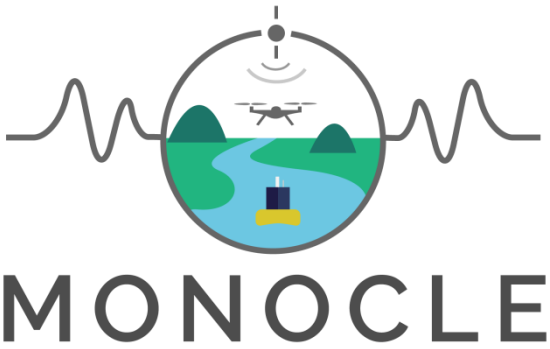
Project	MONOCLE H2020- 776480	Start / Duration	1 February 2018/ 48 Months
Dissemination	PUBLIC	Nature	OTHER
Date	20/11/ 2018	Version	1.1



Multiscale Observation Networks for Optical monitoring of Coastal waters, Lakes and Estuaries

Deliverable 9.2

Project Website

Project Description

Funded by EU H2020 MONOCLE **creates sustainable *in situ* observation solutions for Earth Observation (EO) of optical water quality in inland and transitional waters.** MONOCLE develops essential research and technology to lower the cost of acquisition, maintenance, and regular deployment of *in situ* sensors related to optical water quality. The MONOCLE sensor system includes handheld devices, smartphone applications, and piloted and autonomous drones, as well as automated observation systems for e.g. buoys and shipborne operation. The sensors are networked to establish interactive links between operational Earth Observation (EO) and essential environmental monitoring in inland and transitional water bodies, which are particularly vulnerable to environmental change.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776480

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Deliverable Contributors:	Name	Organisation	Role / Title
Deliverable Leader	Jessica Heard	PML	WP9 Lead
Contributing Author(s)	Jon White	PML	Web developer
Reviewer(s)			
Final review and approval	Stefan Simis	PML	Project Coordinator

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1. Executive summary

The MONOCLE website has been designed and populated with initial content during the first three months of the project. The website was launched at the project kick-off meeting in February 2018 and is available at www.monocle-h2020.eu

The website includes:

- A homepage directing visitors to different sections of the website along with contact information and the option to sign up for project updates.
- Project details including information on the work plan and links to public deliverables
- Details of project partners and the project team.
- Project materials
- Social media links

The website is regularly updated. Additional content and sections are added as the project evolves.

2. Scope

This report documents MONOCLE Deliverable 9.2 "Project Website". It describes in brief how the website was design and built for external communication about the project. The key objective of WP9 'Communication, Outreach and Stakeholder Engagement' is to establish optimal communication channels to promote project outcomes to identified key target audience groups, and to effectively engage relevant users and to guide MONOCLE research, development, and innovation activities. The project website www.monocle-h2020.eu acts as a key tool for achieving this objective.

3. Introduction

The MONOCLE website is the interface between the project and its target audiences. The website serves both internal and external project communications. The target audiences of the websites are end-users of, and future investors in, products and services developed within the project with the key objective of making them aware of the advancements achieved, the affordability, capabilities and application potential of the tools and the data MONOCLE will provide.

The website is one of the key tools of the project for promotion and dissemination of results, acting as a repository for project information, resources and products. Over time, as the project progresses, the website will include training materials such as video tutorials and factsheets, summaries of research findings and signposting to resources and details of future opportunities and related projects.

The MONOCLE website was launched for the kick-off meeting on 13-14 February 2018.

4. Website structure

4.1 Requirements

- Responsive design
- Attractive, modern and professional design targeted at a non-academic community
- Intuitive user experience
- Access to project documentation including details of partners and deliverables
- Engaging for the citizen scientist community
- Links with social media
- Ability to easily update content

4.2 Responsive design

The website uses 'responsive design' to ensure that it sustains usability by adapting its layout based on screen size i.e. desktop, tablet, mobiles. This is important due to the popularity of smaller devices. MONOCLE has a strong focus on engaging with the citizen science community and so it is of particularly importance that the website operates at high speed across a range of platforms.

The website has also been designed in such a way that content can easily be changed or added. New tabs, pages and documents can be easily uploaded allowing the website to evolve and grow with the project.

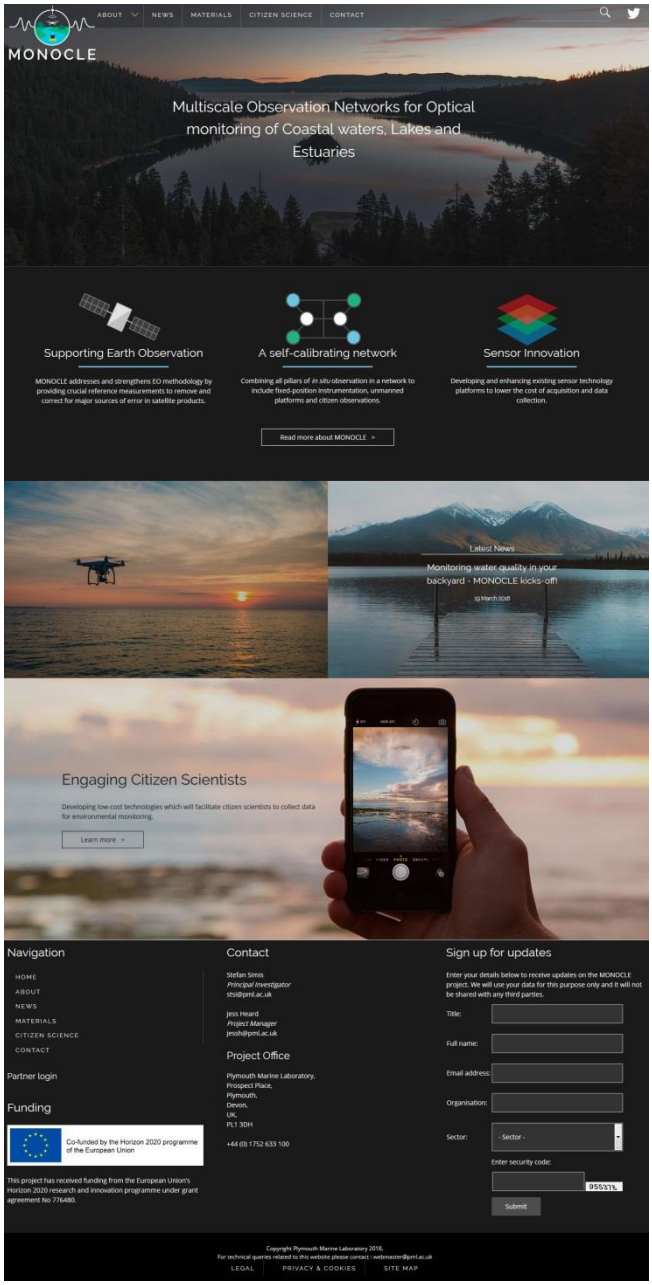

Figure 1. MONOCLE website homepage

4.3 Main menu

The MONOCLE home page is designed to be eye-catching, using project related imagery and directing people to areas of the website that may be of interest to them. It also includes contact information, funder details, links to social media and the option to sign up for project updates.

The MONOCLE website includes 5 specific tab pages:

About: includes a short summary of the project and a number of sub-pages to provide more details about the project

- Team: profile pages for people working on MONOCLE including; a photo, contact details, place of work and their area of expertise within MONOCLE.
- Partners: list of project partners with logos and links
- Deliverables: a list of project deliverables which will include links to the project's public deliverables as they become available.
- Work plan: outlines the main areas of work undertaken through MONOCLE

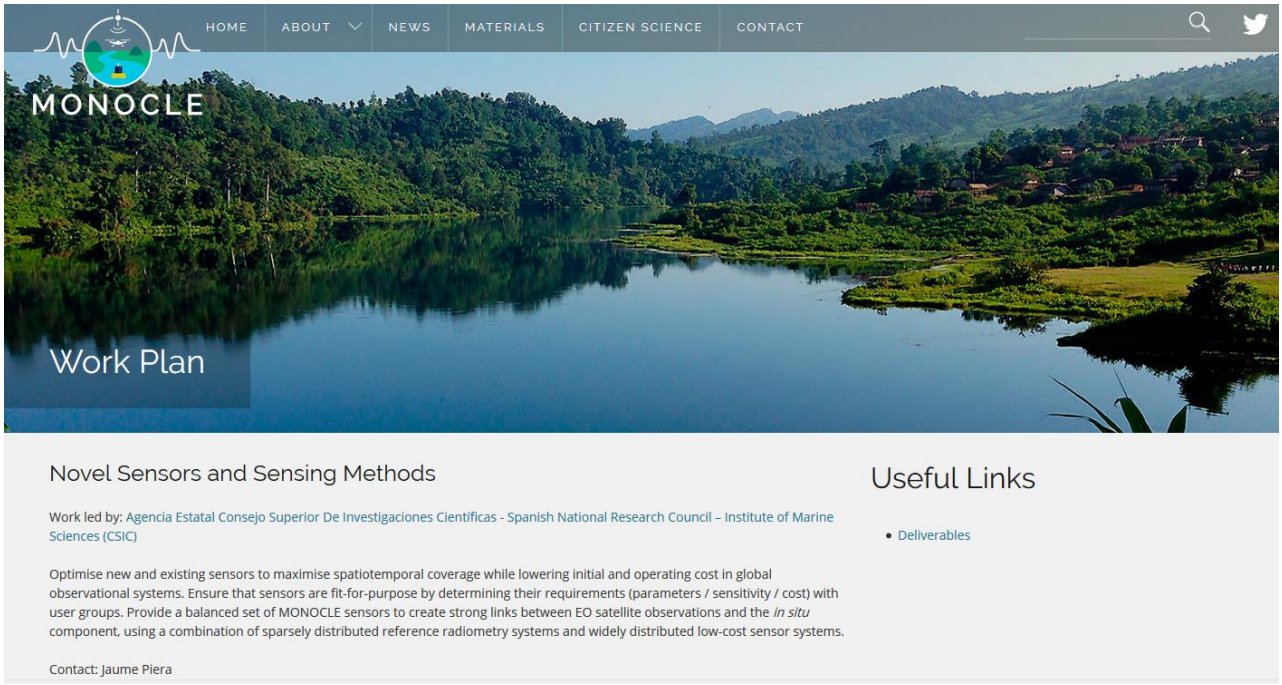

Figure 2. Work Plan page

News: links to news articles related to the project. At the time of writing two news stories have been written for the web. The first was an article announcing the successful funding of the project, this was uploaded to the PML website and the MONOCLE website once built. The second news story was a blog post written by VITO about the kick-off meeting and the project aims, which also was linked from the website. To keep the news page active and interesting for external audiences, all partners have been requested to report to the Project Manager any potential news related to be added to can be added to this page.

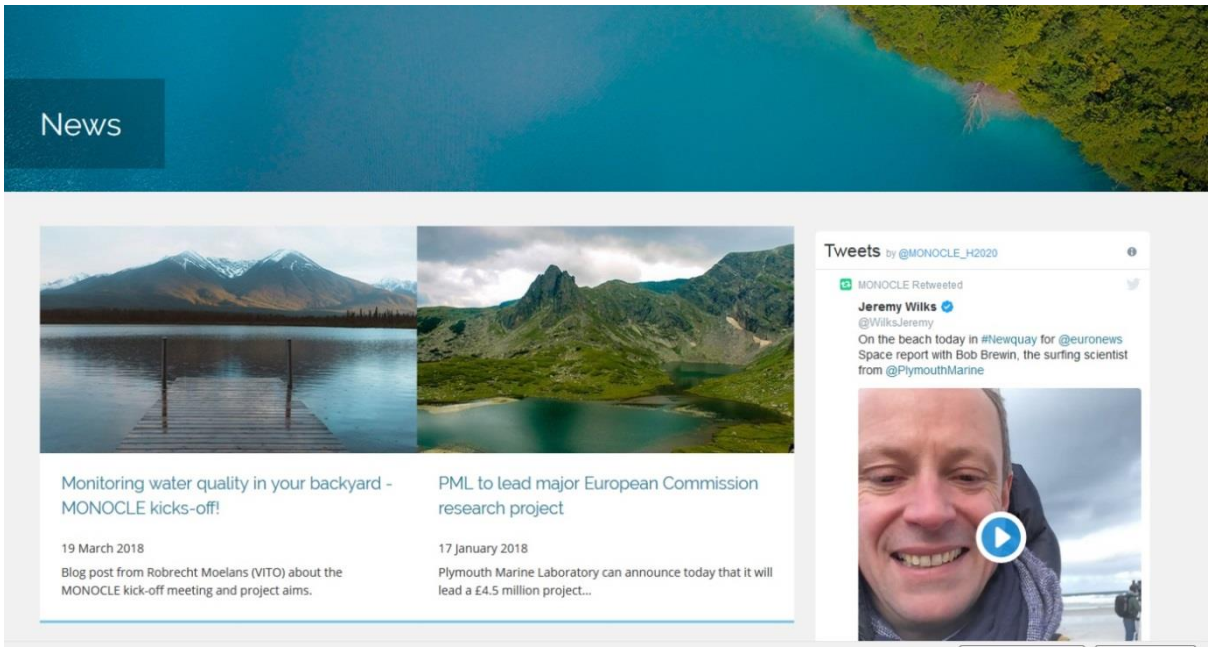

Figure 3. News page

Materials: this section includes links download the project logo, as the project progress further materials including factsheets about the MONOCLE sensors, training materials and videos and another other relevant products will be added.

Citizen Science: this section will include information about the citizen science programme in MONOCLE, providing details on how people can engage with the project, materials and information about how their work has been contributed to the project. At the time of writing this section is underdevelopment.

Contact: includes the contact full details of the Project Office.

5. Social Media

Social media have been incorporated via a link to the Twitter page and an embedded tweet timeline has also been added. The MONOCLE twitter account has been active since the 1 February 2018 (project kick-off) and has grown steadily to 154 Followers. Since the 1st of February there have been 64.6K impressions (number of times users saw the tweets) and 1185 Engagements (number of times someone interacted with the tweets).

6. Website statistics

Since its launch the site has had over 1400 page views with average session duration of 3:27 (minutes). In order to further increase good referencing of the website links have been included to each partner website and partners have been asked to link back to the MONOCLE website. Regular emails are sent to project partners to collect news and kept the website up to date with interesting content for project stakeholders.

7. Future development

There is a dedicated web developer on hand during MONOCLE who will regularly update the website. Additional sections and content will be developed as required throughout the project. All partners are invited to contribute content, materials and reports that will be shared through the project website.