



Deliverable D8.1
Website, project logo and social media
Due: Month 2

Project: BiObased theRmal resistaNt food packaging

Acronym: BORN

Grant Agreement: 101223095

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Dissemination level	
X	PU – Public, fully open
	SEN – Sensitive, limited under the conditions of the Grant Agreement
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BORN List of participants

No	Participant organisation name	Country	Type
1	Consiglio Nazionale delle Ricerche (CNR)	Italy	RTO
2	Fraunhofer Gesellschaft zur Forderung der Angewandten Forschung EV (FHG)	Germany	RTO
3	Kungliga Tekniska Högskolan (KTH)	Sweden	University
4	Nuevas Tecnologías para el Desarrollo de Packaging y Productos Agroalimentarios con Componente Plástica SL (TECNO)	Spain	SME
5	Politechnika Poznańska (PUT)	Poland	University
6	Università degli Studi di Napoli Federico II (UNINA)	Italy	University
7	Innoexc Hub (IEXC)	Switzerland	SME
8	Quantis (QUANTIS)	Switzerland	SME

Summary

Background

Deliverable D8.1 is part of WorkPackage (WP) 8 and has been developed by CNR with input from all partners by Month (M) 2 of the project according to Task (T) 8.2 Communication and dissemination activities (Leader CNR, Participants: All partners).

Project website, logo and social media have been delivered by M2 and will be continuously updated.

Objectives

T8.2 Communication and dissemination activities is devoted to reaching a multiple audience to share project's aims, activities and results, to make the outcomes available to the groups, besides the wide industrial, academic, research audience. The communication package will promote BORN throughout the full lifespan of the project, with measures tailored for specific target groups identified as stakeholders along the value chain

Methodology and implementation

Initial communication package includes visual identity and branding, website, social media, leaflet and video, to promote the project.

Key performance indicators (KPI) have been identified and defined for each communication channel.

Outcomes

Project website, logo, social media pages on Facebook, LinkedIn, X.

Impact

Impact will be followed by tracking visitors of website and followers of social media

Next steps

Outcomes of the initial communication package that includes website, logo and social media will be updated and included in the Communication and Dissemination Plan, due at M6 as D8.2 - Plan for Communication and Dissemination Activities, to be further updated at M36 as D9.1 - Final version of Plan for Dissemination and Communication Activities and related report.



1. Introduction

Deliverable D8.1 reports information and data on project website, logo and social media. As outlined in the Description of Action (DoA), the general goal is to communicate to different audiences to raise awareness and interest, exploiting visual identity, social media and website also to disseminate project results and promote the project, with measures tailored for specific target groups identified as stakeholders along the value chain.

2. Visual identity

Project logo was defined and selected during BORN kick-off meeting (KOM), which was held at CNR in Pozzuoli (NA), Italy, on October 27, 2025.

Project logo was selected by KOM attendees, among 5 proposed logos, and is reported below



BORN project logo focuses and highlights the main features of BORN's material, namely inspired by nature, the safe and sustainability by design, and the thermal resistant. The EU emblem/EIC logo will be displayed clearly on BORN website and communication material (leaflets, newsletters, posters etc).

3. Project website

BORN project website was designed and built, web address is: www.born-project.eu

Activity	Lead	Target group	KPI
Project website	CNR	All stakeholders	7,000 visitors by the end of the project

BORN project website will be a tool for reaching all stakeholders (i.e. scientific community, biobased industries humanitarian and non-governmental organizations, waste management and recycling companies as European and international networks, citizens and consumers) informing them about the key project information, advancements and outcomes. It will serve as the primary source of public information about BORN project and will also help raise awareness about the project and share findings efficiently.

A landing page has been built and will be updated with key information on the project and simple navigation. This will be implemented in order to retain the visitors and provide the most important information with the least amount of clicks possible. Furthermore, adding alternative text to every visual improves website accessibility.

4. Social media

SM pages for BORN project were designed and built on Facebook, LinkedIn and X:

Activity	Lead	Target group	KPI
Social media (SM): X, LinkedIn, Facebook	CNR	All stakeholders	>2,000 followers on all SM >300 published posts Regular publication on 10+ SM of partners and stakeholders

- <https://www.facebook.com/profile.php?id=61583133803052>

- <https://www.linkedin.com/company/born-biobased-thermal-reisistant-food-packaging>

- X: BORN_EIC

Apart from creating new content, BORN social media channels will also repost content published by partners and vice versa, and by Portoflio projects. This will enhance the visibility and discovery of the channels and increase the audience. Furthermore, many posts will be designed as an invitation to discover more details and further information about a specific subject and will include links to the main project website where the content is stored in the form of a page, news piece or event. This strategy will help increase the website traffic and foster engagement with our audience.

Hashtags are used to enhance visibility, reaching broader audiences and fostering community engagement. Therefore, BORN social media posts will employ custom hashtags #HorizonEurope #EICpathfinder, plus the specific hashtag for project portfolio.

5. Leaflet

A leaflet has been designed as promotional materials to reach all stakeholder groups. This promotional material will support communication activity, as it increases the memorability of the project and provides a source to discover further information.

Activity	Lead	Target group	KPI
Leaflet	CNR	All stakeholders	2 leaflets; >500 printed versions each

The leaflet is in A4 format, folded in 3 parts and printed on both sides. Small images of the leaflet are reported below

