Demonstration of an innovative method for the detoxification of pharmaceutical wastewater from pharmaceutical facilities

Deliverable D.1.4: Website & Social Media Accounts
Date:02/2022

Coordinating Beneficiary

MEDOCHEMIE

PARTNERS

AARHUS UNIVERSITY

Cyprus University of Technology

NEVIS INNOVATE WITH US

UNIVERSITÀ degli STUDI di CATANIA

The project is co-funded by the EU through LIFE programme

LIFE20 ENV/CY/000615

Background

This report entitled: “Website and Social Media of LIFE PHARMA-DETOX project”, was produced under co-finance of the European financial instrument for the Environment (LIFE programme) as the first Deliverable (D.1.4) of Action D1 of Project “LIFE PHARMA-DETOX” (LIFE20 ENV/CY/000615) during the implementation of Activity D.1 on the “Information and Awareness Campaign”.
This report pictures the Website & Social Media Accounts created.

Acknowledgements

LIFE PHARMA-DETOX team would like to acknowledge the European financial instrument for the Environment (LIFE programme) for the financial support.

Disclaimer

The information included herein is legal and true to the best possible knowledge of the authors, as it is the product of the utilization and synthesis of the referenced sources, for which the authors cannot be held accountable.

Note:
….

Table of Contents

ABBREVIATIONS AND ACRONYMS 4

EXECUTIVE SUMMARY 5

1. INTRODUCTION 5

1.1 Scope and purpose 5

1.1.1 Website 6

1.1.2 Social Media Accounts 8

1.1.2.1 Linkedin Account 8

1.1.2.2 Twitter Account 9

List of Figures

Figure 1: The PHARMA-DETOX Project Logo 6

Figure 2: The PHARMA-DETOX Twitter Account Linkedin QR code 9

Figure 3: The PHARMA-DETOX Twitter Account QR code 10

Abbreviations and Acronyms

LIFE	LIFE Programme
Medochemie	Medochemie Ltd.
AU	Aarhus University
CUT	Cyprus University of Technology
NEVIS	NEVIS - NOVEL ENVIRONMENTAL SOLUTIONS S.A.
NTUA	National Technical University of Athens
UNICT	Università degli Studi di Catania

Executive Summary

The present report was prepared in the framework of the co-financed European LIFE-Climate. It presents the website and social media accounts created to serve the purpose of Dissemination & Communication Actions for the wider impact of the project results.
In the website & the social media accounts created in LinkedIn & Twitter, the visitors are able to be informed about the project objectives, the methodology followed for the implementation of the project, the expected results, the participants, the news and the related events, other similar projects, newsletters and generally there will be available on-line information about the evolution of the project to keep interested parties informed about project progress. Links to social media will be available on the website, for easy accessibility and QR codes for easy access to Social Media Accounts will be available in all communication & dissemination tools. Links to the project website will also be available at beneficiaries' company accounts.

1. Introduction

The PHARMA-DETOX project aim is to detoxify wastewater from the pharmaceutical industry. This will be achieved through the development and implementation of an innovative, economically viable and cost-efficient system for the transformation of pharmaceutical compounds, present in wastewater, into non-toxic substances (novel detoxification process). The system will be able to treat the wastewater generated from production activities, ensuring that no APIs would end up in the wastewater sewage system without being processed and detoxified by the system developed (PHARMA-DETOX Demo System).

1.1 Scope and purpose

Following the creation of the project's logo (Fig. 1) and several comprehensive texts about the project, such as the summary, the aims, the objectives, the website and the social media accounts have been set up.

Figure 1: *The PHARMA-DETOX Project Logo*

The project's website is expected to be fully operational by M3, in English and Greek. Via the navigation in the website, the visitors will be able to be informed about the project objectives, the methodology followed for the implementation of the project, the expected results, the participants, the news and the related events, other similar projects, newsletters and generally there will be available on-line information about the evolution of the project. The website will be continuously updated in order to include all the latest news and advances of the project. Additionally, LIFE logo and Project Logo will be placed in a distinguished place with high visibility. The website will operate during the implementation of the LIFE project and for at least 5 more years after the end of the project. Finally, in the website there will be also available a meeting or "Share Point" exclusively for consortium members that will be used in project management.

Partners have set up social media accounts to Linkedin & Twitter to promote the project activities and to keep interested parties informed about project progress.

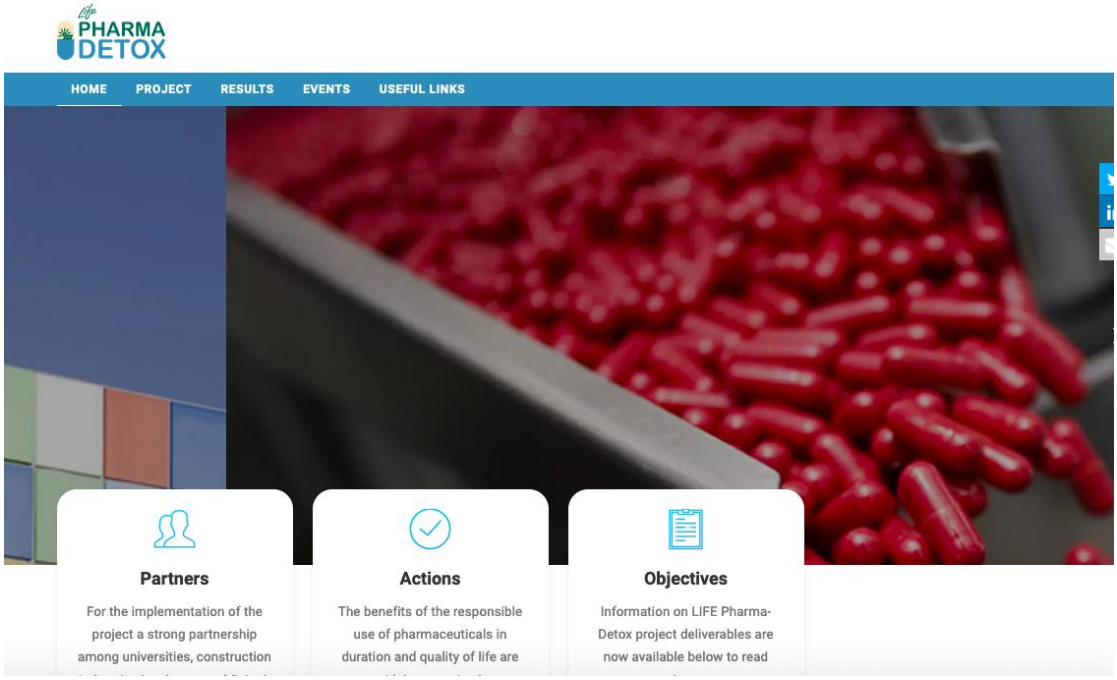
1.1.1 Website

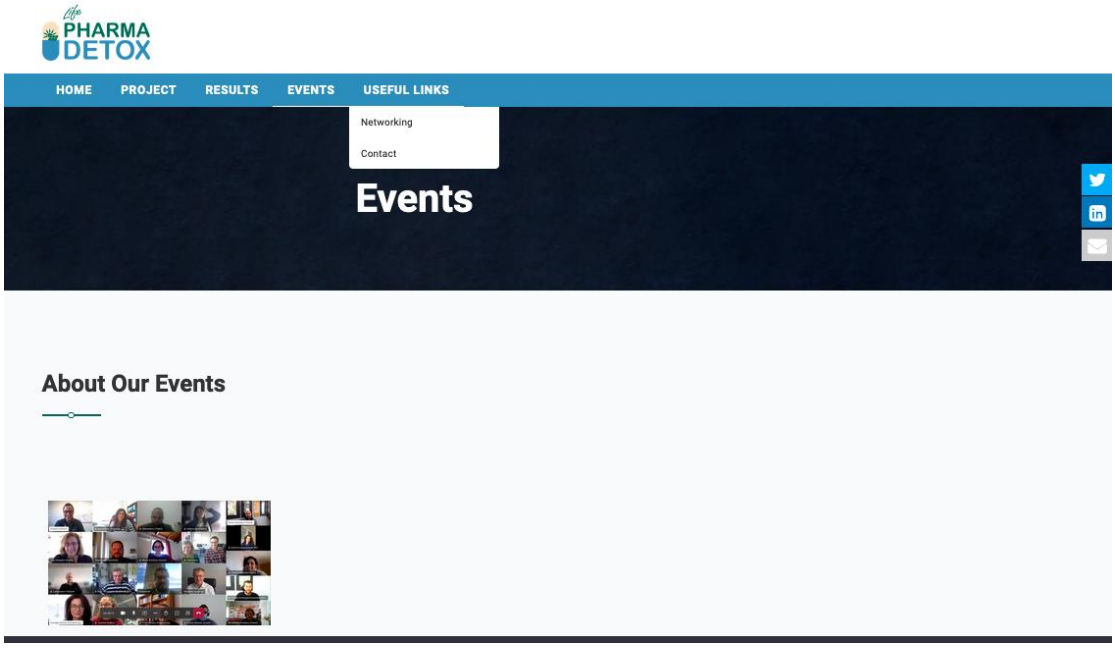
The website is found at: https://pharmadetox.eu/ and is available in English & Greek. It contains all the relevant information about the project such as the methodology followed for the implementation of the project, the expected results, the participants, the news and the related events, other similar projects, newsletters and generally there will be available on-line information about the evolution of the project. The website will be continuously updated in order to include all the latest news and advances of the project. Additionally, LIFE logo and Project Logo are placed in a distinguished place with high visibility. The website will operate during the implementation of the LIFE project and for at least 5 more years after the end of the project. Finally, in the website there will be also available a meeting or "Share Point"

exclusively for consortium members that will be used in project management. CUT will be responsible for creating, updating and maintaining the website.

It is drafted in an easy & attractive way aiming to attract the interest of the General public, public authorities, Policy makers, pharmaceutical manufacturing industries, wastewater treatment companies, Universities as well as Research institutes.

Below are some indicative pictures of the website created.





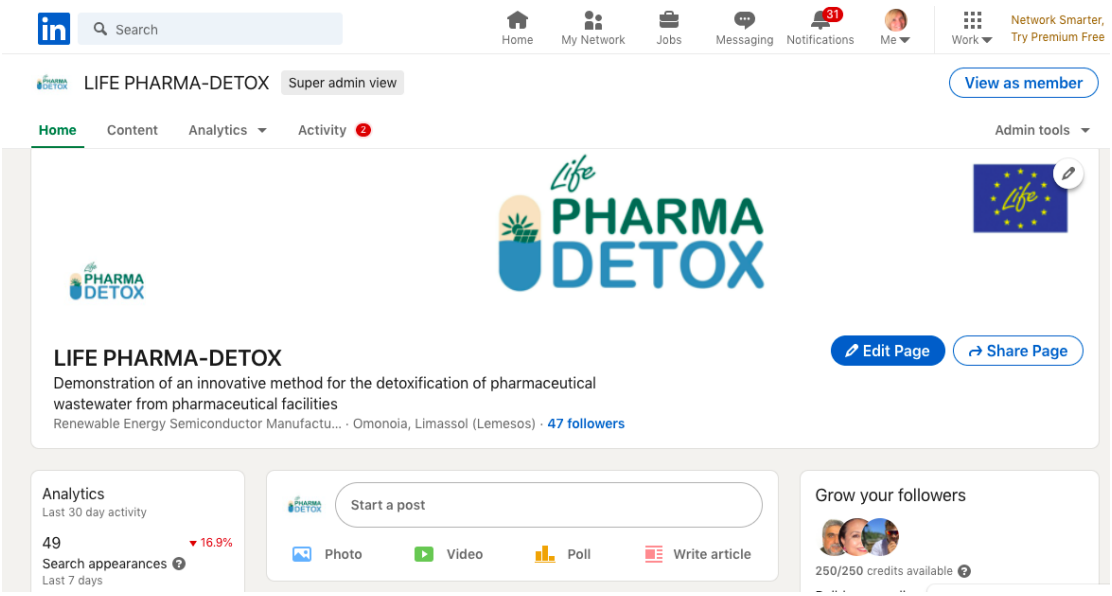
1.1.2 Social Media Accounts

Social Media Accounts have been created to LinkedIn & Twitter. Both include the project's logo which also includes the "LIFE" logo. Links to the accounts have been forwarded to all project beneficiaries as well as the relevant QR codes.

Partners have been prompted to be active in the social media accounts created and encouraged to propose followers & friends etc. as well as to post relevant content to promote and raise the project's visibility both on the website and the social media accounts.

1.1.2.1 LinkedIn Account

The LinkedIn account is LIFE Pharma Detox as it can be seen below:

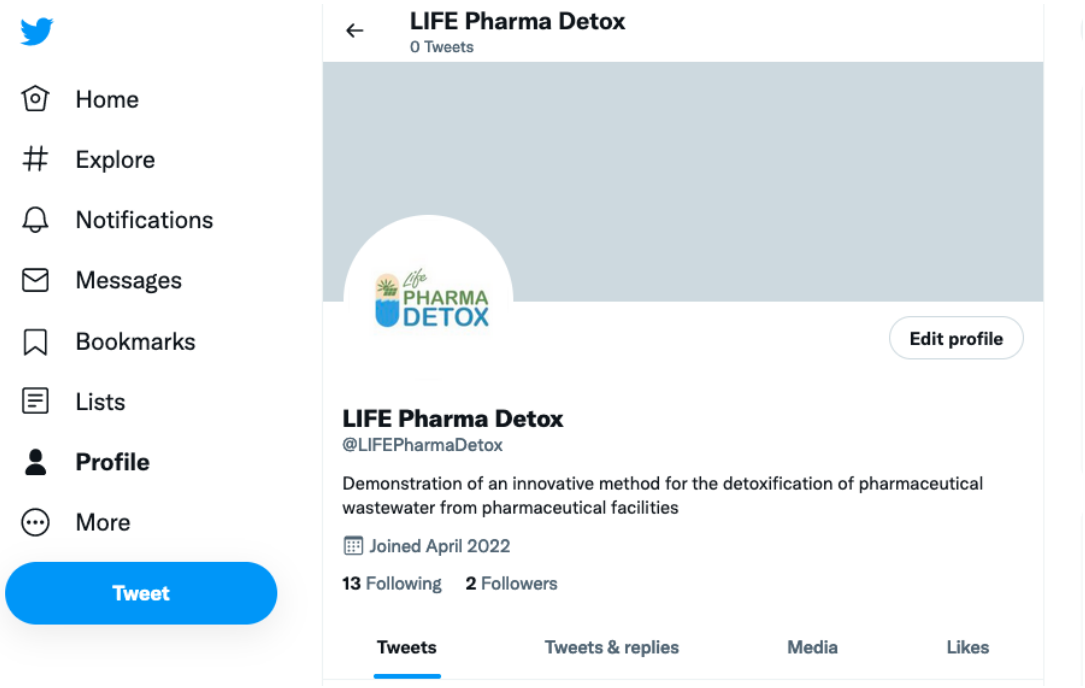


It may be easily accessed also with the related QR code created which appear in all related communication & dissemination material.

Figure 2: *The PHARMA-DETOX Twitter Account LinkedIn QR code*

1.1.2.2 Twitter Account

The twitter account is LIFE Pharma Detox and the account name is @LIFE PharmaDetox as it can be seen below:



It may be easily accessed also with the related QR code created which appear in all related communication & dissemination material.

Figure 3: *The PHARMA-DETOX Twitter Account QR code*