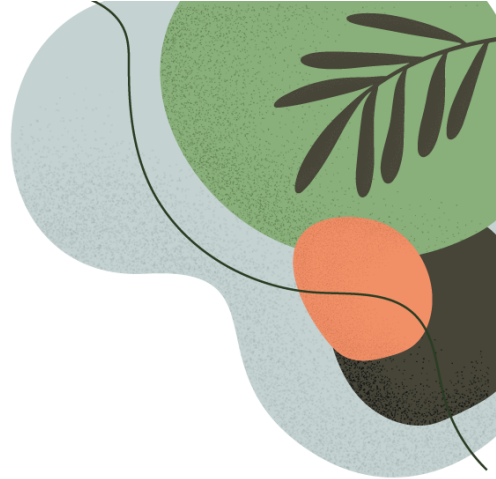


D5.2

Project website structure

@biovoices





D5.2

Project website structure

DELIVERABLE TYPE

Report

MONTH AND DATE OF DELIVERY

Month 4, April 2021

WORK PACKAGE

WP5

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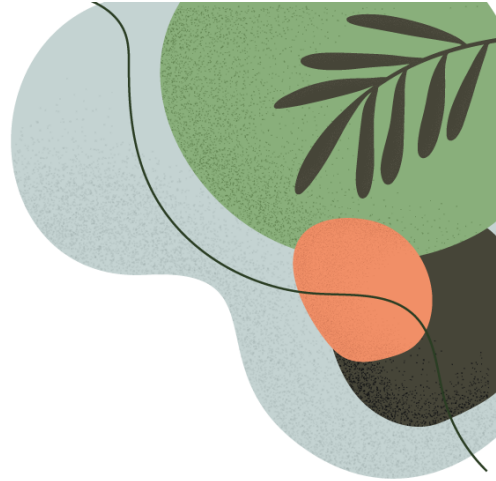
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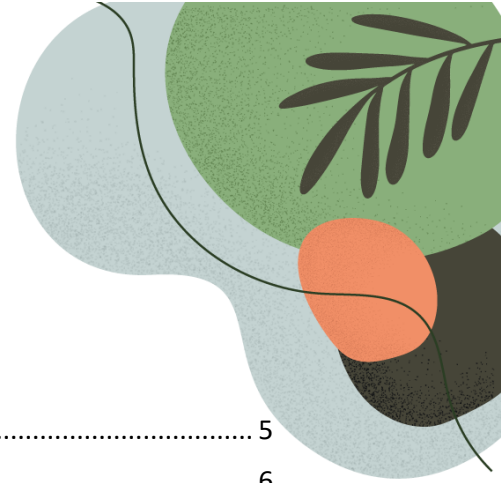
Peer Reviews

NAME	ORGANISATION
Joao Gaspar	LOBA

Revision History

VERSION	DATE	REVIEWER	MODIFICATIONS
0.1	21/04/2021	Joao Gaspar	General review

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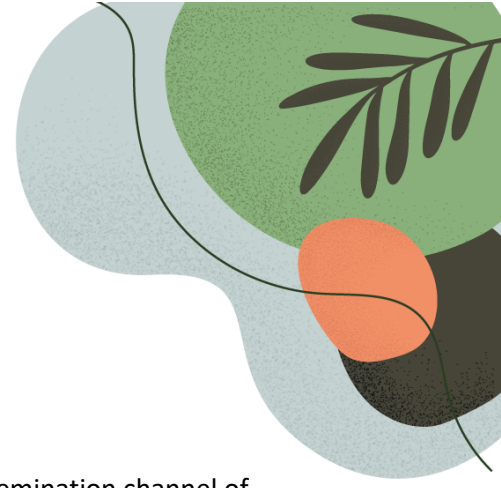


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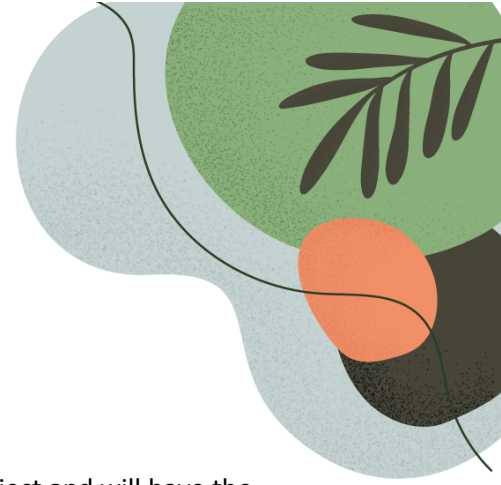


1. Executive Summary

The Transition2bio website will act as the main communication and dissemination channel of the project, comprising both institutional and promotional content about the project, including information about its scope, objectives and activities, relevant news and events and key public results.

This deliverable outlines the envisaged website structure and contents of each section of Transition2bio website. More specifically D5.2 is composed of the following sections:

- Introduction
- Initial setting and splash page
- Transition2bio website structure
- Conclusions



2. Introduction

Transition2bio website will establish the online visual identity of the project and will have the following main features:

- **RESPONSIVE:** The website will suit different devices such as mobile, tablet and desktop versions.
- **SOCIAL MEDIA SHARING:** The website will be prepared to share information with social media networks such as LinkedIn, Twitter, Instagram and Facebook.
- **MAILING LIST SUBSCRIPTION:** The website will have available a submission form for newsletter subscription requesting the name, the email and the sector of the user.
- **ACCESS TO RESTRICTED AREA:** The website will have a “door” for a private area where only project partners will have access to. It’s an area where the users will be able to access and upload materials for the online resources, etc.

All website’s contents will be reviewed by LOBA regarding SEO (Search Engine Optimisation) best practices for a better indexation and accessibility of the project. Additionally, the project will use Google Analytics as its web analytics service to track website traffic and assess useful statistics that will help to optimise the website and the communication and dissemination strategy.

Relevant statistics that will be monitored are the following:

- Number of visitors;
- Number of unique visitors;
- From which links (referrals) and countries the web traffic comes from;
- Number of downloaded documents, newsletters, etc.

The progress of the project will be closely monitored and reflected in the project’s website.

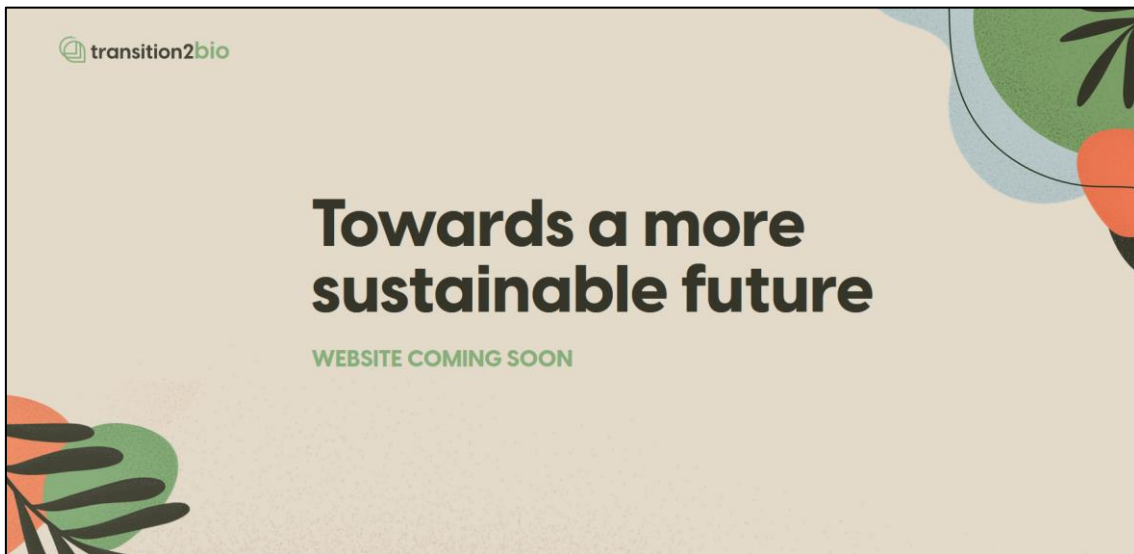
The link for the website will be included in all promotional materials and communications developed and conducted under the frame of the project, such as brochure, poster, roll-up, PPT, Newsletter, emailing, events, etc.

The objective will be to strategically use the different communication and dissemination actions, which reach different types of audiences, to direct them towards Transition2bio official website.

3. Initial setting and splash page

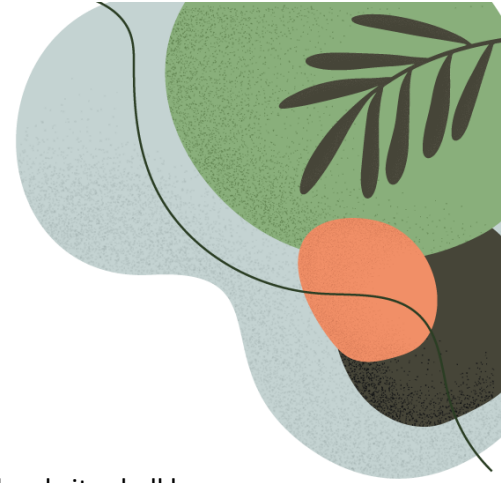
The URL (Uniform Resource Locator) defined for the website is www.transition2bio.eu.

Since M2, LOBA developed a static splash page under the domain “transition2bio.eu” in order to provide the project with an online identity since the very early stages of the project.



The current splash page displays:

- Transition2bio claim: Towards a more sustainable future
- Transition2bio contacts: info@transition2bio.eu
- Transition2bio disclaimer with EU emblem
- Transition2bio partners' logos, hyperlinked to the respective corporate websites
- About: a brief description of what Transition2bio is
- What are we up to: a brief summary of Transition2bio objectives



4. Transition2bio website structure

Below we provide the Consortium’s vision on how Transition2bio official website shall be structured to pitch in the clearest possible way the activities of the project.

Such structure may be revised and amended throughout project lifespan.

Transition2bio official website will be designed and developed by LOBA using HTML5, CSS3, JavaScript, PHP and MySQL database and will be presented in a responsive model suitable for all devices.

Website structure

The website is envisioned to be composed by the following structure (sitemap):

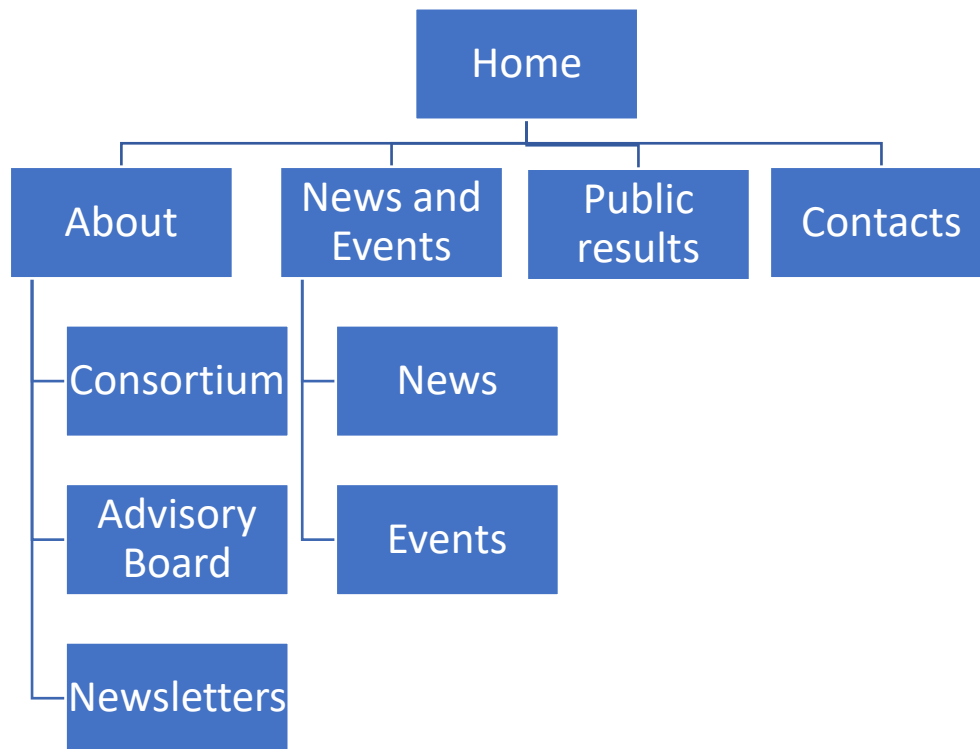


Figure 1 - Sitemap



About

The contents for the “About” section are meant to pitch what Transition2bio is and will do. The contents of the section expected to be as follows:

Transition2BIO is a two-year project funded by the European funding programme for research and innovation Horizon 2020 under Grant Agreement No. 101000539.

Transition2BIO will build upon the most relevant communication and education EU funded projects and initiatives, moving closer to the implementation of the updated 2018 EU Bioeconomy Strategy and promoting the transition towards a more sustainable Europe.

What are we up to?

Transition2BIO aims to facilitate the transition towards a more sustainable production, consumption and lifestyle by:

Communicating

- **Raising awareness** on bioeconomy;
- **Exploiting communication tools and activities** developed by EU funded bioeconomy projects and other relevant initiatives in form of Actionable Knowledge for the stakeholders

Educating

- **Identifying educational and training needs;**
- Developing engaging and educational activities which will contribute to the **transition towards a more sustainable production, consumption and lifestyles.**
- Strengthen the communication and stakeholder engagement capacities of Member States and Regions

Supporting

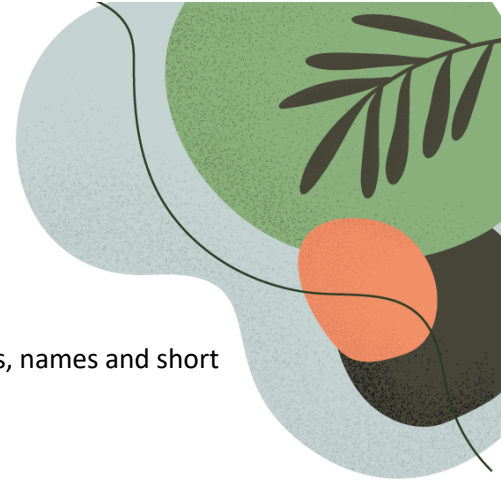
- Strengthening the **activities of the [European Bioeconomy Network](#)**, an alliance of more than 70 projects and initiatives promoting the bioeconomy
- Stimulating the Mobilisation and Mutual Learning of Member States and Regions to boost the **deployment of the national and regional bioeconomy strategies.**

Additionally, LOBA and the Consortium will assess whether including Transition2bio promotional video to the About section of the website.

Consortium

This section will present project partners’ logos, short description and respective corporate website.

Advisory board



This section will present Transition2bio advisory board members' photos, names and short bios.

Newsletters

This section will first present a newsletter subscription form where users will be able to register if interested in receiving project's updates.

Second, the section will make available all newsletter distributions implemented by the project in PDF format.

News and Events

This section will host two sub-sections named "News" and "Events" which will provide on the one hand short articles on latest news related to the project, on the other, detail webpages per each event organised by or in which Transition2bio participated.

Public results

This section will host and make available to download all public deliverables developed by Transition2bio.

Contacts

This section will host a contact form comprised of the following fields:

- Name
- Surname
- Email
- Organisation
- Message

The section will further display Transition2bio email (info@transition2bio.eu), in order to allow users to contact the project also without filling out the form.



5. Conclusions

The current version of Transition2bio splash page can be visualised at www.transition2bio.eu.

Both content and structure of the website will be continuously updated, maintained and improved with additional contents and materials relevant to Transition2bio's target groups.

The progress of the project will be closely monitored and this progress will be reflected in the content published on the project's website.

The link for the website will be included in all promotional materials and communications developed and conducted under the frame of the project, such as brochure, poster, roll-up, PPT, Newsletter, etc.

The objective will be to strategically use the different communication and dissemination actions, which reach different types of audiences, to direct them towards the Transition2bio website and increase traffic.

The use of Google Analytics will help us monitor the site's performance and to improve the project's communication and dissemination strategy.

Consortium



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