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Project Website including dedicated intranet portal

Work package:

5

Deliverable No. (D5.1) – Title:

Project Website including dedicated intranet portal

Lead Beneficiary (P12):

GRID-Arendal

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Submission Date:

Website operational and running - 30 September 2020

Deliverable report submitted – 01 December 2020

Dissemination level:

Public

1.1 Summary of the website, its inception and structure

The ECOTIP website ecotip-arctic.eu was developed at GRID-Arendal with input primarily from DTU and IOPAN and all partners, to fulfil part of the communication and dissemination needs of the project.

As mentioned in the Communication Plan (D5.2), the website is designed to fulfil the following function

- provide an informative overview of what ECOTIP aims to do (objectives), how (work package design and activities), by whom (partners and third-party institutions)
- provide key contact information for the project and individuals involved, to be used by other interested scientists, media and other institutions
- provide key results from the project through a dedicated Publications and Results section
- provide access to the latest news from the project
- provide an easy gateway to social media

Furthermore, the target audiences for the website are mainly the scientific community, scientific and advisory bodies, national ministries, NGOs and to a certain extent the private sector. Thus, the information posted on the website is of a fairly technical nature and suited to an informed audience. The website is also targeted at indigenous and local communities in Greenland. For this, WP5 will explore with WP4 the need for translating certain sections of the website into Greenlandic or Danish. The website is not intended directly for European citizens – there are other, better channels for this audience. However, it does provide a gateway for journalists to access key information.

Domain name

We explored various options for the domain name and its location including options such as ecotip.dk, ecotip.com, ecotip-project.dk and a few other options. While the .com address would have been most useful, ecotip.com was taken. We opted in the end for ecotip-arctic.eu which contains all the important elements of the project: its name, its geographic focus, and its association with Europe.

Website structure

The website structure is designed to be intuitive, clean and easy to navigate.

- The home page provides a short intro to the project and essential information
- The about page provide more information about the project and the work packages
- Who we are provides information about all the partners, individuals working on the project and the management structure
- Newsroom is a dedicated resource where news can be found, and resources for journalists will be placed
- Resources will provide a gateway to all the results of the project, and will be linked to Zenodo
- The “admin” areas is the intranet.
- The tabs on the bottom of the page contain some key information including links to our Facebook channel, disclaimer (which includes information on ECOTIP’s assigned DPO), etc.

Review phase:

Before launch, all partners were given time to review the structure and content of the website including information about their own partner institutions. Feedback was received by GRID-Arendal and included before launch on the 30th September 2020.

Intranet:

After several rounds of discussions amongst the partners, we decided that an intranet housed on the website would not be an ideal solution for the project. Namely, due to the space requirements needed. Through discussions with DTU and IOPAN, it was decided that the principal intranet will be a cloud-based system based on NextCloud which should be operational by the end of 2020. An entry point through the website admin area will be considered. Further information on this is available in the Data Management plan.

Further development of the website:

The website remains open to further changes and addition of modes and functions depending on the need. We foresee that the results page will grow as well as other pages as more information and results are made available throughout the course of the project. We may decide to expand on the news section as well as the work package description based on need. We may also consider a Greenlandic landing page providing limited content, this will be decided based on discussions with WP4. The website will also undergo periodic maintenance which is elaborated below:

Timetable and responsibilities for website maintenance

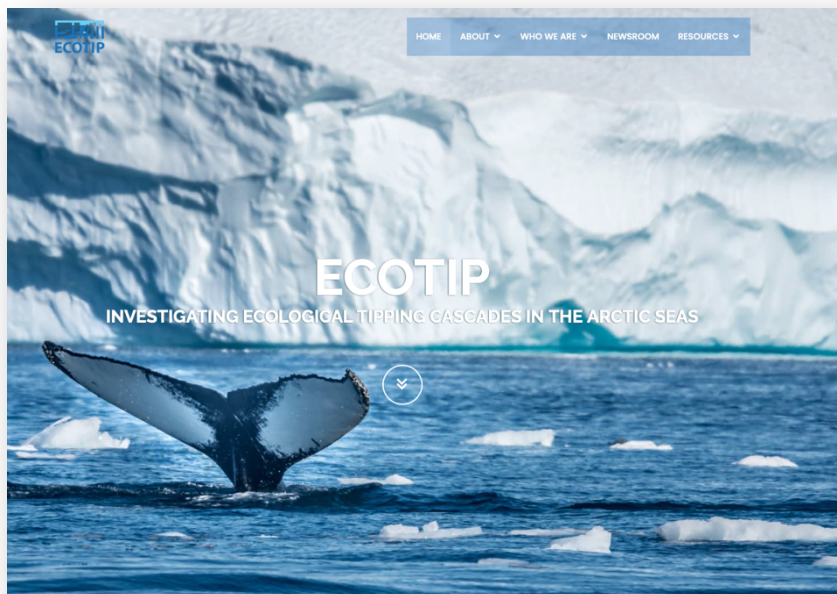
GRID-Arendal has overall responsibility for maintaining the website, with input from all partners. This table below, which is from the Communication Plan, outlines the main responsibilities:

Description of tasks	Who is responsible	When
Periodic updating of website pages to reflect new information on the project	<ul style="list-style-type: none"> GRID-Arendal, with input from all partners as needed 	Review and update of the website on a bi-annual basis (x2 times a year)
Highlighting new results through the Publications & Results section	<ul style="list-style-type: none"> Any partners who are lead OR contributing authors are responsible for notifying WP5 of new publications and providing links to the publication article. GRID-Arendal will put the news on the website. 	On a rolling basis – when journal articles or other results are available
Highlighting press releases on release of ECOTIP research with high public relevance	<ul style="list-style-type: none"> Any partners who are the lead or contributing author should get in touch with GRID-Arendal well in advance. 	On a rolling basis (<i>see below, media outreach responsibilities</i>).

	<ul style="list-style-type: none"> GRID-Arendal will put the press release and additional material on the website. 	Partners should contact GRID-Arendal at <u>least 6 weeks</u> in advance of expected publication, so that GRID-Arendal can help prepare a press release and reach out to various media.
Highlighting <i>external</i> news stories on the website	<ul style="list-style-type: none"> Any partners who are aware of or have facilitated news in <i>external media</i> (e.g. in newspapers, online media platforms, etc) should send the link to GRID-Arendal. GRID-Arendal will highlight the coverage the website 	On a rolling basis – when news is published
Gathering website analytics	<ul style="list-style-type: none"> GRID-Arendal will collect data on number and type of visits for both reporting purposes and as a means of improving the design and functionality of the website. 	On a bi-annual basis, aligned with the periodic updating of the website – see <i>Monitoring and Evaluation</i> below for more info
Translation of parts of the website and creation of a section in Greenlandic	<ul style="list-style-type: none"> GRID-Arendal and WP4 will discuss the need for such a translation and decide on a course of action. 	To be decided based on expressed need by WP4.

Various screenshots of the website:

Below are various shots of the website, for the full experience please visit ecotip-arctic.eu !



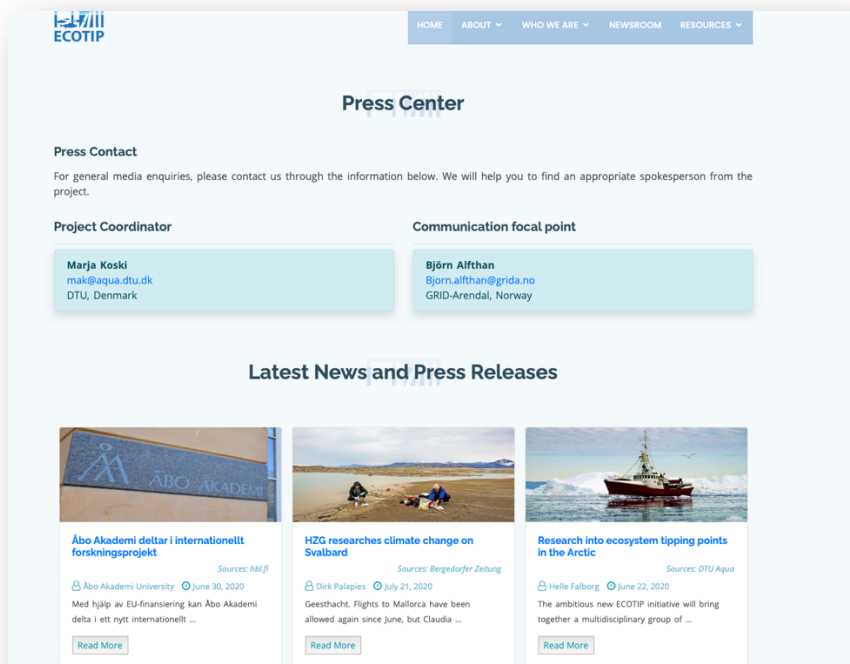
Opening shot of Arctic marine biodiversity with title and sub-title overlaid



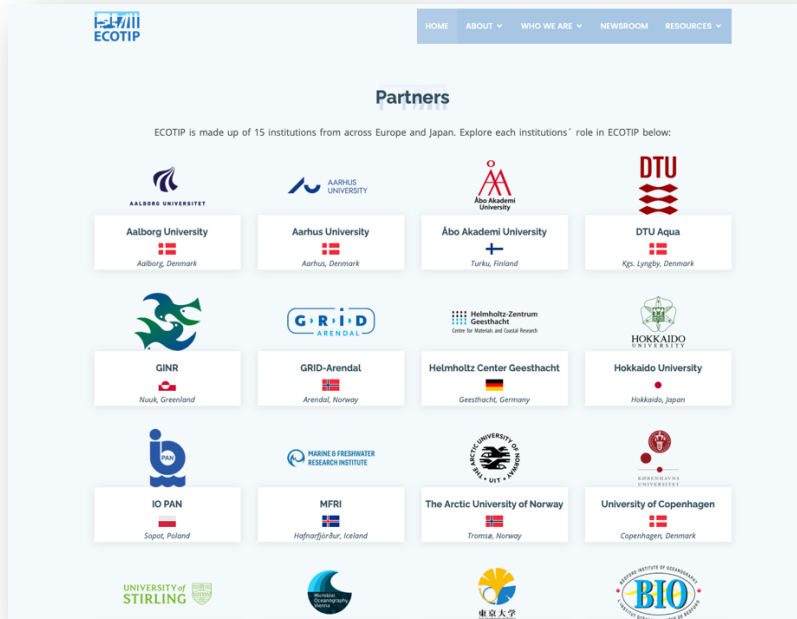
Home page with some key info on ECOTIP



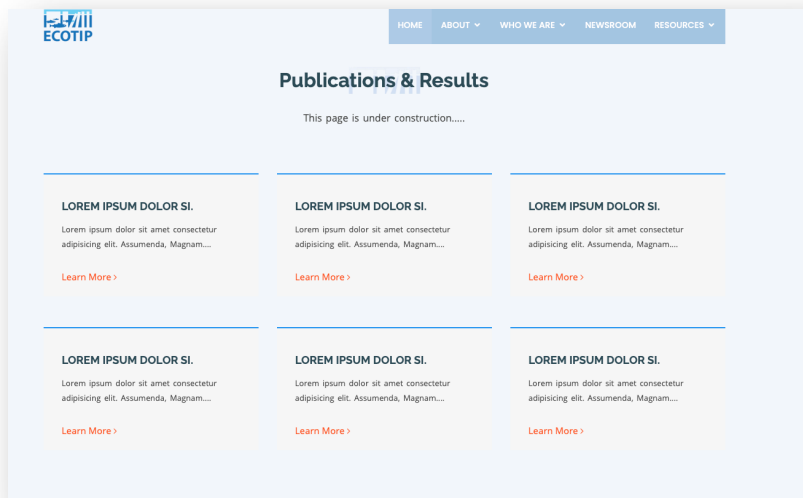
A non-technical intro to the issues ECOTIP seeks to address



Key contact information laid out clearly for journalists and others interested in the project

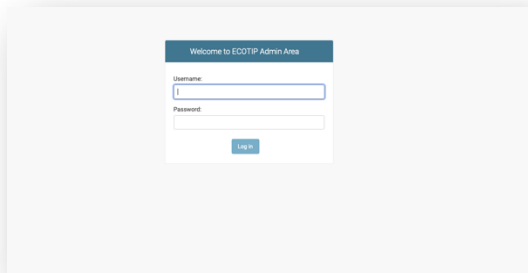


All partners are visible and contact information for individuals within

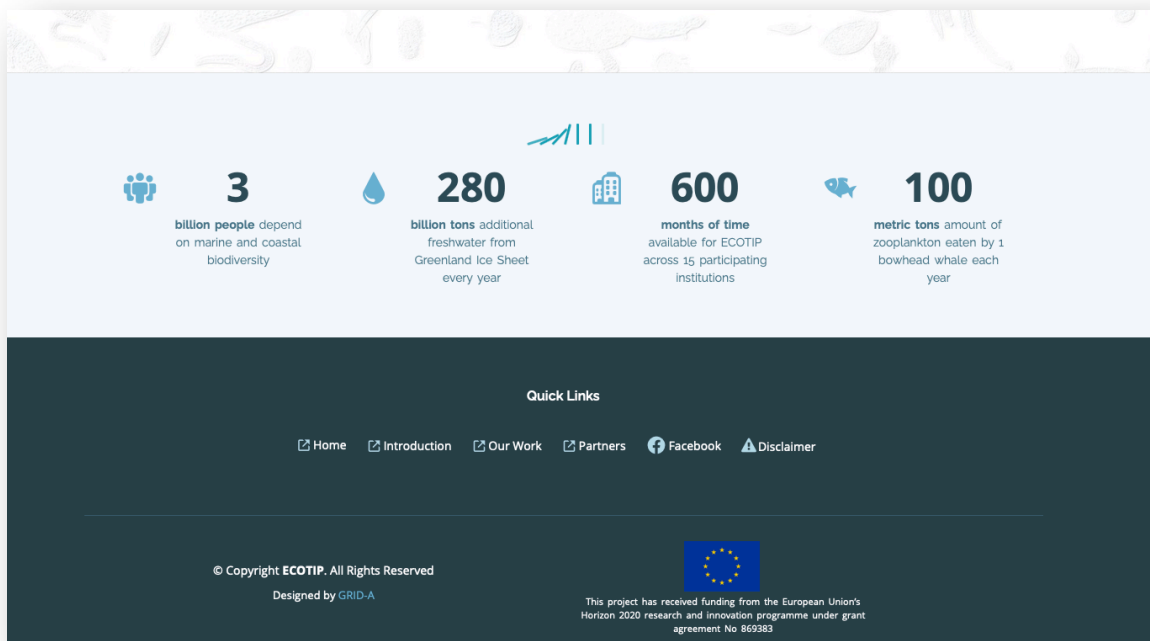
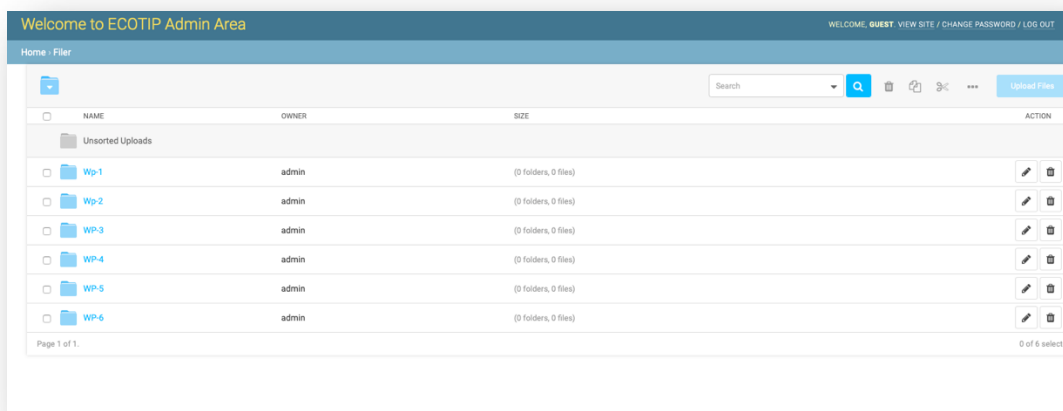


Publications and results page which will be built up further as results become available

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Access through the admin area to the intranet. This will be discontinued and all intranet documents will be placed on the solution based on Nextcloud provided by IOPAN.



Bottom banner on display on all pages including EU logo and required text.