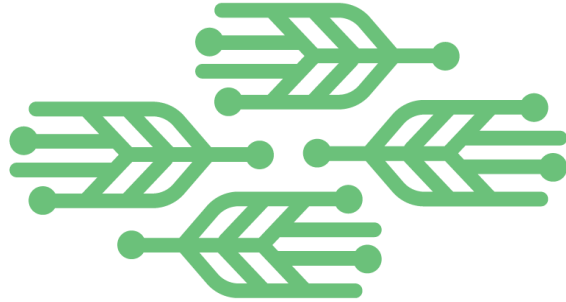


Deliverable D5.2: EUREKA Project website



EUREKA

European Knowledge Repository for best Agricultural Practices

Summary

Deliverable 5.2 is the first operational / accessible version of the EUREKA project website and was due in M3 (March 2020). However there has been a slight delay with the EUREKA website and it will not be online until the end of April / early May 2020.

The reasons for this delay are that a decision was taken during project inception to build the ‘brand platform’ of the EUREKA project on the existing visual identity of the closely-related EURAKNOS project, including the option of re-purposing of the EURAKNOS website for EUREKA. However, this option required some time for exploration, clarification and assessment of feasibility.

Now that feasibility has been established a clear approach and next steps have been agreed, but with some knock-on effect upon the timeliness of D5.2.

Meanwhile, an updated ‘landing page’ for online visitors to EUREKA is available at :

www.h2020eureka.eu

Deliverable Number	Work Package
5.2	WP5
Lead Beneficiary	Deliverable Author(S)
Aarhus University (AU)	Camilla Mathiesen (AU) Christine Dilling (AU) Mark Redman (HCC)
Planned Delivery Date	Actual Delivery Date
M3 (March 2020)	M4 (17 April 2020)

Type of Deliverable	R	Document, report (excluding periodic and final reports)	
	DEC	Websites, patents filing, press & media actions, videos	X
	E	Ethics	

Dissemination Level	PU	Public	X
	CO	Confidential, only for members of the consortium	



Contents

Abbreviations Used.....	3
1. Introduction	3
2. Minor Deviation from the DoA.....	4
3. Agreed Approach.....	4
4. Next Steps	6

Abbreviations Used

AU	Aarhus University (<i>project partner</i>)
C & D	Communication and dissemination
CMS	Content Management System
CSA	Co-ordination and support action
DoA	Description of Action
EIP-AGRI	European Innovation Partnership for Agricultural productivity and Sustainability
HCC	Highclere Consulting (<i>project partner</i>)
LFG	Leap Forward (<i>project partner</i>)
M	Month of project implementation
MA	Multi-actor
PM	Person month
WP	Work package

1. Introduction

Deliverable 5.2 is the first operational / accessible version of the EUREKA project website and was due in M3 (March 2020).

During project development it was envisaged that the website would a) be the primary communication tool for the EUREKA project and b) be developed / managed in the frame of the project Communication Plan (Deliverable 5.3).

Deliverables 5.2 and 5.3 are the cornerstones of Task 5.2 (Development of the EUREKA Communication Plan and co-ordination of Communication Activities) of Work Package 5 (Develop an active MA community to promote and use the FarmBook).

In particular it was anticipated in the Description of Action (DoA) that the website would be compatible with:

“...the development of a unique, high quality visual identity / 'brand platform' style for the project, including logo design, colour palette, digital style guide, templates for newsletters, documents, presentations, social media content, project website. This will be supported by LFG and will be compatible with the branding of the database interface and platform of the FarmBook in T4.2.



The ‘brand platform’ will ensure a consistent, qualitative and correct development of EUREKA project website, as well as for the C & D of the project and the FarmBook platform; hence, the website design will be compatible with the database interface and FarmBook platform”.

2. Minor Deviation from the DoA

During the early stages of project inception (M1) it was decided by the Project Co-ordinators to adopt a slightly different approach to building the ‘brand platform’ for EUREKA by utilising – and further refining as necessary - the existing visual identity of the closely-related EURAKNOS project.

EURAKNOS is also co-ordinated by the University of Gent. It is a H2020 CSA that aims to : 1) stimulate and intensify interactivity and knowledge exchange between the different H2020 Thematic Networks (plus linked EIP-AGRI Operational Groups and other H2020 multi-actor projects where relevant), and; 2) to search for a harmonised approach for setting up future thematic networks in order to maximise the impact upon practitioners, farmers and foresters.

During the EUREKA project kick-off meeting (27-30 January 2020) it was further agreed to also examine the feasibility of using the EURAKNOS website (www.euraknos.eu) as the basis of the EUREKA website (www.h2020eureka.eu).

This represents a minor deviation from the description of Task 5.2 in the DoA which anticipates the construction and maintenance of a **new website** by Aarhus University (AU). However, re-using and re-purposing the EURAKNOS website was clearly a logical course of action to explore and was encouraged by the Project Officer’s recommendation that the EUREKA project works closely with the existing communication channels of the EURAKNOS project to avoid a) any unnecessary duplication of effort, and b) the risk of confusing users.

3. Agreed Approach

The EURAKNOS website was developed by Leap Forward (LFG) and they have agreed to support both a) the re-purposing of the EURAKNOS website (including any additional development work needed) and b) the training of the AU team for using the associated Content Management System (CMS).

After a period of communication / clarification between AU and LFG, the AU team (with the support of the WP 5 leader) have reviewed the EURAKNOS website for the purposes of EUREKA and have established that **re-purposing is feasible** in terms of:

- i) All technical aspects associated with re-using the existing EURAKNOS web structure and associated features / functionality as necessary;
- ii) The necessary adjustment / redrawing of graphics on the EURAKNOS website to suit the needs of EUREKA;
- iii) The PM resources allocated to LFG for WP5.

Very importantly - this assessment of feasibility assumed the ‘Farm Book’ Knowledge Reservoir will be developed and remain on a separate platform from the EUREKA project website.



The outcomes and conclusions from this process are summarised in the Table below. The majority of the work involved in re-purposing will be the ‘minimal adaptation’ of existing pages with the re-use of as many features and functions of the EURAKNOS website as possible. The only additional development work needed will be for the proposed ‘Learning Space’.

EURAKNOS webpages	EUREKA webpages	Adaptation, Phasing & Responsibilities
<p>Footer on all pages:</p> <ul style="list-style-type: none"> • Newsletter subscription • Our partners • Get in touch 	<p>Footer on all pages:</p> <ul style="list-style-type: none"> • Newsletter subscription • Our partners • Get in touch 	<p>Minimal adaptation of EXISTING footer</p> <ul style="list-style-type: none"> • AU will first in the dedicated development area to get familiar with the CMS dashboard • AU / LFG will agree and manage the necessary adjustments
<p>Home (https://euraknos.eu/)</p> <ul style="list-style-type: none"> • Intro text • Our mission • Map • Our thematic networks • What’s going on (Events, Latest News and Tweets) • The EURAKNOS podcast 	<p>Home</p> <ul style="list-style-type: none"> • About EUREKA • Main objectives • Visual – Map (redrawn?) • Visual - Farm Book concept (redrawn?) • What’s going on (Events, Latest News and Tweets) • Embedded video (e.g. WP2 teaser) 	<p>Minimal adaptation of EXISTING page</p> <ul style="list-style-type: none"> • AU will first work in the dedicated development area to get familiar with the CMS dashboard • AU / LFG will agree and manage the necessary adaptation of these pages • AU will be responsible for all ongoing content management
<p>About (https://euraknos.eu/about)</p> <ul style="list-style-type: none"> • What we do? • How we do it? 	<p>About</p> <ul style="list-style-type: none"> • EUREKA Concept and Methodology • How we are working 	<p>Minimal adaptation of EXISTING page</p> <ul style="list-style-type: none"> • As above
<p>Thematic Networks (https://euraknos.eu/thematic-network)</p> <ul style="list-style-type: none"> • Links to Thematic Networks 	<p>REMOVE THIS PAGE</p>	
<p>News (https://euraknos.eu/news)</p> <ul style="list-style-type: none"> • Links to new stories 	<p>News</p> <ul style="list-style-type: none"> • Links to new stories 	<p>Minimal adaptation of EXISTING page</p> <ul style="list-style-type: none"> • As above
<p>Events (https://euraknos.eu/events)</p> <ul style="list-style-type: none"> • Links to events 	<p>Learning Space</p> <ul style="list-style-type: none"> • Links to national training events • Featured webinars • Video of the month 	<p>NEW PAGE – with potential new design features / functions</p> <ul style="list-style-type: none"> • LFG to organise co-creation session with AU to define the requirements for this page more precisely • LFG will design a new page • AU will be responsible for all ongoing content management

EURAKNOS webpages	EUREKA webpages	Adaptation, Phasing & Responsibilities
Deliverables https://euraknos.eu/deliverables <ul style="list-style-type: none"> Downloads 	Deliverables <ul style="list-style-type: none"> Downloads 	Minimal adaptation of EXISTING page <ul style="list-style-type: none"> As above
	Press Area <ul style="list-style-type: none"> Latest press releases Eureka in the media Press kit (logo, short fact list on the project etc.) 	NEW PAGE – based on copying and adapting EXISTING page <ul style="list-style-type: none"> As above

4. Next Steps

At the time of writing :

- LFG have given the AU team access to a dedicated web development area to familiarise themselves with the CMS for the EUREKA website. All supporting documentation has been provided and the LFG team are available for one-to-one support;
- LFG are scoping the work and timeframe required for minimal adaptation of the existing EURAKNOS webpages with view to having the first full version of the EUREKA website operational by the end of April / beginning of May 2020 (a 3-4 week delay);
- A co-creation session has organised between LFG and AU to work on the development of the ‘Learning Space’;
- AU / LFG are updating the current EUREKA ‘landing page’ online at: www.h2020eureka.eu

5. Conclusion

For the construction of the website it was decided to build the ‘brand platform’ for EUREKA by utilising – and further refining as necessary - the existing visual identity of the closely-related EURAKNOS project. A ‘landing page’ was online at the start of the project. The first full version of the Eureka website to serve the project communication & dissemination will be operational the firstcoming weeks.

