



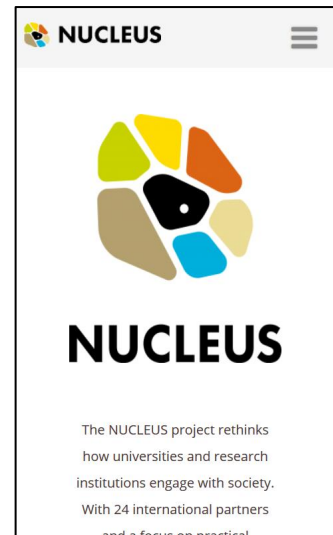
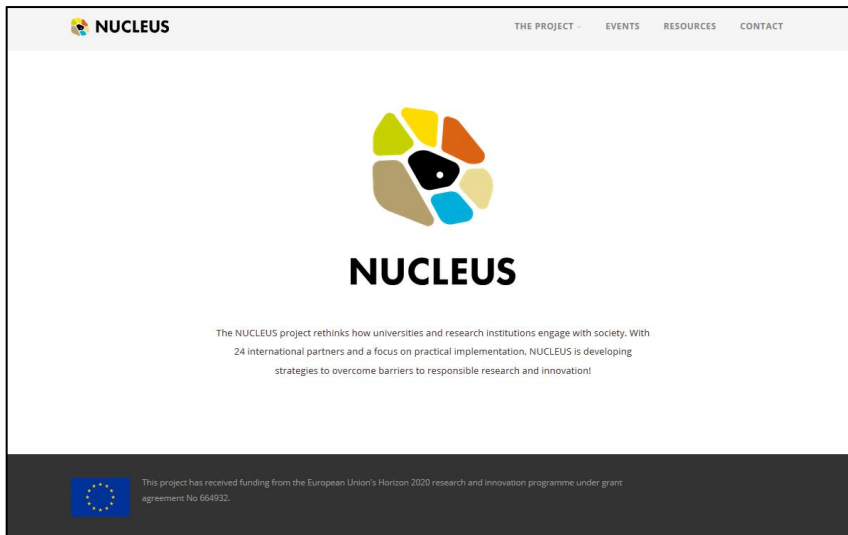
NUCLEUS

NUCLEUS Website and Social Media

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Short Description:

A website and social media accounts have been developed for the NUCLEUS project. The visual identity of NUCLEUS and the website structure will be further developed as part of the corporate branding deliverable.





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1. Introduction

1.1 The role of the NUCLEUS Website and Social Media

The NUCLEUS project's goal is develop practical recommendations for the implementation of responsible research and innovation (RRI). RRI "implies that societal actors (researchers, citizens, policy makers, business, third sector organisations, etc.) work together during the whole research and innovation process in order to better align both the process and its outcomes with the values, needs and expectations of society". Accordingly, NUCLEUS itself has an obligation to work together with societal actors to engage with their values, needs and expectations.

A project website and social media communities are key tools to accomplish this process. A website offers introduction to the project for those unfamiliar with it, provides updates on project proceedings, and acts as a central reference for contact information or resources. Social media communities, in contrast, invite ongoing commentary, questioning, comparison, and reflection in a more discussion-oriented environment. The two approaches complement each other in opening NUCLEUS up to public participation.

1.2 Corporate Design Constraints

Due to the delayed employment of the dissemination officer, the corporate design manual deliverable (D2.1) was postponed, with the approval of the Executive Board, to April 2016. Since corporate design guidelines are needed for a website with project-consistent branding, an interim website was developed featuring the already-designed logo. A fully-branded website will be professionally designed as part of the corporate design process, D2.1.

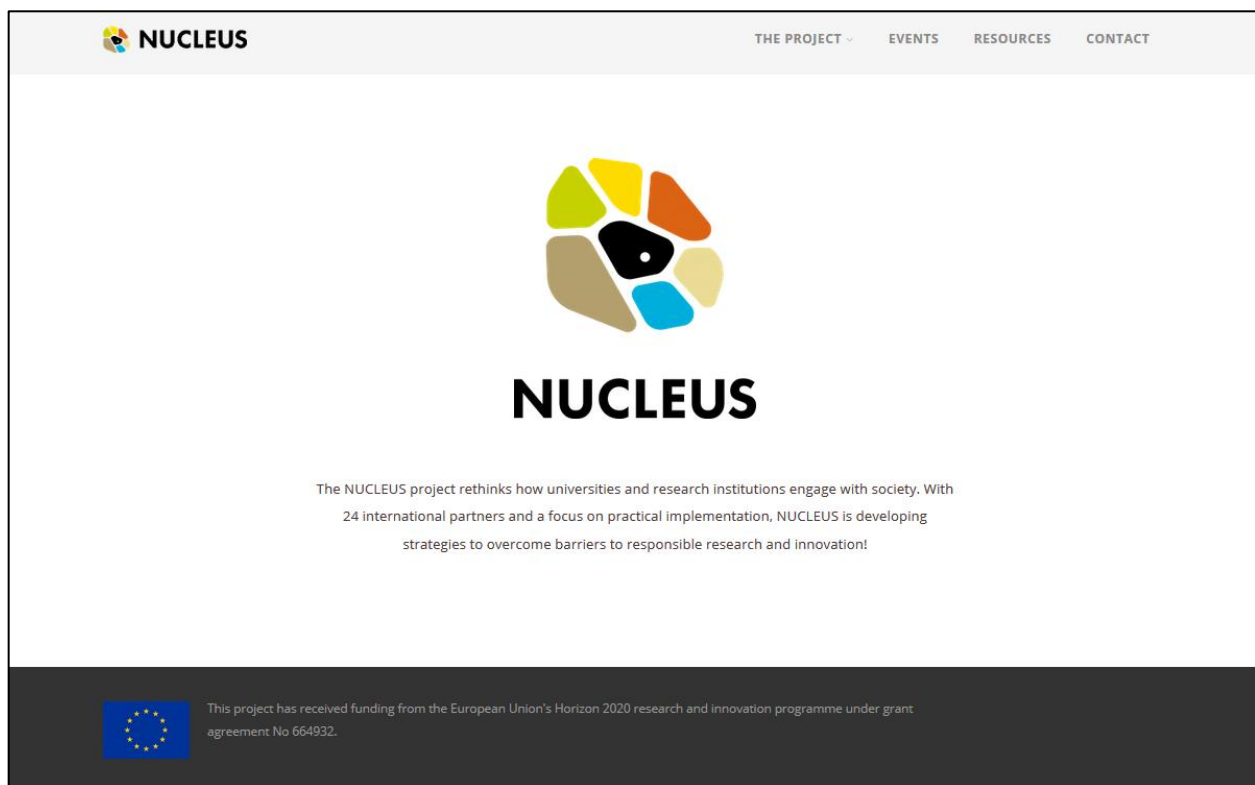
2. NUCLEUS Website and Social Media

2.1 Website Design

The interim NUCLEUS website (<http://nucleus-project.eu/>) was designed using Wordpress, a highly popular content management system. The navigation offers four main themes of content:

- "The Project": a description of the project, responsible research and innovation, the timeline of NUCLEUS activities and research, and information on the consortium
- "Events": upcoming events, such as field trips and working groups
- "Resources": resources and reference files for consortium partners
- "Contact": an invitation for website visitors to contact the NUCLEUS Dissemination Officer, Robin Yee, with any questions or comments

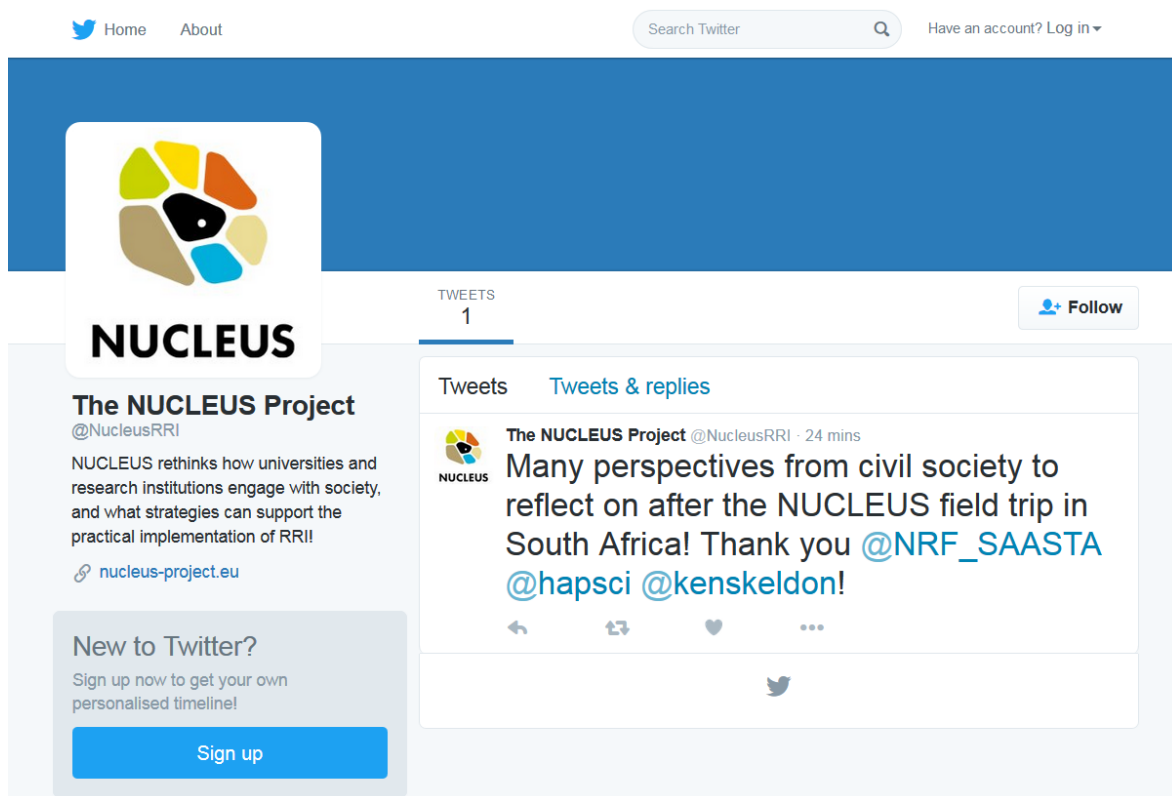
The theme is responsive to different browsing dimensions, i.e. monitors, laptops, tablets, and mobile phones. Screenshots are provided in *Section 4: Annex*. Details on Horizon 2020's support for NUCLEUS are provided, with grant number, in a footer on every page.



2.2 Social Media

Facebook and Twitter accounts (<https://www.facebook.com/NucleusRRI> and <https://twitter.com/NucleusRRI>, respectively) have been created to offer a space for ongoing discussion of NUCLEUS' proceedings and relevant RRI topics. This may include questioning, commentary, or contributions from consortium members as well as other, public stakeholders. A social media presence offers NUCLEUS the ability to participate in related discussions, as well.

As the project develops, both knowledge-sharing and reflection are expected to grow through this platform. "NucleusRRI" will be the handle consistently used across platforms to identify the project. The visual style of the accounts will be further developed to align with the corporate design guidelines, once complete (D2.1).



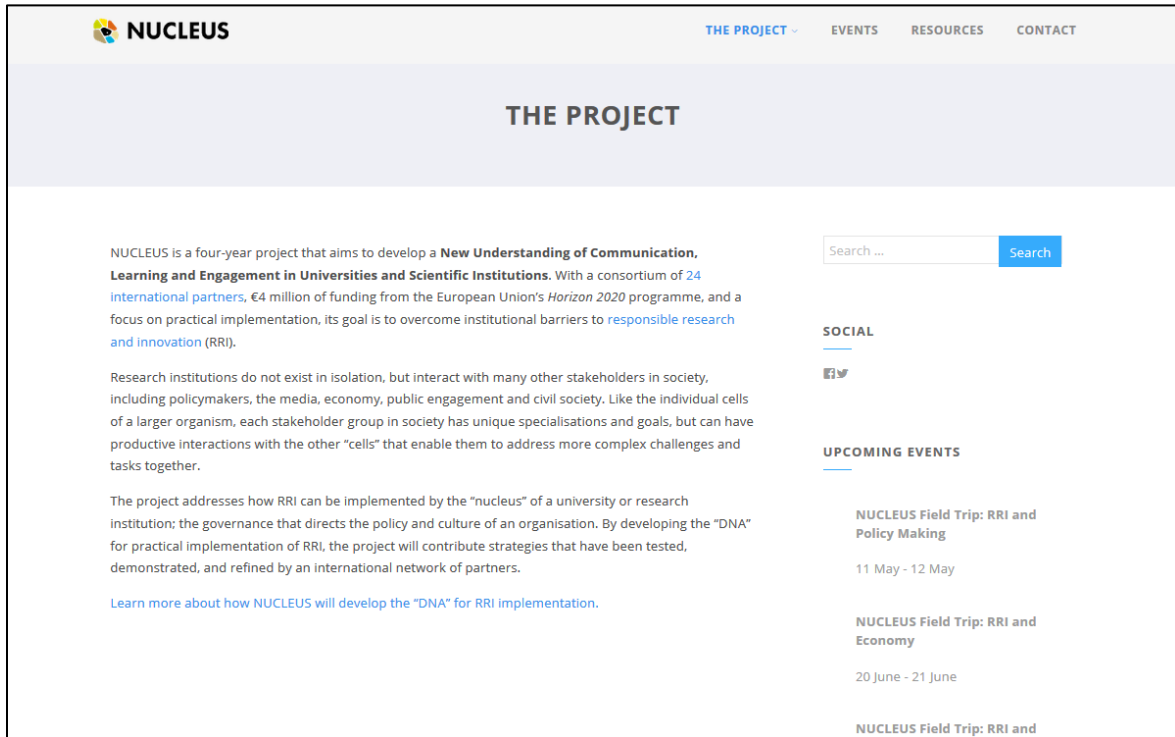


2.3 Future steps

As the project proceeds, the website will grow to accommodate future content and functionality. The structure to support this will be determined during the completion of the corporate design deliverable, D2.1.

Similarly, the use of social media in the project will grow as the project activities and findings offer more opportunity for reflection, ideally moving from a “broadcasting” style to one that facilitates discussion and reflection.

ANNEX: Selected Website Screenshots



THE PROJECT

NUCLEUS is a four-year project that aims to develop a **New Understanding of Communication, Learning and Engagement in Universities and Scientific Institutions**. With a consortium of [24 international partners](#), €4 million of funding from the European Union's *Horizon 2020* programme, and a focus on practical implementation, its goal is to overcome institutional barriers to [responsible research and innovation \(RRI\)](#).

Research institutions do not exist in isolation, but interact with many other stakeholders in society, including policymakers, the media, economy, public engagement and civil society. Like the individual cells of a larger organism, each stakeholder group in society has unique specialisations and goals, but can have productive interactions with the other "cells" that enable them to address more complex challenges and tasks together.

The project addresses how RRI can be implemented by the "nucleus" of a university or research institution: the governance that directs the policy and culture of an organisation. By developing the "DNA" for practical implementation of RRI, the project will contribute strategies that have been tested, demonstrated, and refined by an international network of partners.

[Learn more about how NUCLEUS will develop the "DNA" for RRI implementation.](#)

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SOCIAL
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UPCOMING EVENTS

- NUCLEUS Field Trip: RRI and Policy Making**
11 May - 12 May
- NUCLEUS Field Trip: RRI and Economy**
20 June - 21 June
- NUCLEUS Field Trip: RRI and**



RESPONSIBLE RESEARCH AND INNOVATION



Responsible Research and Innovation, or RRI, is a modern approach to research that involves open communication and engagement amongst stakeholders from across society.

The NUCLEUS project's working definition of RRI is *a process where societal actors (researchers, citizens, policy makers, business, third sector organisations, etc.) work together during the whole research and innovation process in order to better align both the process and its outcomes with the values, needs and expectations of society.*

Horizon 2020, the European Union's largest ever funding programme, has identified RRI as a priority for the "Science with and for Society" theme, as well as one that affects all other themes it supports. It is increasingly important for universities and research institutions to understand how to support cultures of RRI, and NUCLEUS' role is to develop tested strategies to overcome the challenges of practical implementation faced by academic governance.

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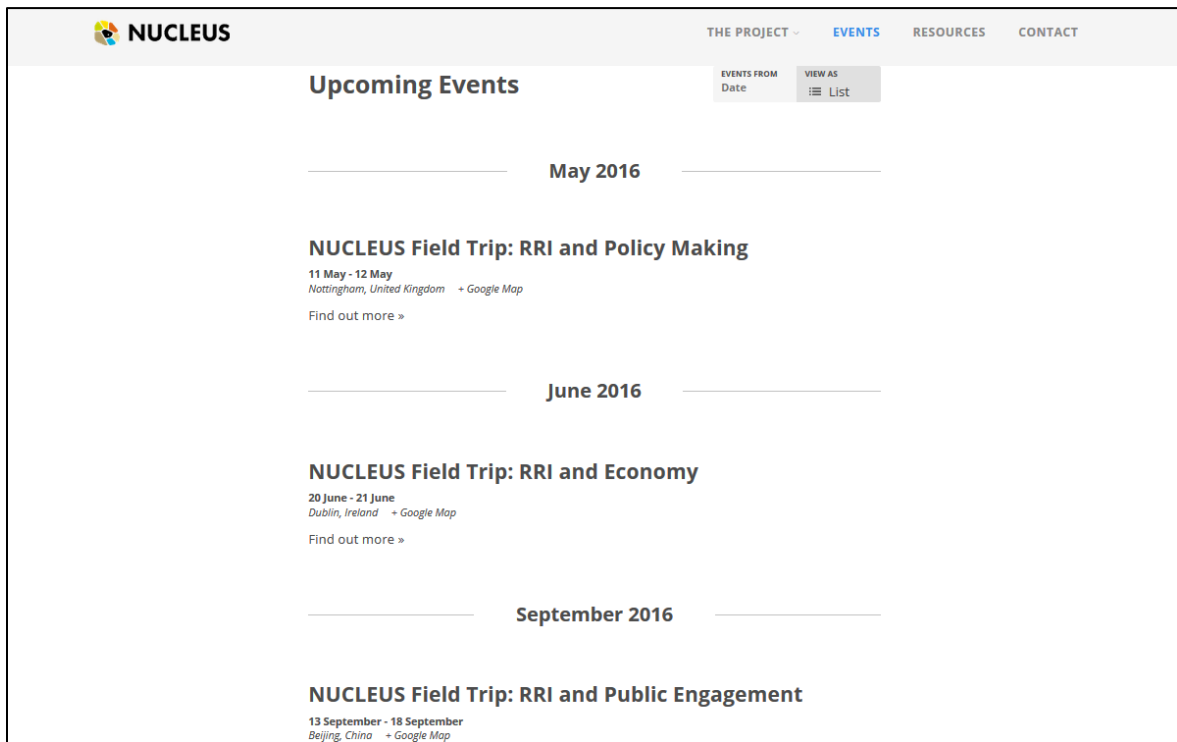
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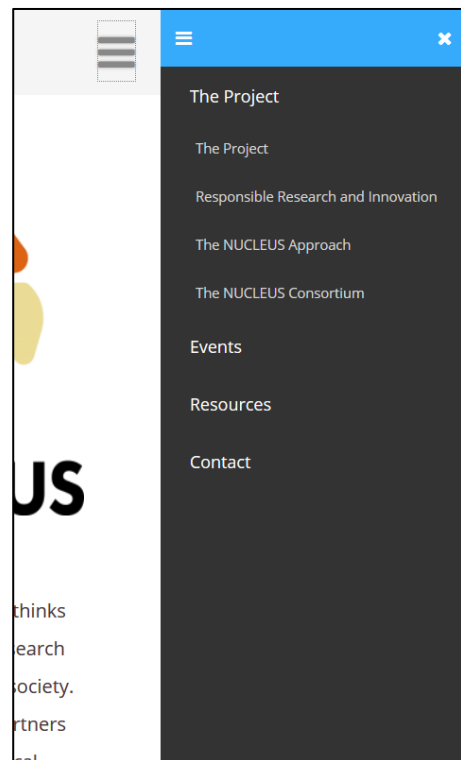
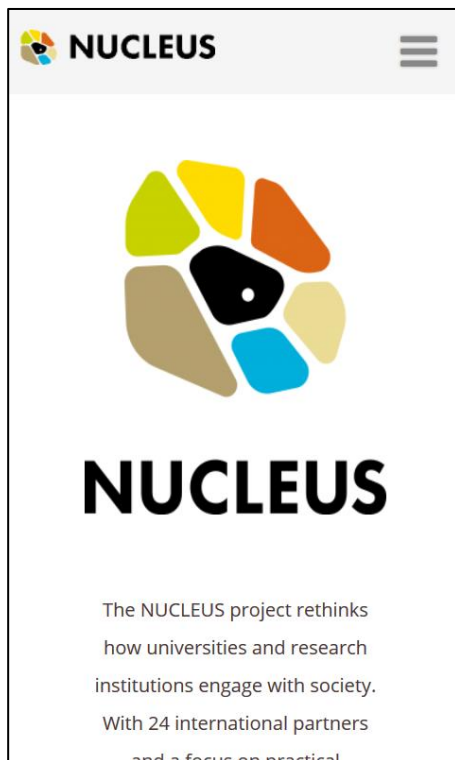
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NUCLEUS Website and Social Media



Responsive design





NUCLEUS

NUCLEUS Website and Social Media

NUCLEUS Website and Social Media
Deliverable 2.2

This report was prepared by Robin Yee (Rhine-Waal University).
It was submitted on 3 March 2016 to the European Commission.

For more information on the NUCLEUS project, please visit the project website or contact the coordinating team at Rhine-Waal University, Germany:

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