



RIBES

REGIONAL INCLUSIVE BIOBASED
ENTREPRENEURSHIP SOLUTIONS

DELIVERABLE 5.2

RIBES Website

White Research

28/06/2024



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Regional Inclusive Biobased Entrepreneurship Solutions

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ABBREVIATIONS

D&C	Dissemination and Communication
DCP	Dissemination and Communication Plan
CMS	Content Management System
GDPR	General Data Protection Regulation
SEO	Search Engine Optimisation
SMA	Social Media Accounts
SSL	Secure Sockets Layer
WR	White Research

EXECUTIVE SUMMARY

This deliverable presents the RIBES project website, available at <https://ribesproject.eu/>. It outlines the website's concept, content, and the anticipated impact on the project and its target audiences.

The RIBES website is the primary digital communication channel outlined in the project's Dissemination and Communication Plan (DCP). It focuses on enhancing visibility, supporting stakeholder engagement, and promoting the project's objectives, including the transition towards a sustainable, regenerative, and inclusive circular bioeconomy.

Serving as the central hub for RIBES, the website plays a crucial role in the project's success and long-term impact. It provides comprehensive information, resources, and interactive features, making it a key meeting place for all stakeholders and interested parties, including the media and the general public. To attract visitors, online and offline dissemination and communication strategies and campaigns will complement each other, driving engagement and facilitating the achievement of the project's goals.

To that end, the website's design, management, and maintenance are essential activities that ensure its effectiveness.

1. Introduction

The RIBES project website, launched in June 2024, serves as the central hub for all project-related information and communication. It is designed to be a comprehensive content management system for the consortium partners and the primary communication channel for stakeholders, media, and the general public. Furthermore, the RIBES website is an essential tool for disseminating information about the project's vision, objectives, activities, and outcomes, ensuring a constant flow of information between the project and its various stakeholders.

To achieve its mission, the RIBES website offers a variety of resources and information, including the following:

- **Project Overview:** Detailed information about the RIBES project, including its aims, goals, and overall vision.
- **Consortium Members:** Profiles and descriptions of all member organisations involved in the consortium.
- **Research Activities and Pilots:** Objectives, methodologies, and progress updates on the various research activities and pilot projects undertaken.
- **Latest News:** Regular updates and news articles to keep stakeholders informed about the project's progress and milestones
- **Events:** Information on events organised or attended within the scope of the project, including conferences, workshops, and seminars.
- **Press Releases and Media Materials:** Latest announcements, press releases, and media coverage related to the project.
- **Project Results:** Updates and reports on the outcomes and impact of the project's initiatives.
- **Public Deliverables:** Access to public documents and deliverables produced throughout the project.
- **Contact Information:** Details on how to get in touch with the project team for further information or collaboration inquiries.
- **EU Acknowledgment:** Recognition of the European Union's Horizon Europe Framework Program funding and its role in supporting the project.

Over the next few pages, readers will find a comprehensive overview of the RIBES project website, detailing its digital presence, technical characteristics, and its role in supporting the project's goals and activities.

2. Dissemination & Communication Objectives

The RIBES project website is the cornerstone of the digital/online dissemination and communication strategy deployed within the project's Dissemination and Communication Plan¹ (DCP). As mentioned in the RIBES DCP, integrating both digital/online and traditional/offline actions is essential to effectively reach all target audiences. Specifically, it is vital that these actions complement and reinforce each other to create a comprehensive hybrid dissemination and communication strategy, contributing significantly to the project's impact and objectives.

To meet the communication and dissemination needs of the project, the RIBES website has been developed with the following key objectives:

- **Central Communication Channel:** The RIBES website serves as one of the project's main communication and dissemination platforms. Content such as project news, events, and synergies hosted on the website is also distributed via the project's social media accounts. A biannual newsletter highlights project achievements and updates, directs traffic to the website, and is accessible in a dedicated section on the site. Additionally, synergies are created with partner websites and other relevant stakeholders to encourage link exchanges and build a robust online network.
- **Dynamic Content:** The content, a key driver of the project's impact, will feature essential details about RIBES's concept, strategy, and team members. Furthermore, it will provide free access to all project outputs, including public reports and publications in science and industry. To keep the website engaging and relevant, content such as news and event calendars is regularly updated. This continuous update not only improves Google rankings and enhances visibility but also ensures that our audience is always informed and up-to-date. The updated content is shared across social media channels and in the project's newsletters, further attracting visitors and amplifying the project's reach.
- **Recognisable Visual Identity:** The website embodies the innovative spirit of the RIBES project through a unique and cohesive visual identity, showcasing the project's thematic scope and ensuring a coherent message.
- **User-friendly design and interface:** The website is designed to be user-friendly, ensuring that stakeholders can easily access and engage with the content.

¹ Sotiriou et al. (2024). RIBES Dissemination and communication plan. First version (Deliverable 5.1). Brussels: RIBES project 101134911– HEurope.

3. Technical Characteristics

The RIBES project website has been designed with several technical characteristics to ensure it effectively meets the project's communication and dissemination needs. Table 1 presents an overview of the technologies used for website development, while its key characteristics are elaborated in more detail below.

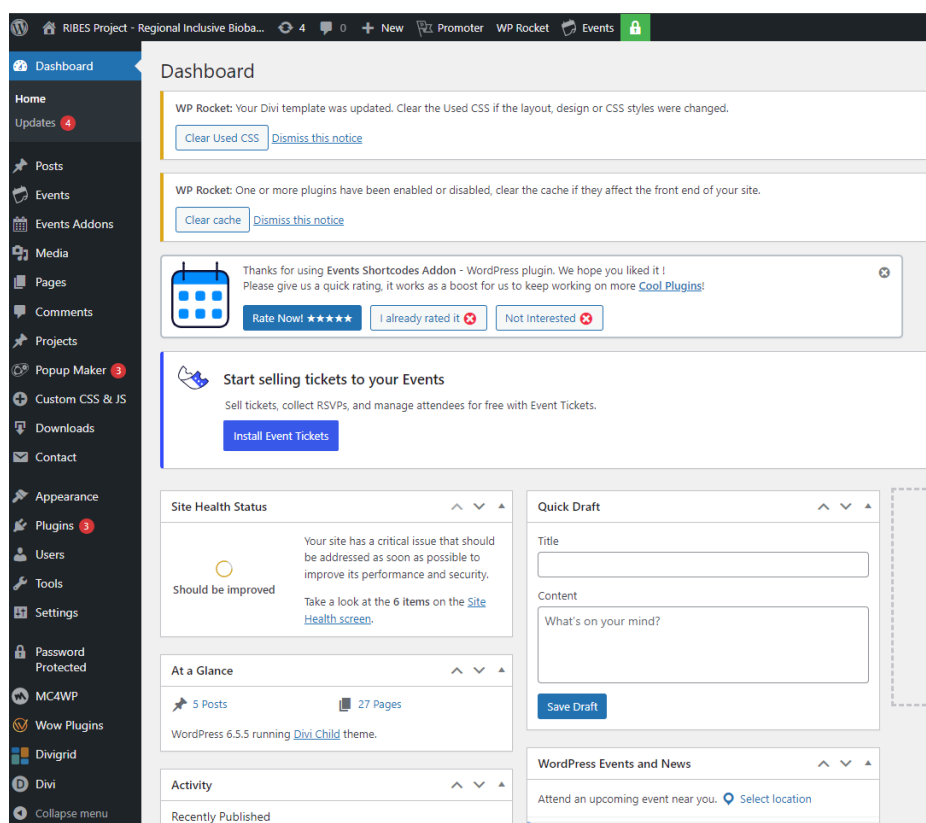
Table 1 – Overview of the technologies used for website development

TECHNICAL CHARACTERISTICS OVERVIEW	
CONTENT MANAGEMENT SYSTEM	WORDPRESS
PROGRAMMING LANGUAGE	PHP
DATABASE	MYSQL 5.7
WORDPRESS THEME	DIVI
INTEGRATIONS	GOOGLE WEBMASTER SEARCH CONSOLE AND ANALYTICS; MAILCHIMP; METRICOOOL

3.1 Content Management System (CMS)

The RIBES project website is built using WordPress, a robust and user-friendly content management system (CMS). WordPress is an online, open-source website creation tool written in PHP, widely regarded as one of the easiest and most powerful content management systems available today. Here are some key features and benefits of using WordPress for the RIBES project website:

- **User-Friendly Interface:** WordPress's intuitive interface allows users with minimal technical expertise to easily manage and update website content. This ensures the project team can keep the website current and relevant with minimal effort.
- **Quick Learning Curve:** Designed for ease of use, WordPress allows new users to quickly learn how to update and manage content, which is crucial for dynamic projects like RIBES.
- **Customisation:** WordPress has a variety of different themes. Specifically, RIBES website is developed using the DIVI theme, a highly customizable and versatile theme that allows for extensive design flexibility. This enables the project to maintain a unique and professional visual identity while easily adapting to new requirements.
- **Plugins:** With over 58,000 plugins available, WordPress can be extended to include virtually any functionality required without the need for programming. Popular plugins for SEO, social media sharing, analytics, and more enhance the website's capabilities and user experience.



Picture 1 – WordPress Dashboard

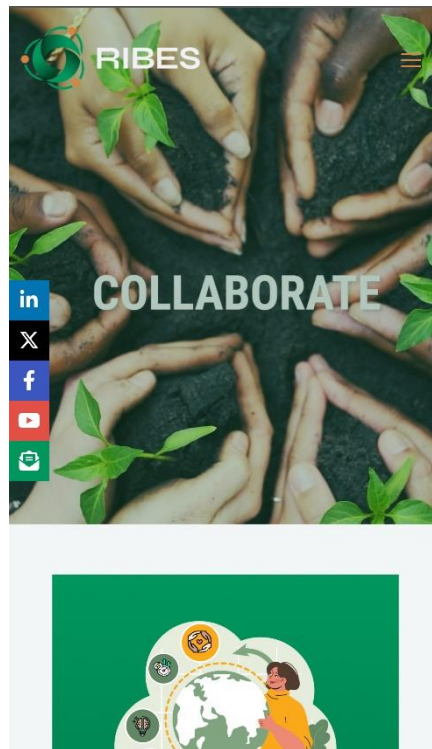
3.2 Responsiveness and Performance Optimisation

The website employs a multi-device-compatible and responsive design, ensuring it is easily accessible and functional across various devices, including desktops, tablets, and smartphones. This design adapts to different screen sizes, providing an optimal viewing experience for all users.

Furthermore, the website's images are optimised to reduce file sizes without compromising quality. This optimisation helps improve page load times and overall site performance. Implementing “lazy loading” for images and videos defers the loading of non-critical resources until they are needed, reducing initial page load time and enhancing user experience.



Picture 2 – RIBES website desktop version



Picture 3 – RIBES website mobile version

3.3 Search Engine Optimisation (SEO)

WordPress is inherently SEO-friendly, with many built-in features and plugins that help improve the site's visibility on search engines. Proper SEO plugins allow for keyword optimisation, meta descriptions, and alt attributes for images, which contribute to higher search engine rankings. The website is optimised for search engines through the use of relevant keywords, meta descriptions, alt attributes for images, and internal linking. These practices help improve the website's visibility on search engine results pages and attract organic traffic. Lastly, The CMS structure encourages frequent updates and fresh content, which search engines like Google favour. This frequent updating helps maintain and improve the site's ranking over time.

3.4 Security and Encryption

The website uses Secure Sockets Layer (SSL) encryption to protect data transmitted between the website and its users. This ensures that sensitive information is secure and that the website is trustworthy. As WordPress regularly releases updates to address security vulnerabilities and improve performance, the platform's large user base ensures that any issues are quickly identified and resolved.

4. RIBES Website Sitemap

The RIBES website site mapping is designed to ensure effective navigation and access to all relevant information. The sitemap outlines the structure of the website, encompassing key sections such as the homepage, about, regions, latest news, events, and resources. This structured overview is intended to facilitate ease of use for all visitors, including stakeholders, researchers, and the general public, by providing a clear guide to the website’s content. Nonetheless, the website's structure and design used during the project’s lifetime might be modified to be adapted to new needs and progress within the project.

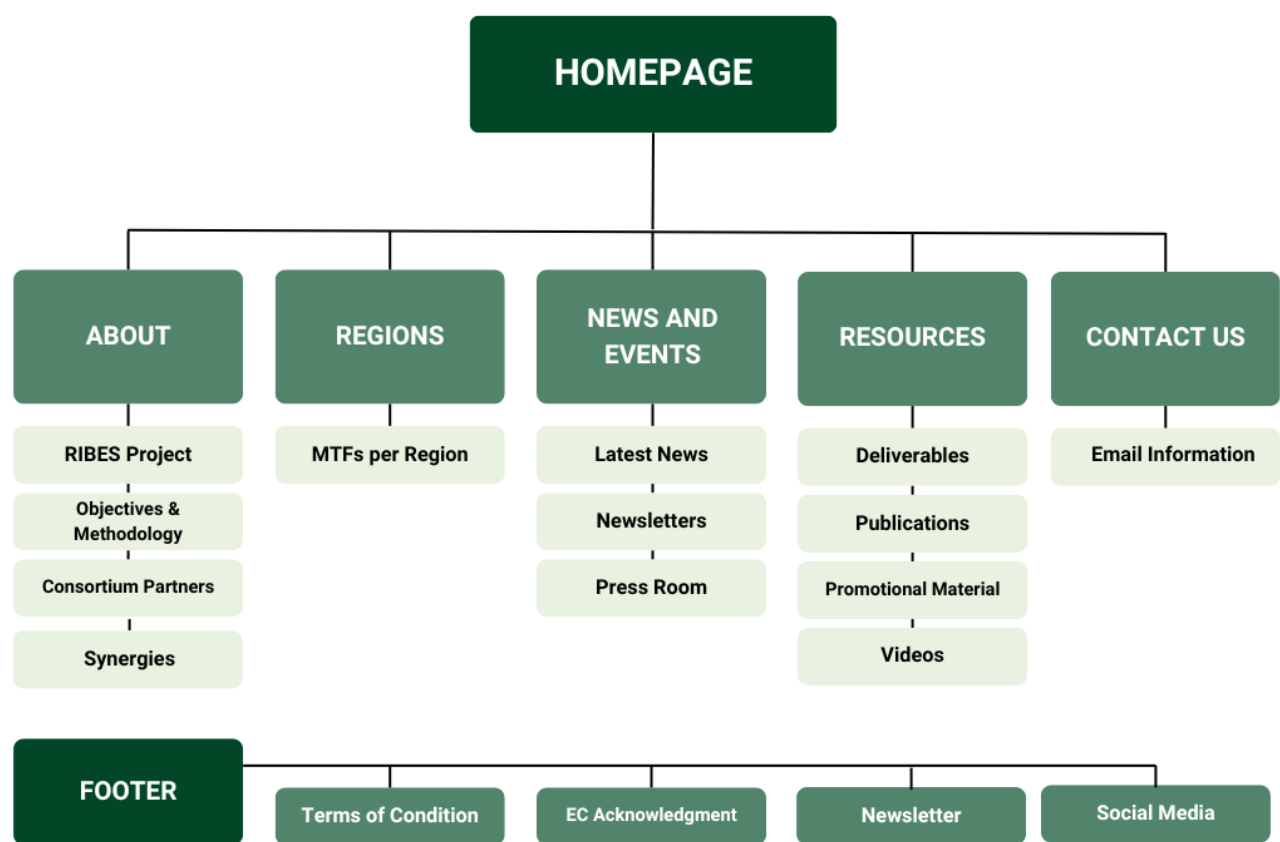


Figure 1 – RIBES Site Map

4.1 Homepage

The homepage of the RIBES project website serves as the central hub for visitors, providing them with an immediate overview of the project’s vision, objectives, and latest updates. It is designed to be engaging, informative, and user-friendly.

4.1.1 Hero banner

The hero banner is the first visual element on the homepage, designed to capture the visitor's attention. It features a high-quality series of videos related to the project and the concise, impactful tagline “Collaborate – Innovate – Accelerate” that encapsulates the essence of RIBES.

4.1.2 Navigation panels

The navigation panels are strategically placed at the top right of the homepage to ensure easy access to all key sections of the website. The navigation menu includes links to the website sections.

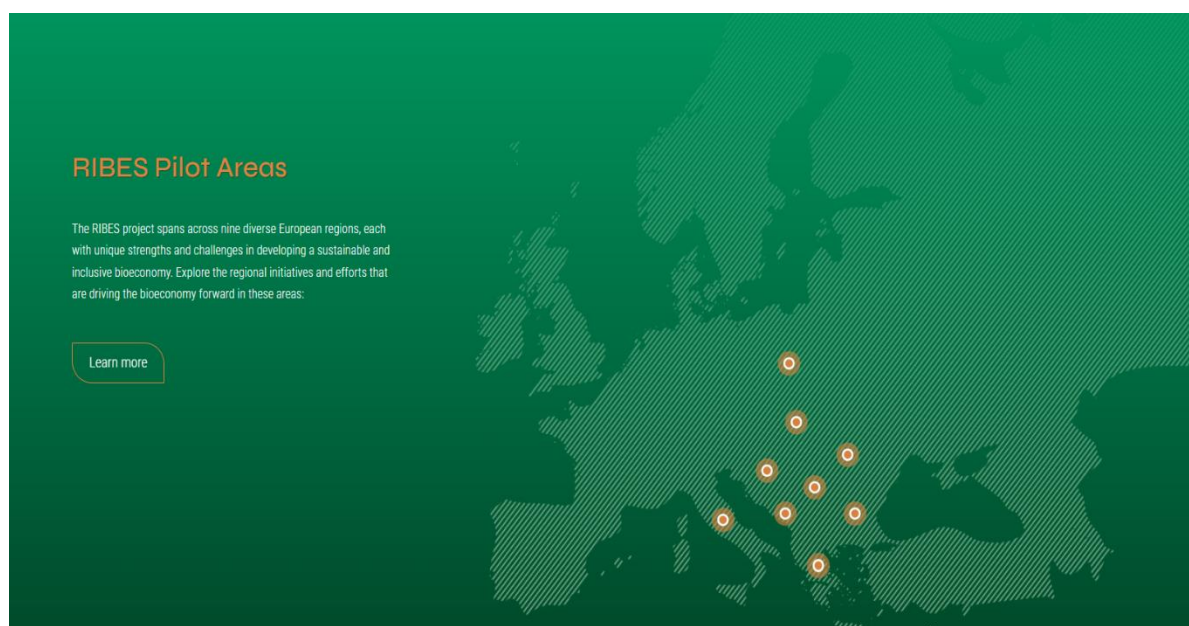


Picture 4 – RIBES navigation panels

4.1.3 Homepage information

The homepage information section includes several key components:

- **Project Mission and Vision:** A brief introduction to the RIBES project, outlining its main goals and the importance of transitioning to a sustainable, circular bioeconomy.
- **RIBES Pilot Areas:** An interactive map that showcases the nine European regions selected as pilot areas for implementing the RIBES project.
- **Consortium Partners and Project Coordinator Quote:** This section features all consortium members in a carousel format. The project coordinator's quote is also included, offering insights into the vision and aspirations driving the RIBES project. This personal touch helps humanize the project and connect with stakeholders on a more personal level.
- **Latest News and Upcoming Events:** This section highlights recent news articles and updates, keeping visitors informed about the project's progress and achievements. It also provides a snapshot of upcoming events and opportunities for stakeholders to engage with the project.

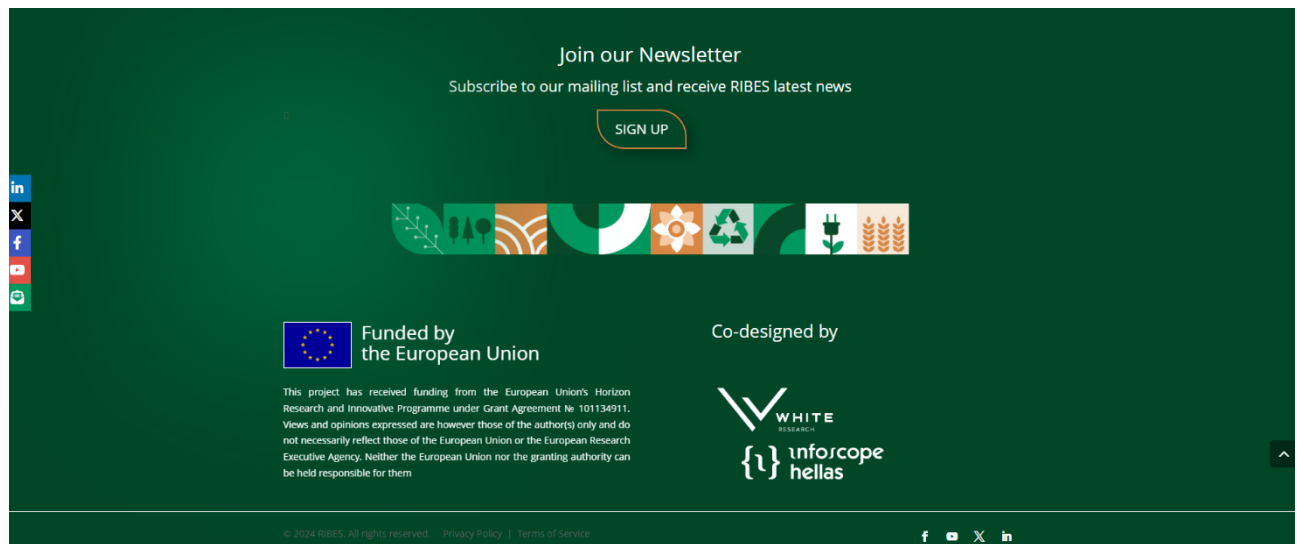


Picture 5 – RIBES Pilot Areas Map

4.1.4 Footer

The footer is designed to provide additional navigation options and essential information. It includes:

- **Newsletter Signup:** A form for visitors to subscribe to the project's newsletter, ensuring they receive regular updates.
- **EU Acknowledgment:** A statement recognizing the European Union's Horizon Europe Framework Program funding, accompanied by the EU logo.
- **Quick Links:** Links to important sections of the website, such as the privacy policy, terms of use, and accessibility statement.
- **Social Media Links:** Icons linking to the project's social media profiles on platforms like LinkedIn, X, Facebook and YouTube.



Picture 6 – RIBES footer

4.2 About

The "About" section of the RIBES project website provides visitors with detailed information about the project's mission, objectives, methodology and collaborative efforts. It serves as a comprehensive resource for understanding the scope and impact of the RIBES initiative.

4.2.1 RIBES Project

About the RIBES project

RIBES seeks to transition nine European regions from outdated, linear economic approaches to dynamic, circular economic models that foster social inclusion. To do so, RIBES will empower the collaboration between rural community actors, universities, governments and businesses to co-create inclusive and sustainable regional government and bio-based business models that will accelerate growth.

Specifically, these models will utilise the innovation of digital solutions to connect and inform stakeholders while facilitating value chain development and market access for bio-based products and services. By leveraging the synergies between the stakeholders and the bio-based ecosystem, RIBES aims to deliver innovative governance models that support social entrepreneurship in deploying a circular bioeconomy that promotes sustainable rural development and creates inclusive job opportunities.



Picture 7 – RIBES About

4.2.2 Objectives and Methodology

RIBES Objectives

The RIBES project is dedicated to transforming the bio-based innovation landscape in Europe, particularly in regions lagging behind in technological and social advancements. RIBES objectives are designed to foster sustainable development, enhance governance, and drive economic and social innovation. Here's what the project aims to achieve:

- | | | |
|---|--|--|
| 01 Establish Innovative Governance Models
Develop and implement innovative governance frameworks to improve decision-making processes.

Enhance social engagement and foster community-led innovation. | 02 Strengthen Collaboration Networks
Build robust networks among stakeholders to ensure informed decisions.

Foster strong science-policy interfaces to support sustainable development goals. | 03 Promote Social Innovation
Increase the capacity for social innovation within bio-based sectors, focusing on local governance and social inclusion.

Empower rural and peri-urban communities through better governance and innovative practices. |
| 04 Foster Local-Scale Innovation
Encourage citizen engagement and support social enterprises that drive local innovation.

Create opportunities for rural populations to benefit from bio-based innovations. | 05 Accelerate Regional Transformation
Drive economic and social transformation in nine European regions with low innovation capacities.

Promote the adoption of bio-based innovation models at both national and international levels. | 06 Enhance Sustainability and Circular Economy
Transition from a linear fossil-based economy to resource-efficient, circular bio-based systems.

Operate within safe planetary boundaries to ensure long-term sustainability. |

Picture 8 – RIBES Objectives and Methodology

4.2.3 Consortium Partners



Picture 9 – RIBES Consortium Partners

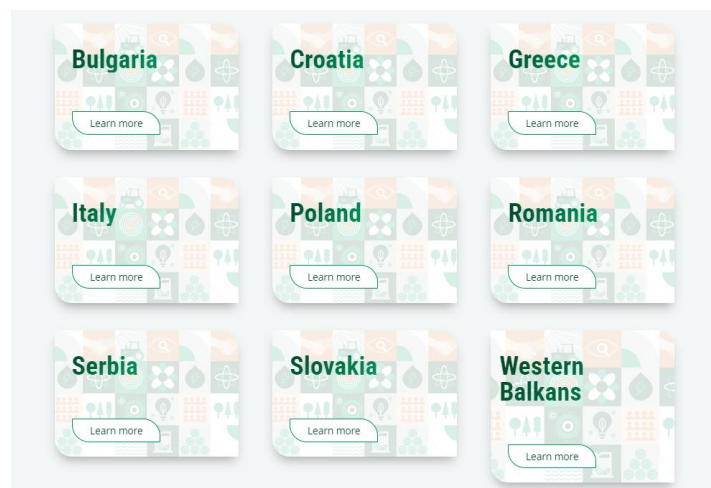
4.2.4 Synergies



Picture 10 – RIBES Synergies

4.3 Regions

The "Regions" section of the RIBES project website offers an in-depth look at the specific regions participating in the project. Each region has been carefully selected based on distinct socio-economic indicators, potential for bioeconomy development, and unique local characteristics. This section provides an overview of these regions, highlighting their roles within the RIBES project and the specific activities being carried out.



Picture 11 – RIBES Regions

4.4 News and Events

The "News and Events" section of the RIBES project website is designed to keep visitors informed about the latest developments, upcoming activities, and significant milestones within the project. This section ensures transparency and continuous engagement with stakeholders by providing timely updates and detailed information on various project-related happenings.

4.5 Resources

The "Resources" section of the RIBES project website provides access to a wide range of materials that disseminate the project's results and findings. This section is organised into several sub-sections, each catering to different types of resources to facilitate easy access and ensure comprehensive coverage of all project-related information.

4.5.1 Deliverables

This sub-section contains a list of all public deliverables expected from the RIBES project. Each deliverable will be updated with links to downloadable PDFs once they are submitted. These documents provide detailed insights into the project's progress, methodologies, and outcomes.

4.5.2 Publications

This section is dedicated to scientific publications and articles produced by the RIBES consortium. It will be updated with downloadable PDFs or external links to published papers.

4.5.3 Promotional Materials

Promotional materials, such as the leaflet and poster developed by the RIBES consortium, are available in this section. These materials are designed to communicate the project's key messages and findings to a broad audience and are available to download.

4.5.4 Videos

This sub-section hosts videos produced by the RIBES consortium and other stakeholders. These videos provide visual and auditory insights into the project's activities and results.

4.6 Contact Us

The "Contact Us" section of the RIBES project website is designed to facilitate easy communication between visitors and the project team. This section ensures that stakeholders, researchers, and the general public can reach out for information, collaboration opportunities, or any other inquiries related to the RIBES project. Furthermore, a list of key contacts within the RIBES project team, including the Project Coordinator, Dissemination and Communication Manager, and each MTF manager is displayed, making it easy for visitors to reach the appropriate team member.

5. Website Management and Responsibilities

5.1 Website Management

The structure and content of the RIBES project website were meticulously designed by the dissemination manager, WR, while the platform was implemented by the web designers at Infoscope Hellas, going live on 28.06.2024. WR serves as the main coordinator for the website and is responsible for several key tasks to ensure its effective operation:

1. **Content Management:** WR will edit and update the website content as needed to ensure it remains current and relevant.
2. **Quality Assurance:** All materials uploaded to the website will be reviewed by WR to maintain high-quality standards.
3. **Performance Monitoring:** WR will monitor the website's Key Performance Indicators (KPIs) using tools like Google Analytics and Metricool. This involves updating the Dissemination and Communication (D&C) strategy and providing specific advice to the consortium to achieve set targets.

5.2 Responsibilities

Although WR is primarily responsible for the website's smooth operation, **all project partners are expected to contribute relevant content**. This collaborative effort ensures the website remains active and engaging for stakeholders and the broader public throughout the project's duration. Specific contributions from partners include:

1. **Network Dissemination:** Sharing the website through their networks to enhance visibility.
2. **Event Identification:** Highlighting interesting and relevant events within the sector.
3. **News Content:** Providing content for the News and Events section, including drafting articles related to the sector and specific project activities such as events, workshops, and major outcomes.
4. **Content Provision:** Supplying materials like photos and other content upon request.
5. **Dissemination Opportunities:** Identifying new opportunities for dissemination.

Lastly, all content on the website will be in English, and materials such as reports and articles will be freely accessible to all visitors.

6. Privacy Policy

The RIBES project website is committed to transparency and protecting users' personal data in accordance with GDPR regulations. The privacy policy applicable to the RIBES project website governs the collection and use of personal data. This policy includes the following key elements:

- **Data Collection:** An explanation of how personal data is collected.
- **Types of Data:** A detailed description of the types of personal data collected.
- **Lawful Processing:** The legal basis for processing personal data.
- **Data Usage:** Information on how personal data is used.
- **Data Security:** Measures taken to secure personal data and the circumstances under which data is processed.
- **Third-Party Sharing:** Conditions under which personal data may be shared with third parties.
- **Data Transfer:** Information on whether personal data is transferred outside the European Economic Area (EEA).
- **Cookies:** Details on the use of cookies and similar technologies.
- **User Rights:** Information on users' rights regarding their personal data.
- **Data Retention:** The duration for which personal data is retained.
- **Third-Party Websites:** A disclaimer of liability for third-party websites linked from the RIBES website.
- **Children:** Policies regarding the collection of data from children.
- The privacy policy will be periodically reviewed and updated. The most recent version will always be available on the website, with the effective date clearly indicated.

You can find the complete Privacy Policy in the Annex.

7. Analytics and Performance Tracking

The combination of Google Analytics and Metricool will be utilised to track key performance indicators such as the number of visitors and downloads. This data is crucial for assessing the effectiveness of the dissemination and communication strategy. Based on the insights gained, necessary adjustments will be made to reach the project's targets and maximise stakeholder engagement.

7.1 Key Performance Indicators (KPIs)

KPIs are critical metrics used to measure the effectiveness of the website. **Table 2** provides the primary KPIs for the RIBES project website.

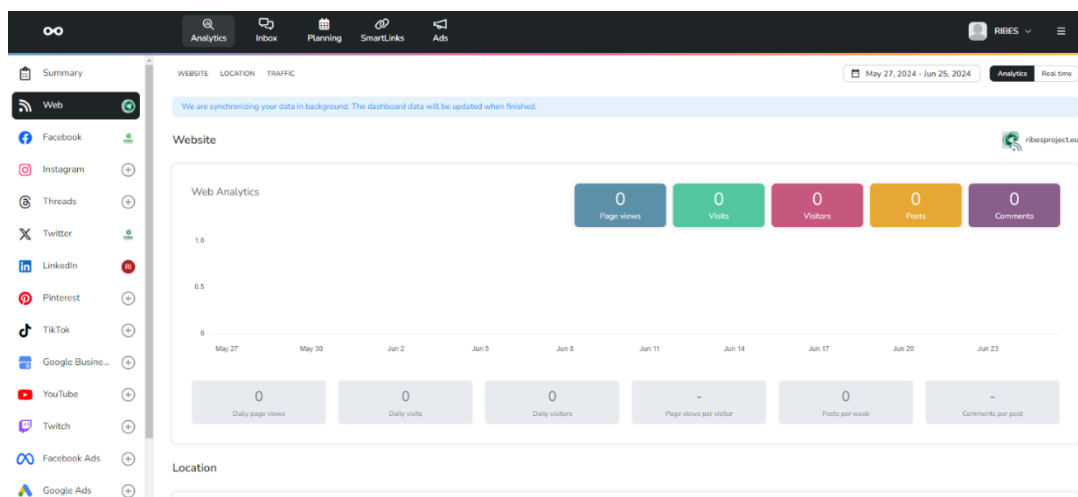
Table 2 – RIBES Website KPIs

KPIs			
IMPACT	POOR	GOOD	EXCELLENT
VISITS TO THE RIBES WEBSITE	<5000	5.000 – 10.000	>10.000
NEWS ARTICLES	<1/1	2/2	>3/3
NEWSLETTER SUBSCRIPTIONS	<75	75-150	>150

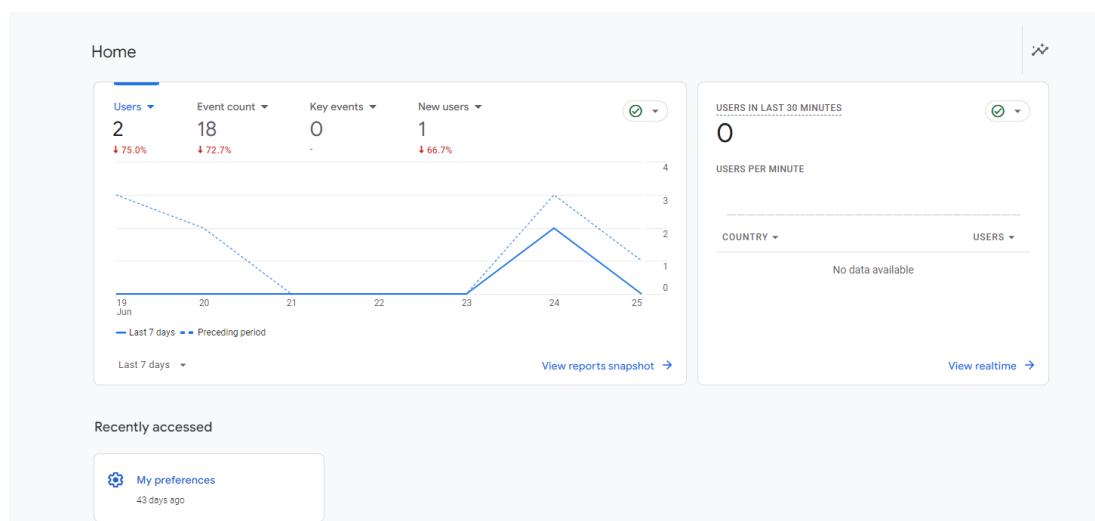
7.2 Tools

Google Analytics and Metricool are the tools used for tracking and analysing website performance. This powerful duo offers detailed insights into user behaviour and site performance, including:

- **Real-Time Data:** Monitoring current website activity, such as the number of active users and their interactions.
- **Audience Insights:** Understanding the website's visitors' demographics, interests, and geographic locations.
- **Acquisition Channels:** Identifying how visitors find the website, whether through search engines, direct visits, social media, or referral links.
- **Behaviour Flow:** Analysing the path visitors take through the website, helping to identify popular pages and potential drop-off points.
- **Conversion Tracking:** Measuring specific actions taken by visitors, such as newsletter sign-ups or downloads, to evaluate the effectiveness of calls to action.



Picture 12 – Metricool Dashboard



Picture 13 – Google Analytics Dashboard

7.3 Reporting and Analysis

The data collected through Google Analytics is compiled into regular reports to provide a detailed analysis of website performance. These reports are used to:

- **Assess Engagement:** Evaluate how effectively the website engages visitors and meets their informational needs.
- **Identify Trends:** Detect trends in visitor behaviour, such as increases in traffic following specific events or content updates.
- **Optimize Content:** Use insights to optimises website content, ensuring it remains relevant and engaging for visitors.
- **Adjust Strategies:** Refine the dissemination and communication strategies based on performance data to enhance outreach and engagement.

By ensuring continuous content updates, quality control, and performance monitoring, the RIBES project website aims to be a dynamic and effective tool for communication and dissemination, engaging a wide audience and supporting the project's overall objectives.

Conclusion

The RIBES website is more than just an information repository; it is an interactive platform that fosters collaboration, innovation, and engagement among all project participants and stakeholders. Through continuous updates and comprehensive content, the RIBES consortium partners aim to keep the RIBES community informed and involved, driving forward the transition towards a sustainable, regenerative, and inclusive circular bioeconomy.

Annex

Annex I – Website privacy policy

RIBES project website: <https://ribesproject.eu/>

This Privacy Policy applies to RIBES project website and governs personal data collection and use by the website only. RIBES project is committed to being transparent and to ensuring your privacy is protected. By using our website, you consent to personal data practices described below. RIBES project Privacy Policy is effective from 28.06.2024. We reserve the right to update or change the policy at any time, therefore you may want to review it periodically.

1. How we collect your personal data

We collect personal data both directly and indirectly:

Directly. We obtain personal data directly from individuals in a variety of ways, including but not limited to the following cases:

- an individual subscribes to our newsletter/s;
- an individual registers to attend in meetings and/or events (e.g. conferences, webinars, etc.) we host and during attendance at such events;
- we establish cooperative relationships with an individual;
- we provide professional services pursuant to our contract with the European Commission;
- an individual participates in an interview or survey organised and performed by us.

Indirectly. We obtain personal data indirectly about individuals from a variety of sources, including:

- our research partners;
- our networks and contacts;
- public and open data sources such as public registers, news articles and internet searches;
- social and professional networking sites (e.g. LinkedIn).

2. What types of data we collect?

We only collect the data that are necessary for the smooth implementation of our project. These data fall into the following categories:

- **contact details** (name/ surname, e-mail address, street address, mobile phone number, land line phone number);
- **professional information** (job title, organisation, field of expertise);
- **demographics** (e.g. age, gender, nationality);

- **information about what a person knows or believes.**
- **videos and photos** (from people that attend our events).

3. Bases of lawful processing

We process personal data on the following legal bases:

Legal obligations – for processing activities required for compliance both with applicable national and European legislation, as well as with the specific legal and regulatory framework of the Horizon Europe Framework Programme for Research and Innovation of the European Union.

Consent – for processing activities such as organisation of surveys and interviews, completing of questionnaires and dissemination of project's results.

Contractual obligations – for processing activities such as reporting to the European Commission and complying with project's publicity obligations.

4. What we do with your personal data

We process your personal data with the purpose of:

- Conducting research (e.g., interviews, surveys);
- Disseminating our project's results to different types of stakeholders;
- Sending invitations and providing access to guests attending our events and webinars;
- Administering, maintaining, and ensuring the security of our information systems, applications, and websites;
- Processing online requests or queries, including responding to communications from individuals;
- Complying with contractual, legal, and regulatory obligations.

5. How we secure your personal data when we process it

We continuously apply a personal data risk assessment process to identify, analyse, and evaluate the security risks that may threaten your personal data. Based on the results of this risk assessment, we define and apply a set of both technical and organisational measures to mitigate the above security risks, including but not limited to:

- Data Protection Policies to guide our personnel when processing your data;
- Written contracts with organisations that process personal data on our behalf;
- Non-Disclosure Agreements with our personnel;
- Back up process, antimalware protection, access control mechanisms, etc.
- Some of/ all our partners have appointed a Data Protection Officer.

6. Do we share personal data with third parties?

We may occasionally share personal data with trusted third parties to help us deliver efficient and quality services. When we do so, we ensure that recipients are contractually bound to safeguard the

data we entrust to them before we share the data. We may engage with several or all the following categories of recipients:

- Parties that support us as we provide our services (e.g., cloud-based software services such as Dropbox, Microsoft Teams, Google Drive);
- Our professional advisers, including lawyers, auditors, and insurers;
- Dissemination services providers (e.g., MailChimp);
- Law enforcement or other government and regulatory agencies or other third parties as required by, and in accordance with applicable law or regulation;
- The European Commission, according to our relevant contractual obligations.

7. Do we transfer your personal data outside the European Economic Area?

We do not own file servers located outside the European Economic Area (EEA). However, some partners may use cloud and/or marketing services from reputable providers such as SharePoint, DropBox, MailChimp, Google, etc., situated both inside and outside the EEA. We always check that such providers comply with the relevant GDPR requirements before start using their services.

8. Do we use cookies?

Our website uses cookies. A statement will be sent to your browser explaining the use of cookies. Cookies are small text files which are saved on your computer, mobile phone or tablet. They allow the website to remember your actions and preferences (such as login, language, font size and other display preferences) so you don't have to keep re-entering them whenever you come back to the site. You can control and/ or delete cookies as you wish. If you do this, however, you may need to manually adjust your preferences every time you visit a site. For more information on how to manage cookies, please visit: <http://www.aboutcookies.org/>

We use tools like Google Analytics and Metricool to better understand how visitors interact with our website. This provides us with important information to enable the site to work better. The information collected is not linked to your personal data. For more information on the cookies set by Google Analytics, please visit:

<http://code.google.com/apis/analytics/docs/concepts/gaConceptsCookies.html>

The following cookies are used by Google Analytics:

Name	Typical content	Cookie expires after
_ga	Used to distinguish users	2 years
_gat	Used to throttle request rate	1 minute
_gid	Used to distinguish users	24 hours

9. Your rights

You have the following rights regarding our processing of your personal data:

- **Right to withdraw consent** – You can withdraw consent that you have previously given to one or more specified purposes to process your personal data. This will not affect the lawfulness of any processing carried out before you withdraw your consent.
- **Right of access** – You can ask us to verify whether we are processing personal data about you and, if so, to have access to a copy of such data.
- **Right to rectification and erasure** – You can ask us to correct our records if you believe they contain incorrect or incomplete information about you or ask us to erase your personal data after you withdraw your consent to processing or when we no longer need it for the purpose it was originally collected.
- **Right to restriction of processing** – You can ask us to temporarily restrict our processing of your personal data if you contest the accuracy of your personal data, prefer to restrict its use rather than having us erase it, or need us to preserve it for you to establish, exercise or defend a legal claim. A temporary restriction may apply while verifying whether we have overriding legitimate grounds to process it. You can ask us to inform you before we lift that temporary processing restriction.
- **Right to data portability** – In some circumstances, where you have provided personal data to us, you can ask us to transmit that personal data (in a structured, commonly used, and machine-readable format) directly to another entity.
- **Right to object** – You can object to our use of your personal data for direct marketing purposes, including profiling or where processing has taken the form of automated decision-making. However, we may need to keep some minimal information (e.g., e-mail address) to comply with your request to cease marketing to you.
- **Right to make a complaint to your local Data Protection Authority (DPA)** (see https://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index_en.htm) regarding any concerns you may have about our data handling practices.

To ask us to do anything of the above, you can contact us by e-mail info@ribesproject.eu. We will promptly examine your request against the relevant requirements of the laws and regulations governing privacy and personal data protection, and we will answer the latest within 30 days after receiving your request. We will ask you for some kind of identification (e.g. photocopy of your identity card or passport) to avoid non-authorised revealing your personal data. If, due to the complexity of the request or a multitude of requests, we are unable to respond promptly, we will notify you within 30 days of any delay, which in no case may exceed two months from the expiration of the 30-day deadline.

10. How long do we retain personal data?

We retain personal data to provide our services, stay in contact with you and to comply with applicable laws, regulations, and contractual obligations to which we are subject. Please note that we are obliged to retain data concerning projects funded by the Horizon Europe Framework Programme for Research and Innovation of the European Union for up to five years after the project's end (unless auditors request

further retention). After the expiry of the retention period, and unless further legitimate grounds for retention arise, we will dispose of personal data securely.

11. Disclaimer of liability for third party websites

Although our site may contain links to third-party sites, including the sites of the consortium partners, we are not responsible for the privacy practices or content of these sites and we expressly disclaim any liability for any loss or damage that may be caused by the use of these links. We do not monitor the privacy practices or the content of these sites. If you have any questions about the privacy practices of another site, you should contact the site's responsible personnel. We suggest you read the privacy policy of each website you interact with, before allowing the collection and use of your personal data.

We may also provide social media features that allow you to share information on your social networks and interact with our project on various social media sites. The use of these social media features may result in the collection or sharing of information about you. We recommend that you check the privacy policies and regulations of the social networking sites you interact with, so that you can be sure that you understand what information may be collected, used and disclosed by these sites.

12. Children

We do not knowingly collect, use, or disclose information from children under the age of 16. If we learn that we have collected the personal information of a child under 16 we will take steps to delete the information as soon as possible. Please immediately contact us if you become aware that a child under 16 has provided us with personal information.

13. Revisions of this Privacy Policy

This Privacy Policy is valid from 28.06.2024 and replaces any other previous notifications that we had issued in the past regarding our personal data management practices. We reserve the right to revise this Policy at any time. The current version will always be uploaded to our website indicating the date of entry into force, so you know when the most recent revision took place. If there are critical changes in this Policy or our personal data practices change significantly in the future, we will notify you by posting the changes on our website.

The project

The **RIBES** project **aims** to enhance the uptake of bio-based innovations in nine (9) European regions (Bulgaria, Greece, Croatia, Italy, Poland, Romania, Serbia, Slovakia and Western Balkans) by developing new governance and business models that combine social entrepreneurship with rural development, thus advancing the transition to a circular economy.

Coordinator: **Central European Initiative (CEI)**

PARTNER		SHORT NAME
	Central European Initiative	INCE
	Maastricht University	UM
	Centre for Research and Technology Hellas	CERTH
	BIOCOM	BIOCOM
	White Research	WR
	University of Hohenheim	UHOH
	CIRCE - Centro Tecnológico	CIRCE
	Q-PLAN International	QPL
	ARX.net	ARX.NET
	European Rural Development Network	ERDN

	Agricultural University Plovdiv	AUP
	MedINA	MedINA
	Energy Institute Hrvoje Požar	EIHP
	SPRING	SPRING
	Lucian Blaga University of Sibiu	BRDN
	Rzeszowska Agencja Rozwoju Regionalnego S.A.	RARR
	Balkan Rural Development Network	ULBS
	Faculty of Technical Sciences University of Novi Sad	FTN
	Bioeconomy Cluster	BEC
	FORZA Agency for Sustainable Development of the Carpathian Region	FORZA

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