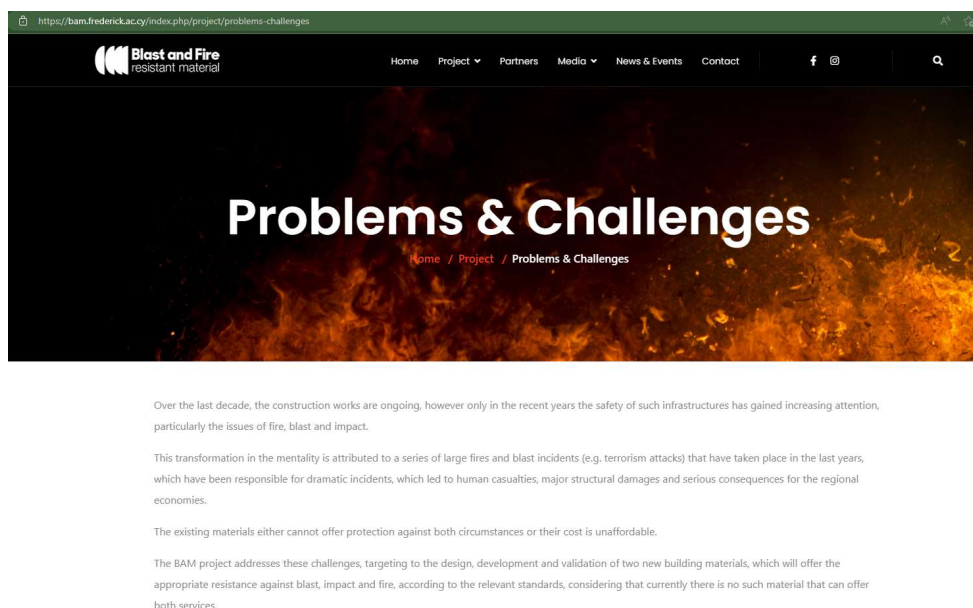


Figure 7. The Problems Section

Project Stages

The most important stages of the BAM innovative technology are briefly explained under this section.

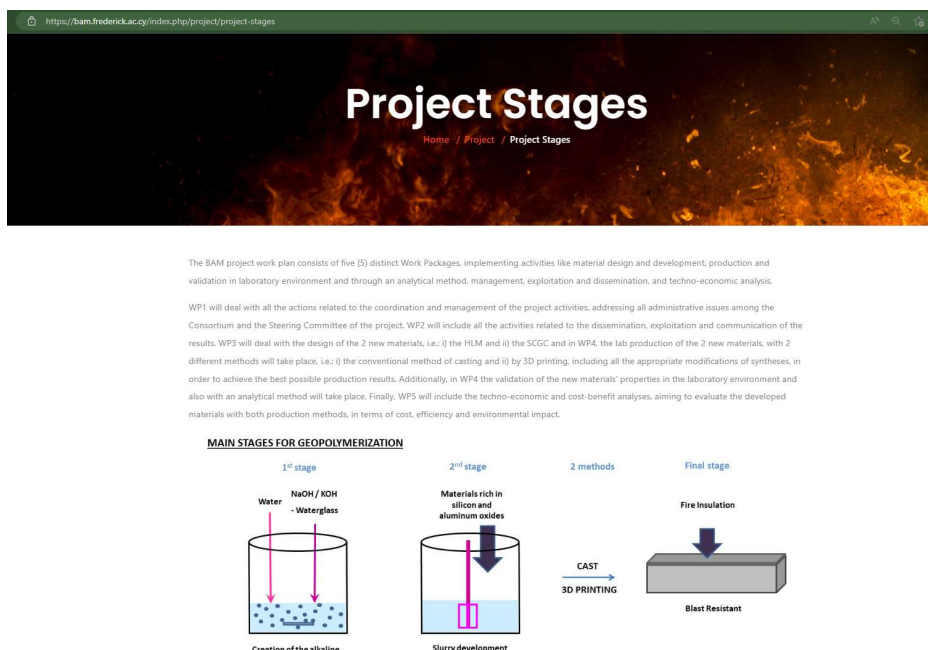


Figure 8. The Project Stages section

Project Impact

The Project impact section details the Social, Economic, Scientific, and Environmental impact that the BAM project aims to bring to the society.

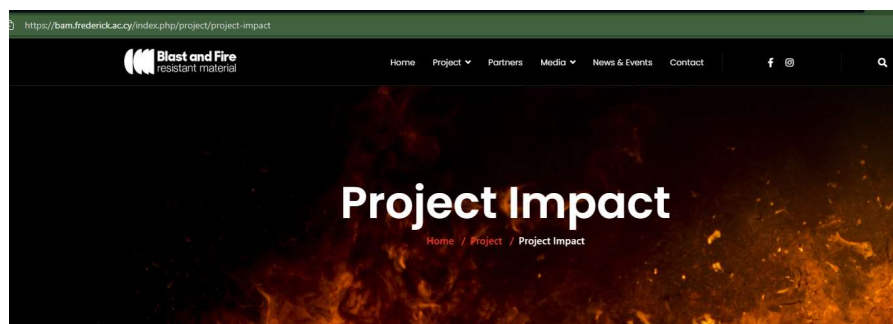


Figure 9. The Project Impact section

Partners

The Partners tab of the BAM website lists the Consortium Partners. The Partners Organization logos are hyperlinked to direct the website visitor to each partners Organization website.

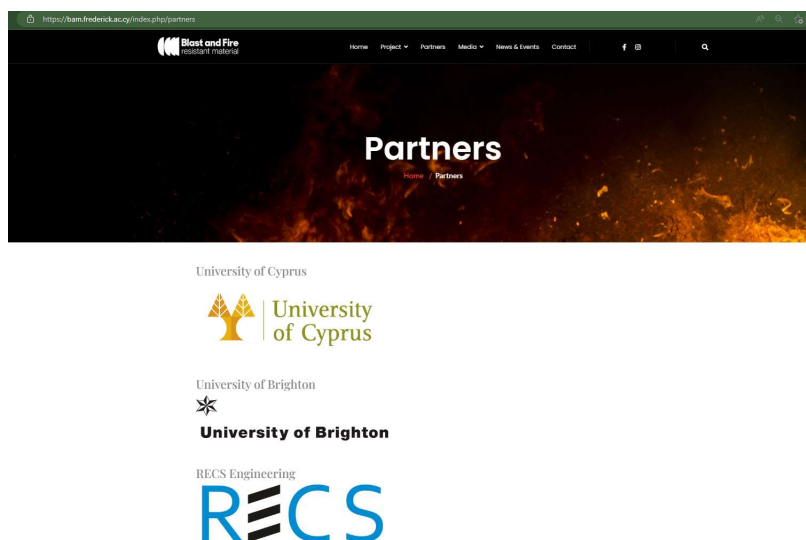


Figure 10. BAM's Partners

Media

Through a drop-down list in the Media tab, the visitor has the option to navigate through the Press, Publications, Public Deliverables & Downloads and Gallery sections.

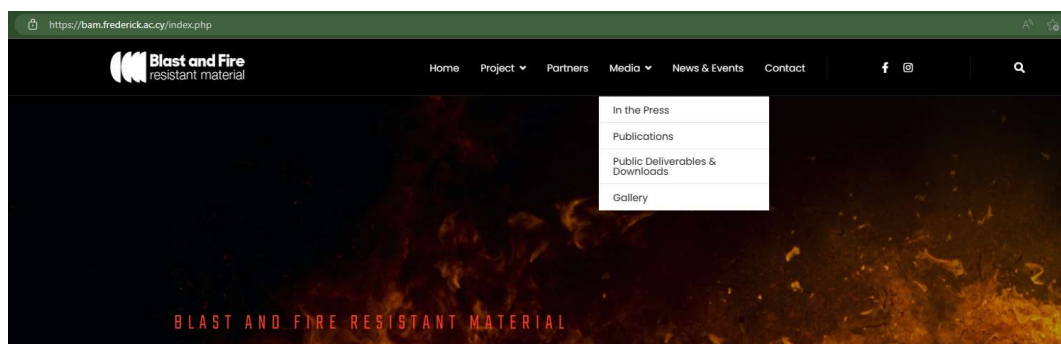


Figure 11. Drop-down list of Media section

In the Press

The Press sections includes a list with Press releases which have been send to journals, newspapers, and blogs to inform the public about the BAM idea and innovative technology.

Publications

This section currently includes the publications that have been developed regarding the project results. During the project's lifetime, the leaflet and the newsletter that will be developed to reach the various target groups in an effective and efficient way in various occasions will be published under this section.

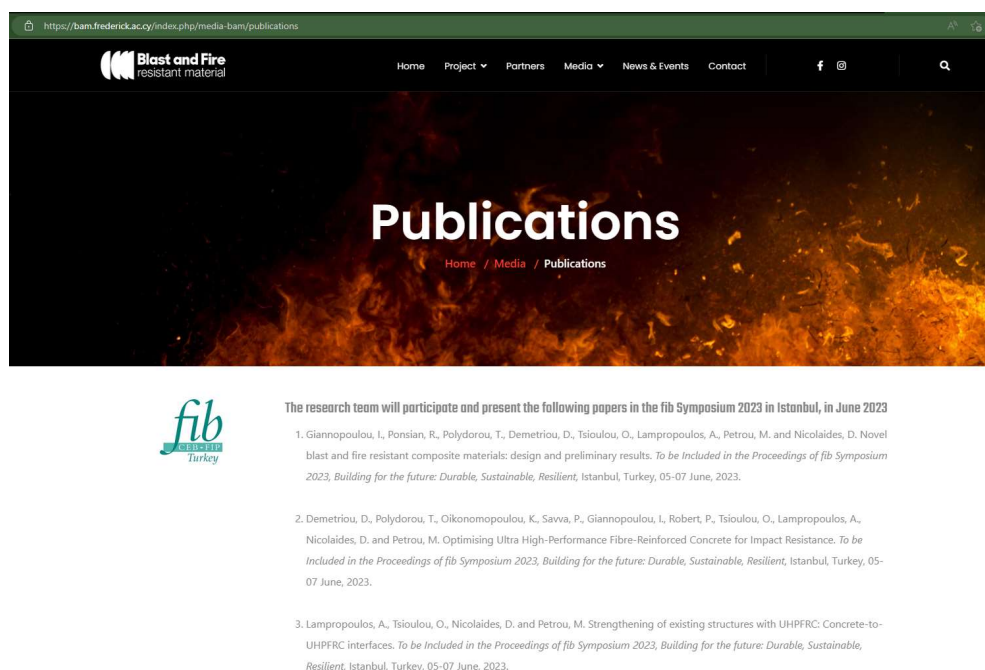


Figure 8. Publications section

Public Deliverables & Downloads

The Public Deliverables and materials such as the letterhead and logo will be uploaded in this section and will be accessible through this tab. This section will include in the future all the documents which are open for the public.

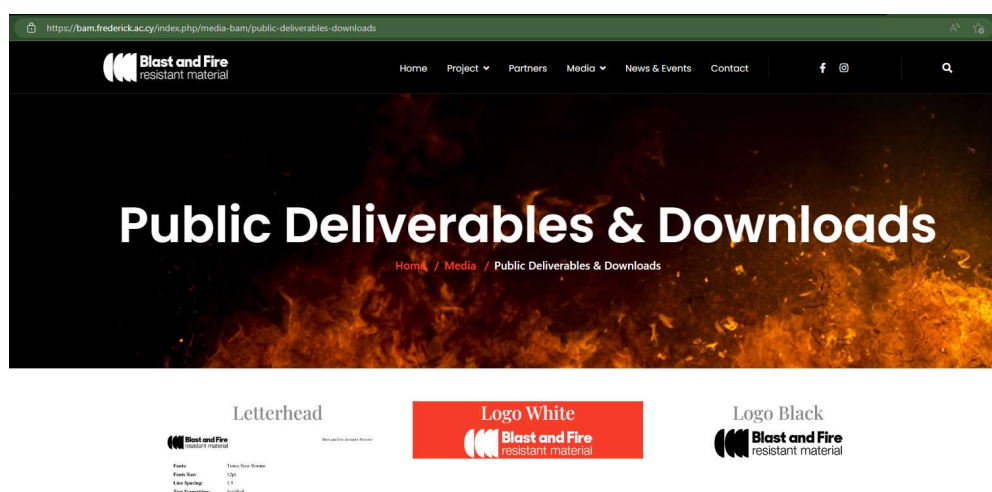


Figure 9. Public Deliverables & Downloads section

Gallery

This section gathers all the pictures that have been developed or pictures captured and visualizes the project's results, technology, processing methods, equipment etc. to be used in various occasions.

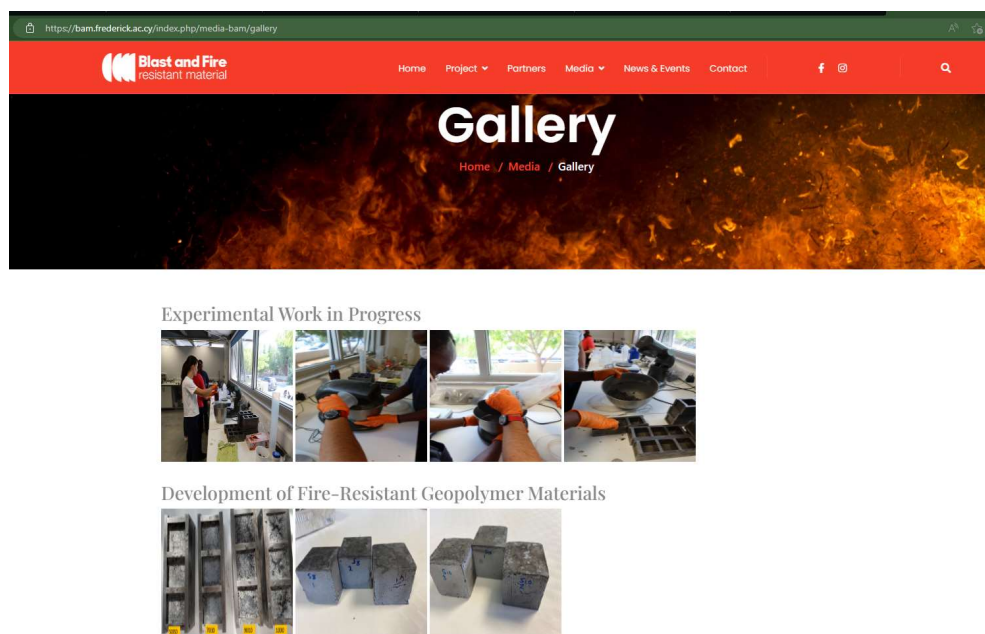


Figure 10. Gallery section

News & Events

The News and Events section includes all the events, news, seminars, conferences, and other interesting publications that are relevant to the BAM objectives and sectors. This section works like a blog. The posts are shown in chronological order from the most recent to the oldest.

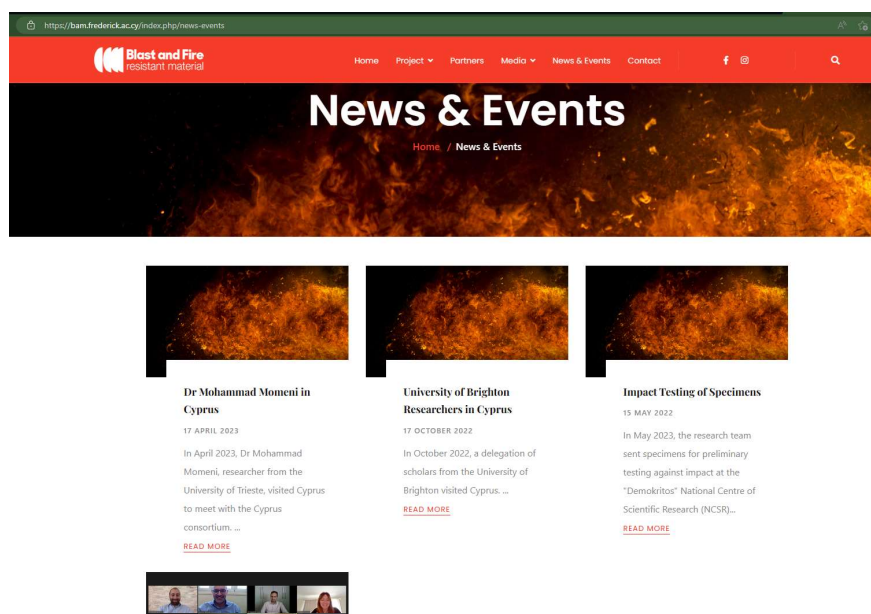


Figure 11. BAM News & Event section

Contact Us

In the Contact Us section, each visitor is given the opportunity to contact the Coordinator of BAM Project, Dr Demetris Nicolaides (Figure 12), by completing a contact form (Figure 13). The contact form contains information about the visitor's name and email, the subject of the visitor's message and a box that the visitor can write the reasons for contacting the BAM's consortium.

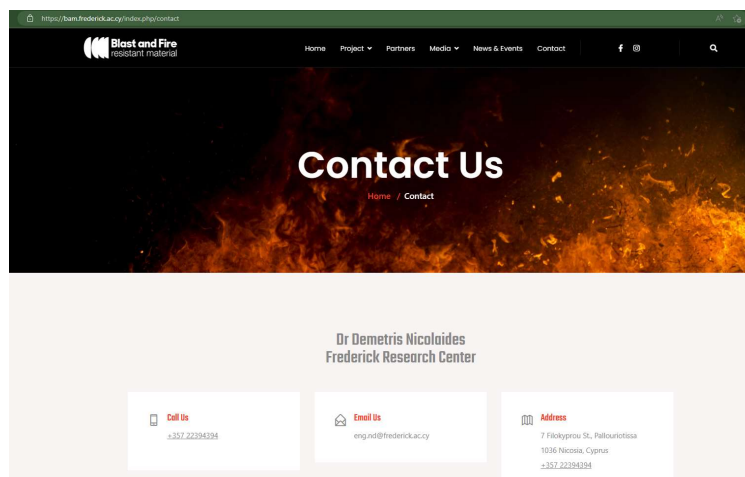


Figure 12. Contact us section

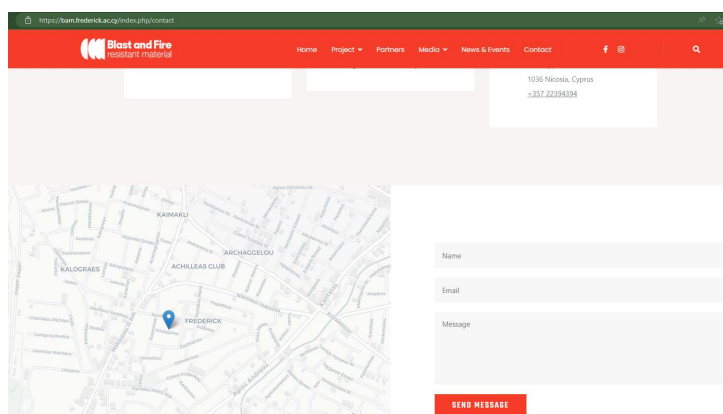


Figure 13. BAM contact form

Means to Achieve Good Referencing of the Website

Links to the official website of each partner have been added to the BAM project website. Vice versa, all partners will be asked to link back to the BAM website. Partners will be requested to create short descriptions of the project on their organization's website and link to the official BAM website.

News, updates, and other material related to the project will be posted in the News section, mainly by adding public deliverables, articles about BAM, information about events where BAM was presented, relevant events, conferences, and seminars etc. There will be regular communication between the partners to develop material that will be uploaded to the project's website.

Conclusions

The document presented the website for the BAM project. The website and the social media will be updated constantly with news and documents, adding to the dissemination of the BAM project and the better exploitation of its outcomes.

Acknowledgements

Το έργο υλοποιείται στο πλαίσιο του Προγράμματος Πολιτικής Συνοχής «ΘΑΛΕΙΑ 2021-2027» με τη συγχρηματοδότηση της ΕΕ.

