



Ion Mobility Mass Spectrometry Training Network

Project no. 101119562

Deliverable 7.1 MobiliTraIN Project Website

Version 2.0

WP 7 – Public Engagement, Dissemination and Exploitation

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This project is also supported by the Swiss State Secretariat for Education, Research and Innovation (SERI).

Executive Summary

Background

MobiliTraIN is a Marie Skłodowska-Curie Actions Doctoral Network in Ion Mobility Mass Spectrometry, funded under Horizon Europe. This deliverable, D7.1 "Website," is part of Work Package 7 "Public Engagement, Dissemination, and Exploitation." It outlines the setup, development, structure, and content of the MobiliTraIN project website. The website, linked to the project's social media channels, will be maintained and updated throughout the project's duration and beyond.

Objectives

The project website aims to ensure public dissemination, collaboration, and knowledge exchange. It serves as the main platform for public engagement, dissemination, and exploitation efforts. It provides consortium partners and target audiences with up-to-date, consistent, and accessible information on the project, its results, and partners. With the website and social media channels, MobiliTraIN aims to:

- Maximise awareness for MobiliTraIN
- Share knowledge, project results, and activities continuously
- Inform about MobiliTraIN and its work
- Announce relevant activities and upcoming events
- Increase awareness among diverse stakeholders, especially the public

Methodology and implementation

The website was set up using WordPress, following the MobiliTraIN brand identity, which guided the overall theme. This brand identity was used consistently across all website and social media content to ensure a cohesive and professional appearance.

Outcomes

The outcome of D7.1 is the MobiliTraIN project website (mobilitrain.eu), which went live on 27 February 2024. In parallel, a LinkedIn page and a YouTube channel were established. The LinkedIn channel is already active, while the YouTube channel will be activated later in the project as more scientific results become available; both channels will support traffic to the website.

Impact

Since its launch in February 2024, the MobiliTraIN website has offered key information on the project, training programme, and news to the public. It introduced the supervisors and advertised open positions for Doctoral Candidates (DCs), facilitating ongoing applications. Supported by social media channels, the website focuses on providing information on the training programme and DC recruitment, aligning with the project's timeline, currently in the DC recruitment phase.

Next steps

More pages will be added to the MobiliTraIN website to continuously provide insights into the project's scientific progress. Each DC will be introduced upon completing the recruitment process. DCs will contribute content to the website and maintain the cross-linked social media channels as part of their communication training.

Revision history

Author(s)	Description	Date
Alexandra Furio (accelCH)	Deliverable draft	31 July 2024
Jacqueline Strehler (accelCH)	Revision 1	06 August 2024
Alexandra Furio (accelCH)	Formatting and formal check	13 August 2024
Tim Causon (BOKU)	Final version	13 September 2024
Tim Causon (BOKU)	Version 2.0 to address the requests of the PO (e.g. clarifying the status of the YouTube channel)	04 May 2026

Contents

Executive Summary	2
Revision history.....	3
Abbreviations	5
1 Introduction	6
2 Approach	7
2.1 Target audiences.....	7
2.2 Development plan	7
2.2.1 Phase 1: Attracting doctoral candidates.....	7
2.2.2 Phase 2: Presenting project implementation.....	7
2.2.3 Phase 3: Ensuring sustainability	8
3 Technical implementation	8
3.1 Project theme	8
3.2 WordPress.....	8
3.3 Images and graphics	9
3.4 Structure.....	9
4 Monitoring and evaluation.....	10
5 Impressions	11
6 Next steps.....	14

Abbreviations

Abbreviations	Details
acceICH	accelopment Schweiz AG
CDEP	Communication, Dissemination, and Exploitation Plan
D	Deliverable
DC	Doctoral Candidate
DN	Doctoral Network
HEU	Horizon Europe
IM	Ion Mobility
IM-HRMS	Ion Mobility-High Resolution Mass Spectrometry
KPI	Key Performance Indicator
M	Month
MSCA	Marie Skłodowska-Curie Actions
WP	Work package

1 Introduction

This deliverable (D) 7.1 is part of Work Package (WP) 7 "Public Engagement, Dissemination, and Exploitation" and provides an overview of how the MobiliTraIN website was set up, how it will contribute to achieving the project's goals, and what the next steps will be.

Key facts

- The MobiliTraIN website is available at mobilitrain.eu
- It was first launched in February 2024
- accelCH created and maintains the website with WordPress

The expected impact of the website is to raise awareness for ion mobility, its applications, and the latest project developments, including the sharing of results. To achieve this, we have defined specific objectives for the website which are in line with the overarching objectives of WP7 outlined below. DCs will be involved as contributors and editors of the website. This will be further defined during project meetings and in the Communication, Dissemination and Exploitation Plan (CDEP), D7.2 due in M13. In the CDEP, WP7 activities for the upcoming project months will be planned in detail and specific Key Performance Indicators (KPIs) as well as evaluation measures will be defined for the website.

Objectives

The MobiliTraIN project website aims to be the primary online platform for:

- 1. Informing and Educating:** Providing comprehensive information about the project, including updates on project milestones and progress.
- 2. Engaging a Broad Audience:** Integrating with social media channels to reach a wide audience, including the general public.
- 3. Documenting Progress and Activities:** Serving as a central platform to share input from DCs on activities and document them.
- 4. Dissemination of Results:** Raising awareness of the project's findings and disseminating project results.
- 5. Providing Project Material for Download:** Providing a platform for users to view and download public deliverables, press releases, factsheets and other project-related materials

2 Approach

This chapter outlines the strategies and plans implemented to achieve the objectives of WP7. It begins with identifying the target audiences, detailing the diverse stakeholder groups and their specific needs. Following this, it presents a comprehensive development plan for the MobiliTraIN project website, structured across three phases to attract Doctoral Candidates, present ongoing project implementation, and ensure sustainability post-project.

2.1 Target audiences

WP7 is designed to engage a diverse range of stakeholder groups (Figure 1), each with specific interests and needs. The target audiences include the scientific community, instrument developers, the ion mobility applications industry, regulatory agencies, school pupils and teachers, and the general public. WP7 will employ tailored activities and strategies to reach and communicate with these varied groups. The MobiliTraIN website will serve as a central hub for all these stakeholders, providing accessible and up-to-date information about the project's goals, milestones, and developments. It particularly emphasises keeping the general public informed about the project's broader objectives and achievements.

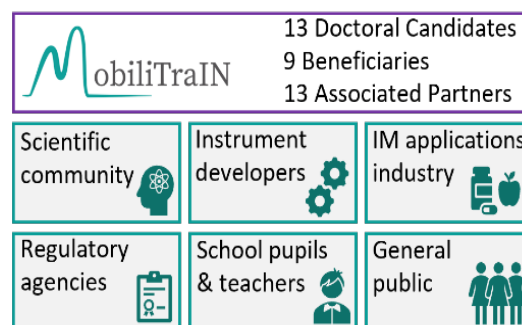


Figure 1. MobiliTraIN project stakeholders

2.2 Development plan

This section outlines the MobiliTraIN project website's development plan across three phases. Initially, it will attract potential Doctoral Candidates (DCs) by providing project information and listing open positions. Next, it will update regularly to present research, training, and outreach activities. Finally, as the project ends, it will showcase achievements and maintain relevant content for future reference.

2.2.1 Phase 1: Attracting doctoral candidates

Before the start of the MobiliTraIN project and in its initial months, the website's main aim is to attract potential candidates interested in joining the MobiliTraIN network as DC. The content focuses on providing key project information, introducing supervisors and partners, and listing open positions and their requirements. During this stage, the website serves as central point to redirect potential candidates to open positions. As positions are being filled, the listings are removed from the website and, once the recruitment process has been completed, the page will no longer be featured on the website.

2.2.2 Phase 2: Presenting project implementation

During the project, the website will be regularly updated to show the latest developments in MobiliTraIN's research, training, outreach, and dissemination activities. This will include profiles of all supervisors and DCs, updated training plans and meeting dates, project milestones, and outreach activities by the DCs. The site will feature embedded videos, event photos, slideshows, and other multimedia to keep the platform engaging and dynamic. The website structure will adapt to include new information and pages as needed. This phase will involve DCs as content creators and editors as part of their scientific communication skills training. The initial structure of the website has already been set up (see 3.4). Next steps include adding a FAQ page and increasing DC involvement as the recruitment phase concludes. During phase 2, we will aim to achieve our KPIs (based on the CDEP) for yearly visitors and effectively communicate the project's impact, to achieve widespread engagement and understanding.

2.2.3 Phase 3: Ensuring sustainability

As the project concludes, the website will be updated to reflect the project's end and ensure the content remains relevant. The focus will shift to showcasing the research and results achieved, summarising the training received by the DCs, and providing contact points via social media channels like LinkedIn. The news and events pages will be archived to indicate no further updates are expected post-project.








3 Technical implementation

This chapter covers the technical aspects of the MobiliTraIN project's website, highlighting the overall design, structure, and functionality. It addresses the integration of consistent branding, use of a content management system, and incorporation of multimedia elements to enhance user engagement and maintain a cohesive online presence.

3.1 Project theme

The MobiliTraIN project maintains a strong brand identity across all communication materials, including its website, to ensure consistency and enhance user experience. The website features Montserrat as its primary font, known for its clean lines and geometric structure. This sans-serif typeface is particularly effective for digital screens, offering excellent readability through its clear letterforms and consistent spacing. The website's colour scheme has been pre-defined in WordPress to ensure uniformity across all pages, reinforcing a professional and cohesive appearance. By integrating the project's colour scheme (Table 1) into both the website's design and its visuals, the site achieves a harmonious look that enhances user engagement. Additionally, the project logo (Figure 2) is prominently displayed on all communication materials, including the website, which strengthens brand recognition and ensures immediate association with the MobiliTraIN project.

Table 1. MobiliTraIN theme colours

Main colours		Additional colours	
1	 CMYK 89,0,6,34 RGB 19,168,158 HEX #13A89E	5	 CMYK 47, 89, 0, 34 RGB 89, 19, 168 HEX #5913A8
2	 CMYK 0,0,0,5 RGB 242,242,242 HEX #F2F2F2	6	 CMYK 0,68,89,34 RGB 168,54,19 HEX #A83613
3	 CMYK 88,0,6,56 RGB 13,113,106 HEX #0D716A	 Figure 2. MobiliTraIN logo	
4	 CMYK 0,1,1,66 RGB 87,86,86 HEX #575656		

3.2 WordPress

The MobiliTraIN website was created using the content management system WordPress, offering flexible and professional layouts, a user-friendly interface, and numerous additional plugins for interactive features. WordPress themes were used to design a visually appealing and functional site structure. The news section employs the WordPress blog module, displaying posts in reverse chronological order. Social media channels are integrated to broaden outreach and engagement.

3.3 Images and graphics

The website incorporates various visuals and graphics to illustrate key information effectively. This includes logos of beneficiaries and partner organisations, photos of supervisors and DCs for their profiles, and pictures and graphics provided by partners. The website is designed to support multimedia features such as embedded videos, event photos or slideshows which will turn the website into a dynamic and interactive platform as the project progresses.

3.4 Structure

This section outlines the current structure of the MobiliTraIN project website, detailing the purpose and content of each main page. As the website is a dynamic medium, it will be continuously populated and adjusted throughout the project's duration to ensure up-to-date information and engagement throughout the project.

Homepage

The [homepage](#) offers an overview of the project, highlighting its objectives and significance. It presents project facts at a glance and features a visually engaging design with quick links to key sections, making navigation easy for visitors.

Project

The [project](#) page provides a detailed explanation of the MobiliTraIN project, including its mission, objectives, and innovations. It outlines the roles of consortium partners and informs the public, stakeholders, and potential collaborators about the project's purpose and goals.

Partners

The [partners](#) page gives an overview of the MobiliTraIN network, categorised into beneficiaries, associated partners, academic partners, and non-academic partners. It includes links to each partner institution for further information.

Training

The [training](#) page outlines the training programme offered by MobiliTraIN for its DCs, detailing the curriculum, workshops, and relevant events. It provides information on the skills and competencies that candidates will develop.

Media

The [news](#) page features the latest updates, events, and milestones related to the MobiliTraIN project, including articles, press releases, and announcements. The Materials section allows visitors to view and download relevant materials in PDF format.

People

The [people](#) page introduces the individuals involved in the project, providing an overview of all project supervisors and links to individual pages for each person.




Open Positions

The [recruitment](#) page lists available positions within the MobiliTraIN project and provides details on the application process, including eligibility criteria, benefits, and how to apply.

Header and Footer

The header features the project's logo and a navigation menu with links to key sections. The header also links users to the project's [LinkedIn](#) page. The footer provides contact information, links to social media profiles, and quick links to various pages of the site. It also features funding acknowledgements and logos of the funding bodies (Table 2), as defined in the project's brand identity and funding acknowledgement guidelines.

Table 2. MobiliTraIN funding acknowledgement

 Funded by the European Union	Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.
 Engineering and Physical Sciences Research Council	This work is supported by the Engineering and Physical Sciences Research Council [grant number EP/Y032845/1 and EP/Y030877/1].
	This project is also supported by the Swiss State Secretariat for Education, Research and Innovation (SERI).

4 Monitoring and evaluation

The MobiliTraIN consortium aims for maximum outreach through various communication channels, including the website and social media. Ongoing evaluation and adjustment are necessary to measure the reach and impact of MobiliTraIN's online presence. Both quantitative and qualitative indicators must be considered. Regularly measuring these indicators helps determine progress and identify if additional measures are needed to meet targets.

Success is measured against specific, measurable, achievable, realistic, and time-bound objectives, evaluated using key performance indicators (KPIs). These KPIs were initially set at the proposal stage and will be reconsidered in the CDEP in M13. The KPIs will help measure both the quantity and quality of engagement with target groups.

Online communication channels offer tools to measure performance over time, considering factors like website visitors, page views, session duration, and social media followers and engagement. We will use Google Analytics 4 to monitor website performance. Social media channels will be tracked using LinkedIn Analytics. These insights will help optimise content for better performance. An evaluation of the MobiliTraIN website and social media performance will be included in the technical report of the project's 1st Reporting Period in M24.

5 Impressions

This section showcases excerpts from the project website and LinkedIn.

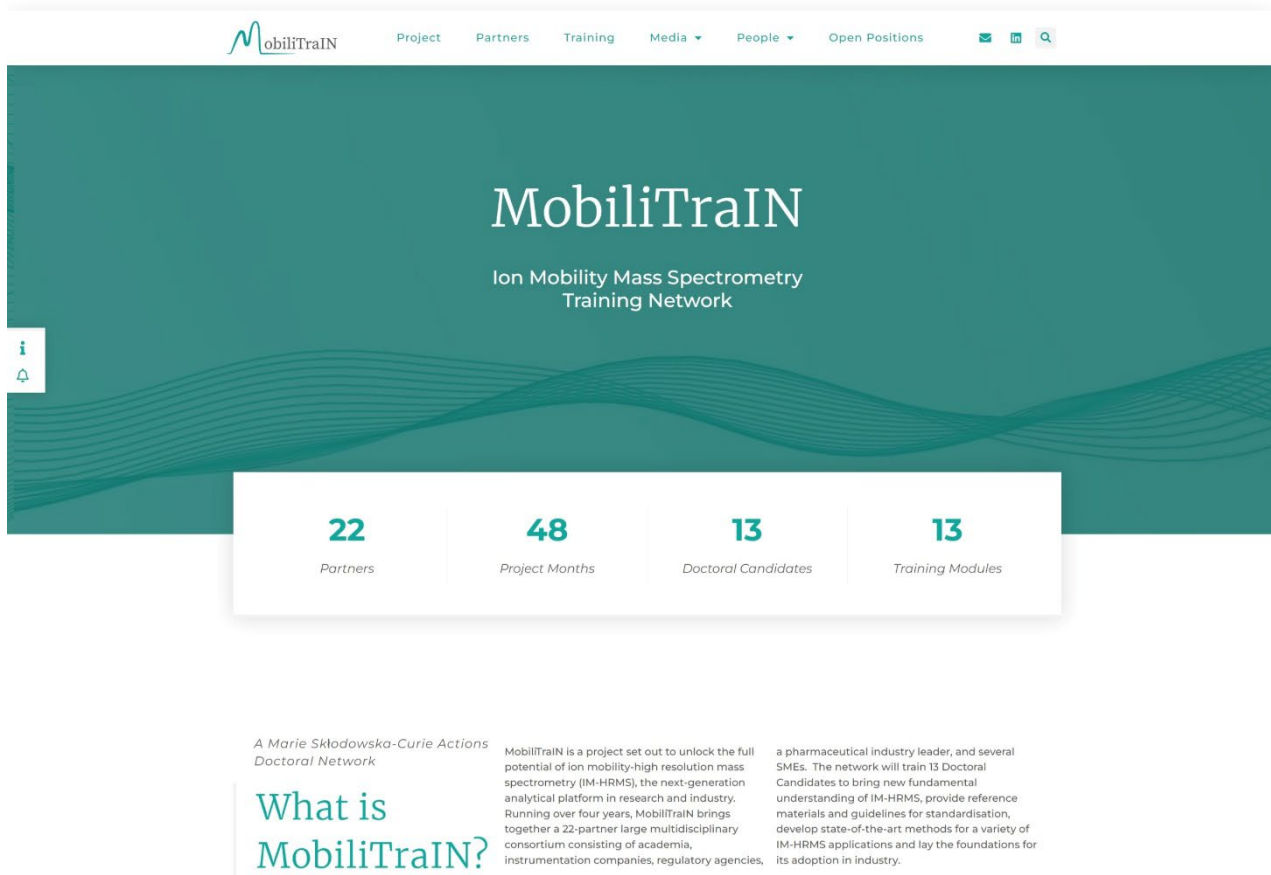


Figure 3. Website landing page

Discover our programme

Training

MobiTraIN will equip its Doctoral Candidates (DCs) with a unique multidisciplinary skill set. The training programme will cover key theoretical and practical competencies in science and technology research, as well as important transferable skills. In addition to their individual PhD project, including intersectoral secondments, and training in their PhD programme, MobiTraIN provides network-wide training built on a modular approach.

Year 1 Year 2 Year 3 Year 4

February 2024 — January 2025

Year 1

MobiTraIN kicks-off and introduces the newly recruited DCs to the project.

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Introduction Days

December 2024

Researcher projects and WPs overview, network management introduction. Training modules on: Ion mobility fundamentals and applications (research); Research project management (transferable); IM-HRMS industry inside-out (business)

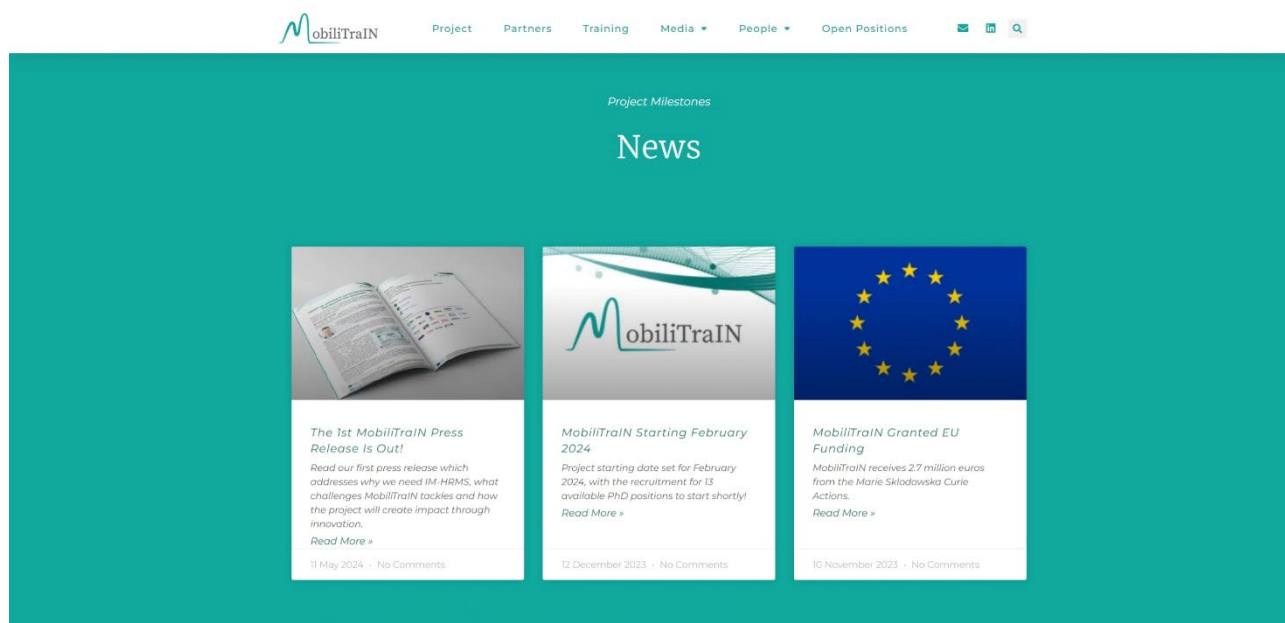
👥

1st MobiTraINing Days

January 2025 DCs and WPs progress.

Training modules on: Introduction to IM instrument design and modification (research); Evaluating risks of organic chemicals in the environment and for human health (research)


Figure 5. Website training page



MobiTraIN Project Partners Training Media People Open Positions 📧 📱 🔍

Project Milestones

News




The 1st MobiTraIN Press Release Is Out!

Read our first press release which addresses why we need IM-HRMS, what challenges MobiTraIN tackles and how the project will create impact through innovation.

[Read More »](#)

11 May 2024 · No Comments




MobiTraIN Starting February 2024

Project starting date set for February 2024, with the recruitment for 13 available PhD positions to start shortly!

[Read More »](#)

12 December 2023 · No Comments



MobiTraIN Granted EU Funding

MobiTraIN receives 2.7 million euros from the Marie Skłodowska Curie Actions.

[Read More »](#)

10 November 2023 · No Comments

Figure 4. Website news page

The screenshot shows the website header with the MobiliTraIN logo and navigation menu (Project, Partners, Training, Media, People, Open Positions). The main content area features a profile for Assoc. Prof. Tim Causon, Project coordinator and DC10 supervisor. It includes a photo, contact information, a bio, and a list of selected publications. A quote from the profile states: "MobiliTraIN brings together an amazing group of researchers and stakeholders that will allow us to make big steps forward in what we can achieve and understand with IM-MS. However, we need some ambitious and determined Doctoral Candidates to join us to make this a reality!"

**Project coordinator
DC10 supervisor**
Assoc. Prof. Tim Causon
University of Natural Resources and Life Sciences (BOKU), Department of Chemistry, Austria

Tim has been working at the Institute of Analytical Chemistry, University of Natural Resources and Life Sciences, Vienna (Austria) since 2014. His current areas of research are analytical liquid chromatography, molecular mass spectrometry, and ion mobility-mass spectrometry (IM-MS) for diverse analytical method development as well as fundamental studies of ionisation and behaviour of small molecular ions. His institute uses both drift tube (DTIM) and high-resolution Structures for Lossless Ion Manipulation (SLIM) technologies and has a long-term interest in harmonisation of IM-MS measurement and reporting standards. They also apply IM-MS and other analytical techniques in metabolomics studies especially for the optimisation of both upstream (e.g., microbial cell factories) and downstream (e.g., purification) ends of the bioprocessing continuum.

Selected Publications

- Mitic, B.M., Mattanovich, D., Hann, S., Causon, T. 2023. Tailored extraction and ion mobility-mass spectrometry enables isotopologue analysis of tetrahydrofolate vitamers. *Anal. Bioanal. Chem.* 415, 5151-5163 <https://doi.org/10.1007/s00216-023-04786-5>
- Valadbeigi, Y., Causon, T. 2023. Monitoring intramolecular proton transfer with ion mobility-mass spectrometry and in-source ion activation. *Chem. Commun.* 59, 1673-1676 <https://doi.org/10.1039/D2CC05237G>
- Feuerstein, M.L., Hernández-Mesa, M., Kiehrle, A., Le Bizec, B., Hann, S., Dervilly, G., Causon, T. Comparability of steroid collision cross sections using three different IM-MS technologies: an interplatform study. *J. Am. Soc. Mass Spectrom.* 33, 1951-1959 <https://doi.org/10.1021/jasms.2c00196>
- Feuerstein, M.L., Hernández-Mesa, M., Valadbeigi, Y., Le Bizec, B., Hann, S., Dervilly, G., Causon, T. 2022. Critical evaluation of the role of external calibration strategies for IM-MS. *Anal. Bioanal. Chem.* 414, 7483-7493 <https://doi.org/10.1007/s00216-022-04263-5>
- Stow, S.M., Causon, T.J., Zheng, X., Kurulugama, R.T., Mairinger, T., May, J.C., Rennie, E., Baker, E.S., Smith, R.D., McLean, J.A., Hann, S., Fjeldsted, J.C. 2017. An interlaboratory evaluation of drift tube ion mobility collision cross section measurements. *Anal. Chem.* 89, 9049-9055 <https://doi.org/10.1021/acs.analchem.7b01729>

Figure 6. Example of supervisor profile

The screenshot shows the website header with the MobiliTraIN logo and navigation menu (Project, Partners, Training, Media, People, Open Positions). The footer contains information about funding, contact details, and site links.

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Swiss State Secretariat for Education, Research and Innovation (SERI)
This project is also supported by the Swiss State Secretariat for Education, Research and Innovation (SERI).

Contact
info@mobilitrain.eu
@MobiliTraIN

Site Links
Project Partners Training News

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Figure 7. Website header (top) and footer (bottom)

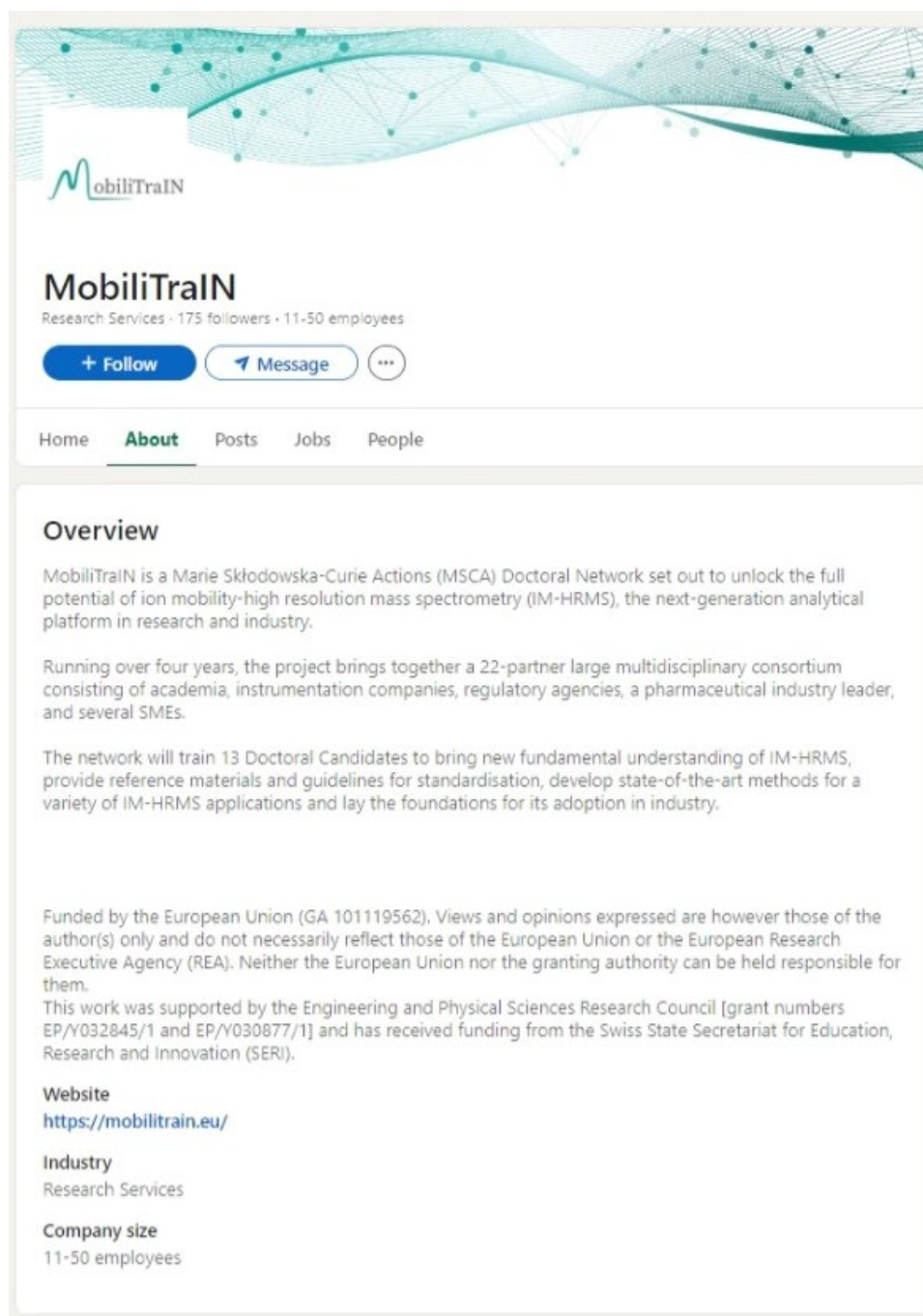


Figure 8. Project LinkedIn page

6 Next steps

Moving forward, the MobiliTraIN website will be expanded to include more detailed insights into the project's scientific progress. We will introduce profiles for each DC once recruitment is complete and continue to update the site with contributions from the DCs as part of their communication training. Additional features, such as a FAQ page, will be added to enhance user experience and provide further information on the project. The ongoing integration of new content and multimedia will ensure the website remains a dynamic and engaging platform at each stage of the project. The final phase will focus on maintaining the website's relevance post-project, highlighting key achievements and providing ongoing access to important resources. Additionally, the project's social media channels will support traffic to the MobiliTraIN website by redirecting users. The LinkedIn channel is already

actively used, while the YouTube channel will become active as the project matures and more scientific results become available.