D6.4 FLIARA Project Website

Grant Agreement nº. 101084234

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VERSION HISTORY

Ver.	Date	Comments/Changes	Author/Reviewer
0.1	03/04/2023	First draft	Víctor Ricardo Martínez, Elena Herrera, Marlene Santacruz
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1.0	28/04/2023	Final draft ready for submission	Víctor Ricardo Martínez, Elena Herrera, Marlene Santacruz

DELIVERABLE INFORMATION

Project Acronym	**FLIARA**	
Project Title	**FLIARA: Female-Led Innovation in Agriculture and Rural Areas**	
Type of action	**HORIZON-RIA**	
Topic	**HORIZON-CL6-2022-COMMUNITIES-01-01**	
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Project Duration	**36 months**	
Work Package	**WP6 Dissemination**	
Deliverable	**6.4 FLIARA Project Website**	
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Dissemination Level [1]	**PU**	
Deliverable	**Consulta Europa Projects and Innovation**	
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[1] PU= Public, SEN= Sensitive.

TABLE OF CONTENTS

ACRONYMS AND ABBREVIATIONS

CO	Project Coordinator
EB	Executive Board
EC	European Commission
EU	European Union
CSS3	Cascading Style Sheets
CD&E	Communication, Dissemination and Exploitation
CMS	Content Management System
GDPR	General Data Protection Regulation
HTML5	Hypertext Markup Language
WP	Work Package

Project Partners	
Galway	NATIONAL UNIVERSITY OF IRELAND GALWAY
TU Delft	TECHNISCHE UNIVERSITEIT DELFT
TEAGASC	TEAGASC - AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY
UNICAL	UNIVERSITA DELLA CALABRIA
LWL	LONGFORD WOMEN S LINK CLG
UTU	TURUN YLIOPISTO
UL	UNIVERZA V LJUBLJANI
CE	CONSULTA EUROPA PROJECTS AND INNOVATION SL
HNEE	HOCHSCHULE FUR NACHHALTIGE ENTWICKLUNG EBERSWALDE
ELARD	ASSOCIATION EUROPEENNE LEADER POURLE DEVELOPPEMENT RURAL
UOULU	OULUN YLIOPISTO
ECOLISE	RESEAU EUROPEEN POUR DES INITIATIVES COMMUNAUTAIRES SUR LES CHANGEMENTS CLIMATIQUES ET LE DEVELOPPEMENT DURABLE
MENDELU	MENDELOVA UNIVERZITA V BRNE
LNU	LINNEUNIVERSITETET
HLK	HOGSKOLAN FOR LARANDE OCH KOMMUNIKATION I JONKOPING - HLK SCHOOL OF EDUCATION AND COMMUNICATION

EXECUTIVE SUMMARY

This report constitutes the deliverable "D6.4 Project Website" of the FLIARA project, which is aimed to create a European wide rural innovation ecosystem to support women-led innovative practices in farming and rural areas. This deliverable is part of Work Package (WP) 6 "Communication, Dissemination and Exploitation" and has been prepared by the Consulta Europa Projects and Innovation (CE) and reviewed by the project Executive Board (EB) composed by its members.

The main objective of this deliverable is to provide a comprehensive description of the project's public website, which will serve as the main channel for dissemination and outreach of project activities and outcomes. The website is designed to showcase the project's progress, results, and impact to a wide range of stakeholders, including policy makers, industry professionals, and the general public.

The website will include information on the project's objectives, and results, as well as a biannual newsletter, a social media feed, an agenda with events and conferences, and press news and it will include a multimedia (media kit) section which progressively will become a toolbox of project outputs for women currently engaged in innovations, but also those striving to implement innovative practices either on farms or in rural areas. As a living document, the website will be updated regularly to provide up-to-date information on the project's progress and activities, while also being renovated with different features throughout the project.

Therefore, this deliverable represents a critical component of the FLIARA project's dissemination and outreach strategy and is designed to ensure that the project's results are effectively communicated and disseminated to a wide range of stakeholders, thereby maximising the project's impact and relevance.

CONTEXT ANALYSIS

1.1 THE PROJECT

FLIARA (Female-Led Innovation in Agriculture and Rural Areas) is an innovative project that proposes a transdisciplinary methodology to improve understanding, awareness and recognition of women's role in a more sustainable rural future. The project will develop proposals for how more effective policy and governance frameworks can support this, enhancing women's capacity to contribute to it.

The project will provide a more effective innovation ecosystem that spotlights women's achievements, inspires, and shares knowledge, connects them with key innovation actors, and increases their visibility within national and international decision-making contexts. To achieve this, partners of the project will investigate women-led innovations on farms and in wider rural areas through a thematic case-study approach, examining their pathways in the innovation ecosystem.

1.2 THE CONSORTIUM

The FLIARA project consortium is a carefully selected group of diverse actors who specialise in female-led innovation in rural and farming areas. The consortium has been designed to ensure that the project objectives are met and that the call topic is addressed effectively. The project brings together organisations that are engaged in various aspects of research, innovation, networks, policy, and practice.

As a result, the consortium is composed of 15 partners, including universities (Galway, TU Delft, HLK, UNICAL, UTU, UL, HNEE, UOULU, MENDELU, and LNU), European Networks (ELARD, ECOLISE), a national agricultural state agency and extension advisory body (Teagasc), a Community Organisation and Social Enterprise (LWL), and an SME (CE). Academic partners have extensive experience in policy and practice, ensuring that the project is well-equipped to achieve its goals.

1.3 FLIARA'S DISSEMINATION WORK PACKAGE

1.3.1 OBJECTIVES

Work Package 6 (WP6) of Dissemination, Exploitation and Communication responds to the FLIARA goals since it aims to:

- Develop the CD&E Strategy identifying the most pertinent CD&E activities, channels, target groups and tools required;
- Design and initiate a Campaign of Visibility highlighting existing women-led innovations in farming and rural areas;
- Establish synergies with other multi-actor local, national and EU networks and relevant EU-funded projects;

- Disseminate the project recommendations and outputs at regional, national and European level through novel, multimethod communication activities;
- Design and implement the exploitation strategy ensuring solutions generated are accessible and available to end-users;
- Deliver social media communications training to build the skills of women in farming and rural areas.

1.3.2 FLIARA'S VISUAL IDENTITY

FLIARA Project logotype has been developed by the Project Coordinator during the proposal stage and WP6 Leader, Consulta Europa (CE), has adapted its visual identity for communication and dissemination purposes. The adaptation process has provided the project with a set of graphic elements to support the development of all communications materials such as the website design.

Figure 1. Visual Identity of FLIARA project
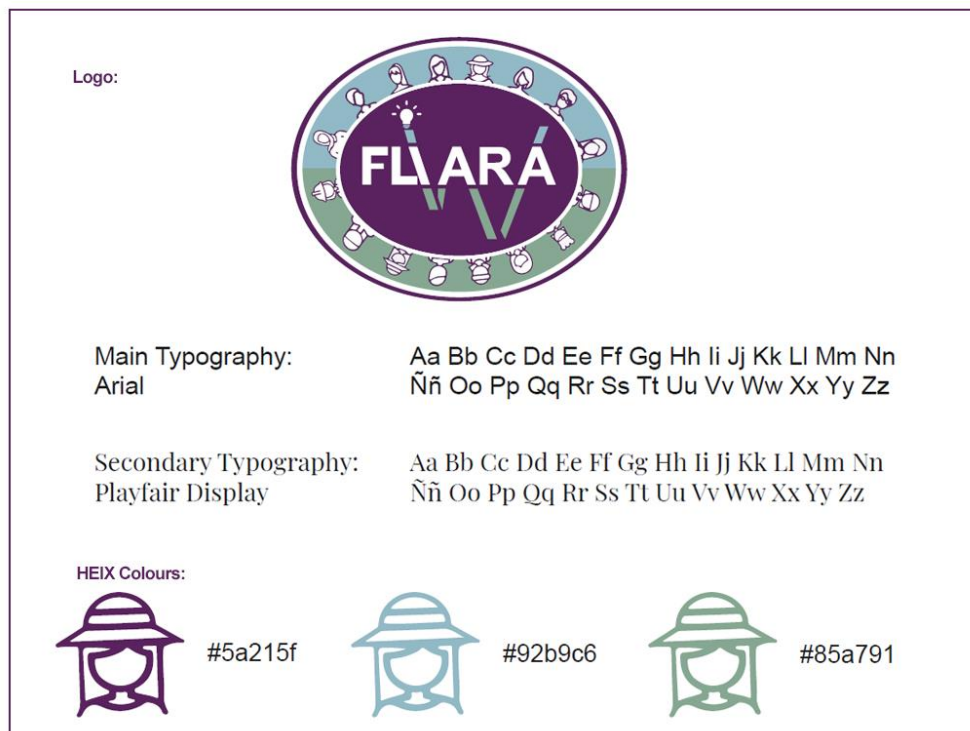
The website incorporates all these elements as part of its visual structure and features. The logo, the typographies and the colours have been implemented to create the overall design of the website and its components.

2. WEBSITE

2.1 WEBSITE DEVELOPMENT

During the initial stages of the FLIARA project, CE used the project's visual identity as the basis for the website's graphic design and developed the project website. This deliverable outlines the main components of the website, which will be updated and adjusted throughout the project to align with the overall project objectives.

The website is accessible to stakeholders at the following URL link: https://www.fliara.eu/

The website has been developed in Hypertext Markup Language (HTML5), and Cascading Style Sheets (CSS3) to provide users with fluid navigation through the different contents of the website, and by using WordPress, a standard Content Management System (CMS) for website creation. This CMS has been chosen as it is a popular open-source CMS used by a variety of websites, with flexible functionalities to meet the project's needs. The website will be updated regularly with news, articles, audio-visual content, events, publications, and a wide variety of resources and will serve as a house for the FLIARA Toolkit of project outputs.

The planned Toolkit will be accessible via the FLIARA website and accompanied with a media kit to boost its dissemination and will be a valuable source of information and knowledge for women currently engaged in innovations, but also those striving to implement innovative practices either on farms or in rural areas.

2.2 STRUCTURE OF THE WEBSITE

The header of the website will change progressively throughout the project given that as a living document new features will be added. The first version of the menu bar has been designed and coded as a base to start creating content on the website.

Figure 2. Website Navigation Bar
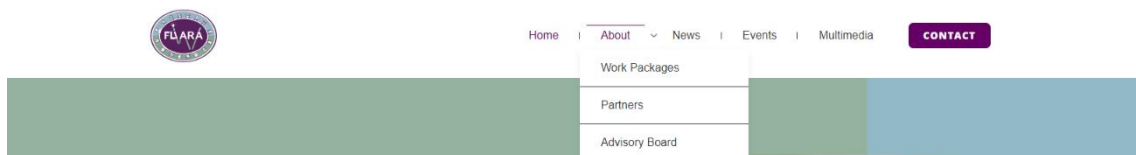
Followed by the main content of each section is placed the website footer, which includes the emblem of the European Union and its disclaimer.

Figure 3. EU emblem and disclaimer

The second part of the footer remains oriented to user navigability by providing a site map of the website and access to the privacy policy, the cookie policy, social networks. This part of the website will change throughout the project as new features on the website can be developed and new components will be added.

Figure 4. FLIARA website footer

2.2.1 HOMEPAGE

FLIARA website will showcase information related to the project and will serve as a window to learn more about this initiative to all visitors. The first version of the homepage displays segments that provide information about the purpose of FLIARA project and its foreseen impact.

Figure 5. FLIARA Website Home Preview

The homepage of the website also shares information about the FLIARA futures research, the impact, motivational messages, introduces the partners and invite users to discover more information about them by clicking on the 'discover partners button'. This option allows website users to navigate to the consortium's dedicated section as seen in the following figure:

Figure 6. FLIARA Website Home Segment

One of the features included on the homepage of the website is the social media dedicated section which shows the most recent content added on the social network platforms of the project, such as Facebook, Instagram and Twitter.

New visitors can both easily interact with the content posted on these platforms, and get to know how the projects use the diverse channels to inform and showcase women-led innovations, while at the same time it provides useful resources for women innovators and other interested stakeholders.

Figure 7. FLIARA Home Social Media Feature
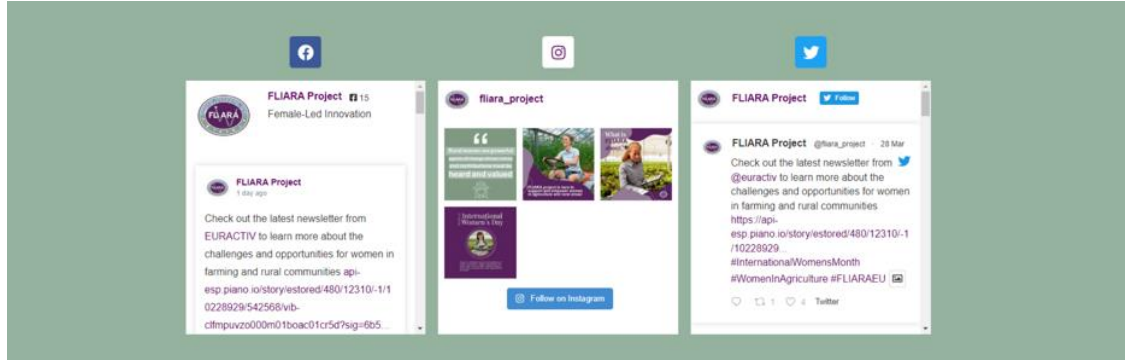
A section for news and events has been added to the homepage to display chronologically the most recent posts and events related to the project so that users can keep up-to-date about articles, blogs, press releases and written content on the platform and to keep track of all project related events.

Figure 8. FLIARA Website's Home 'News and Events' Feature

Since the project plan includes a biannual dissemination newsletter, a section for newsletter subscribers has been implemented on the home page, in compliance with the GDPR, as shown below:

Figure 9. FLIARA Website's Home 'Newsletter Form' Feature
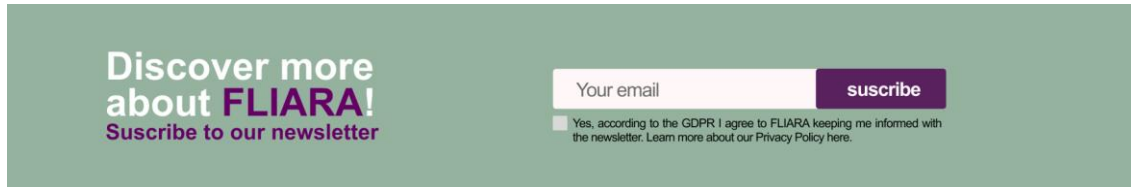
2.2.2 ABOUT

The FLIARA first version of the 'about' section details the project's goal, the challenge, the solution and relevant information about the project for end users. It also includes a dedicated section for the work packages and information about EU financing and other specific project details.

Figure 10. FLIARA Website 'About' Section

What is the project's goal?

The project is on a mission to create a more sustainable future by highlighting the role of women in agriculture and rural areas. FLIARA will boost understanding of the needs and challenges facing women leading innovative environmental and rural development practices in EU farming and rural areas.

The Challenges

Women have long been overlooked and underrepresented in the agriculture and rural sectors. Many women-led innovations and practices go unnoticed, which not only limits their potential impact but also perpetuates the idea that women have a smaller role to play in these fields. The challenge, therefore, is to increase visibility and recognition of women's contributions and support them in becoming key players in shaping the future of agriculture and rural areas.

The Solutions

- **FLIARA** offers a unique and transdisciplinary approach that combines foresight and case study methods, network building, and policy benchmarking. Our approach enables us to identify innovative and sustainable solutions for farming and rural areas that meet the needs of today and tomorrow.

- Our goal is to identify visions for sustainable farm and rural futures and the sustainability innovations needed to realise these visions. We believe that women-led innovation is a key factor in achieving this goal, and we strive to empower women to lead the way.

- To achieve our goal, we are building a Community of Practice that brings together women identified throughout the case studies and key innovation policy and governance stakeholders. We believe that building on the power of social networks will allow us to create a supportive and collaborative environment that encourages innovation and sustainability.

We will also launch a Campaign of Visibility for women-led rural innovations to spotlight women as key innovation actors. By sharing their stories and highlighting their achievements, we hope to inspire and empower other women to lead innovative practices in farming and rural areas.

Overall, our project outcomes will result in end-user ready resources, including policy proposals and practical tools supporting women-led innovation, ultimately paving the way for a more sustainable future.

4 Sustainability dimensions

200 women-led innovations

20 innovation ambassadors

Work Packages

WP1 Contextual and Conceptual Assessment and Frameworks

WP1 develops a conceptual framework to underpin the project. A comprehensive literature, using a transdisciplinary approach will be developed and used extensively in respective WPs, along with an initial assessment guidelines for WP3.

WP2 Foresight and Trend Analysis

WP2 uses a novel Foresight Trend and Analysis methodology to envision future sustainability trends in farming and rural areas and the role women will play in these future trends.

WP3 W F

WP3 uses a women-led The innov focusing on (environment thematic cas identify wome well as detec

Female-Led Innovation in Agriculture and Rural Areas

Grant Agreement Number: 101084234

Funding Scheme Horizon Europe: RIA - Research and Innovation action

Total Budget: € 2 999 913,75

EU Financial Contribution: 100%

Start Date: January 2023

Duration: 30 months

Coordinator: University of Galway

2.2.3 CONSORTIUM SECTION

A dedicated section has been designed to showcase the project's consortium and invite users to learn more about them. This first version contains a description of the whole consortium and a brief description of each partner and its role in the project, as well as their own social networks and websites.

Figure 11. FLIARA Website 'Consortium' Section

2.2.4 ADVISORY BOARD SECTION

During the development of the website, a component which displays information about the advisory board has been created. This layout can be also duplicated in the future, if needed, to create other similar sections e.g., for the future innovation ambassadors or a description of each consortium member.

Figure 12. Advisory Board Section
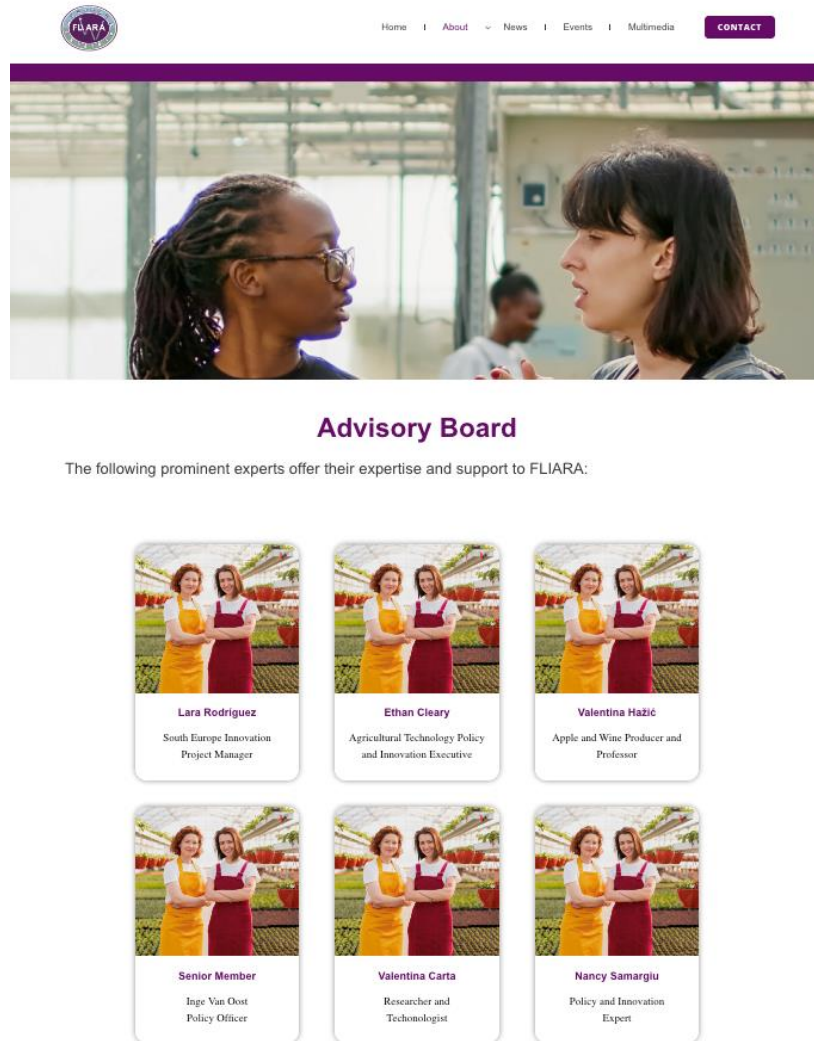
2.2.5 NEWS SECTION

The FLIARA newsroom is one of the main features the website contains. It has been structurally developed to disseminate information about the project, related news, blogs and any available relevant content. This section has its own tool in which website administrators can write and publish content for this section. A preview of this section including sample content can be found below:

Figure 13. FLIARA Website 'News' Section

News
FLIARA Newsroom
The latest news about the FLIARA project

2.2.6 SINGLE NEWS SECTION

In relation to the aforementioned section, users will be able to access the news and relevant content published on the website. This section can include audio-visual material, related news, tags to organise the posts, and an invitation to the newsletter sign-up, as displayed below:

Figure 14. FLIARA Website 'Single News' Section
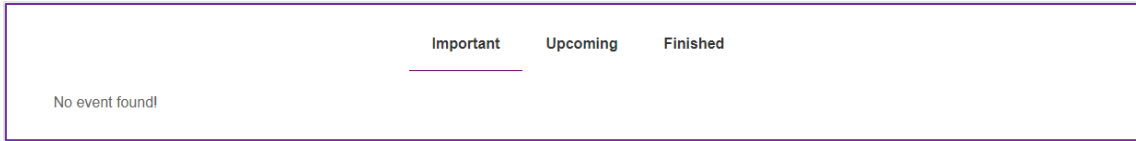

2.2.7 EVENTS SECTION

FLIARA website's event section has been created with the purpose of showcasing important, upcoming and finished events chronologically. Once the content is uploaded on the platform, visitors can easily access all the events and read all the information about each of them.

Figure 15. Events Section

Important	Upcoming	Finished

No event found!

2.2.8 MULTIMEDIA SECTION

The website also contains a multimedia section in which web-administrators can feature videos, podcasts, pictures and all relevant content related to the project. This tool envisages the future toolkit to be installed on the platform.

Figure 16. Multimedia Section
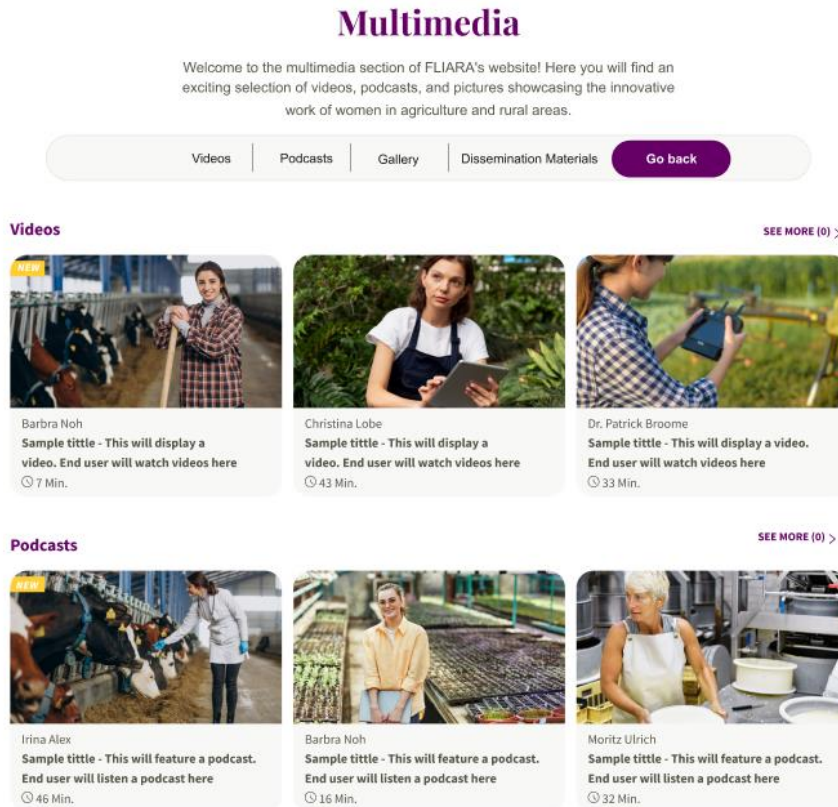
2.2.9 NEWSLETTER SUBSCRIPTION FORM

FLIARA website has a landing page to collect subscribers for its newsletter. Users are asked to fill out a subscription form with their email address according to the GDPR compliance. This feature will be utilised throughout the project mainly for mailings, and communication materials, and it can be accessed at https://fliara.eu/newsletter/. The following preview displays the form and details its use:

Figure 17. FLIARA's Newsletter Subscription Form Preview

2.3 PRIVACY AND SECURITY

2.3.1 PRIVACY POLICY AND COOKIES POLICY

The website has been designed with users' privacy in mind. It already includes a privacy policy, which outlines the type of personal information that may be collected, how it is used, and how users can exercise their rights in relation to their data by accessing to https://fliara.eu/privacy-policy/. FLIARA's website is also compliant with the GDPR. To help users manage their cookie preferences, the website includes a plugin for cookies management. This plugin enables users to choose which types of cookies they want to allow or block, in accordance with their preferences and privacy concerns. By implementing these measures, the FLIARA website aims to provide a secure and transparent online environment for all its users.

Figure 18. FLIARA's Website Plugin For Cookies Management

2.3.2 SECURE SOCKETS LAYER CERTIFICATE

The FLIARA website takes the security and privacy of its users seriously. As part of this commitment, the website has already installed an SSL certificate. An SSL certificate provides a secure, encrypted connection between the website and its users, protecting against potential interception or tampering with sensitive data. By incorporating this certificate, users can trust that their data is being transmitted securely when they interact with the website.

This certificate will be renewed every year by CE to make sure users are protected. This certificate can be checked at the address bar in most of the web browsers. If the website has an SSL certificate, users will see a padlock icon at one of the sides of the address bar.

The padlock is a recognisable symbol for an SSL certificate, which means that the connection to the website is secure and encrypted, protecting information and ensuring safe browsing.

Figure 19. FLIARA's Website SSL Certificate

Issued By

Common Name (CN)	Encryption Everywhere DV TLS CA - G1
Organisation (O)	DigiCert Inc
Organisational Unit (OU)	www.digicert.com

Validity Period

Issued On	Friday, 5 August 2022 at 01:00:00
Expires On	Sunday, 6 August 2023 at 00:59:59

Fingerprints

SHA-256 fingerprint	76 D9 31 00 07 1B A7 C8 98 81 82 C7 54 B0 44 18 BD 49 70 09 72 63 8E 20 F3 AC D0 65 F6 D0 90 31
SHA-1 Fingerprint	4E 28 22 37 AE D4 7C 60 CD 7D DC 54 1A 2A CF 10 24 58 E9 77

3. IMAGES

In order to develop the website an initial set of images have been used to display examples of how all the components will be shown from a realistic user perspective. These images have been taken from the stock images of Freepik.com under the license of WP6 leader CE.

During the lifetime of the project, new images will be uploaded including from the project's own activities (in compliance with privacy and ethics principles). CE expects to produce diverse material to be included on the website and the information regarding to generation of website content will be outlined on D 6.1 Plan for Dissemination and Exploitation including Communication Activities – V1 to be submitted to the EC platform at latest in June, 30th, 2023.

4. NEXT STEPS

The website for FLIARA will be promoted both on social media and offline channels to engage with stakeholders, citizens, and media. Efforts from the project partners will also be requested to communicate the website.

Its management will be entrusted to WP6 Leader CE, who will frequently request updates from project partners to share on the website and will publish a wide range of content. This site will serve as a common digital space to access information on all aspects of FLIARA, particularly its results.

In the coming months, the website will be further developed to optimise user navigation, CE web-admins will publish content such as news, videos, podcasts, relevant information about the project, the first newsletter. Regular updates will be made to the site for scheduled events and significant milestones achieved.

As the project progresses and new requirements are identified, changes may be made to the website's structure to achieve the project's goals.

Female-Led Innovation in Agriculture and Rural Areas