D6.4: TIME4CS website and Citizen Science Helix

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Executive Summary

The current document, titled 'TIME4CS website and Citizen Science Helix', has been developed within the framework of the TIME4CS project, which is funded by the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 101006201.

The purpose of this Deliverable is to demonstrate the creation of the TIME4CS website (https://www.time4cs.eu/) and of the Citizen Science Helix (https://www.crowdhelix.com/helixes/citizen-science).

1. Introduction

Increasing awareness about the relevance of Institutional Change as a driver for Citizen Science among the potentially interested parties, in particular academia, research funding organisations and policy makers, is one of the main objectives for the TIME4CS project. Within the framework of TIME4CS, the communication activities will mainly focus on reaching the larger public and keeping them constantly informed about and engaged with the project activities all along the project lifecycle. On the other hand, TIME4CS dissemination will aim at facilitating the widespread use of project results as soon as they are available. In order to maximize both the communication and dissemination activities, two main tools were developed: the TIME4CS website and the Citizen Science Helix community.

The website will be the primary contact point for external audiences, and it will communicate key information about the project. The website will be constantly updated during the project lifetime and it will be used to share the development and findings from the TIME4CS consortium, as well as relevant toolkits and applied strategies.

The Citizen Science Helix - a themed online community - will play a key role in the project's dissemination activities by creating and building a pool of stakeholders, who will be informed about the project's development. The Helix will be hosted on the Crowdhelix open innovation platform and will be calibrated to support TIME4CS through its various development stages, including post-project.

2. The TIME4CS Website

The project website was launched in M5 (21st May 2021) and can be accessed at: https://www.time4cs.eu/ (Figure 1).
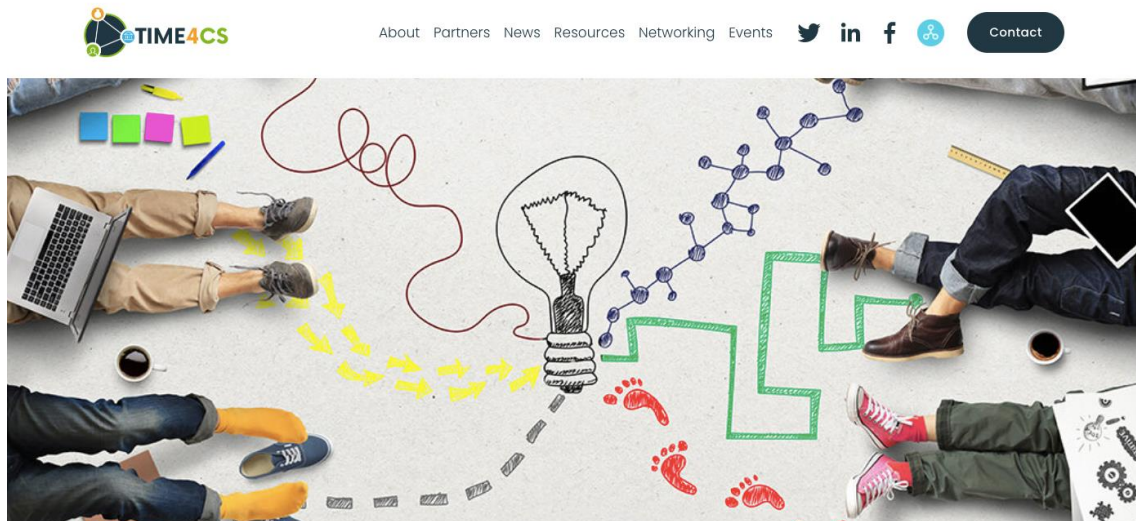
Figure 1 Project website's homepage

2.1 Structure of the website

The layout and design of the public website have been discussed and approved with the consortium partners. The following structure was agreed upon:

- About - this section offers an overview of TIME4CS and talks into more details about the project's vision, objectives and methodology (Figure 2).
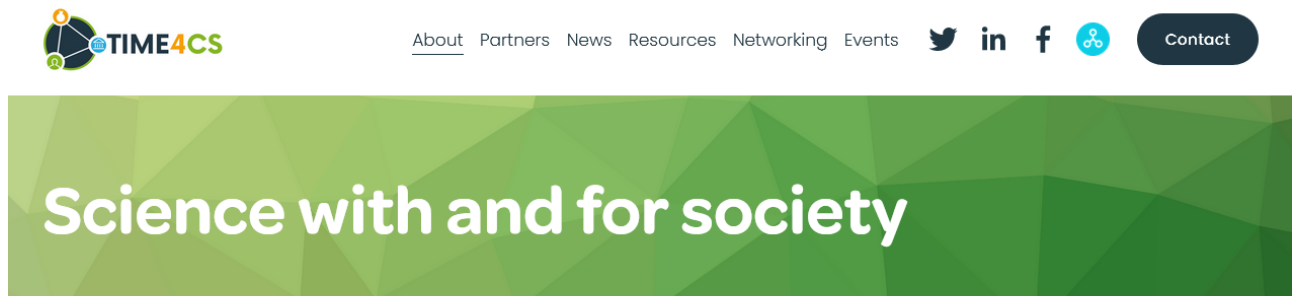
Figure 2 About section

- Partners - all project partners' logos are showcased in this section of the website. Moreover, when clicking on a logo, the viewer is taken to that partner's profile page where the reader can find out more about the organisation, their role in the project and the people who are involved. An example of a partner's profile page can be seen below (Figure 3).

About

APRE – Agency for the Promotion of European Research – is a no-profit research organization with the mission to support and promote Italian participation in the European Union research and innovation (R&I) programmes, by providing information, education and assistance services. APRE supports the transition towards responsible and participative open research and innovation through analytical activities and practices in the field of RRI and co-creation methodologies. These include comparative analyses of co-creation cases in Europe and identification of best practices; tailored training for the research organizations and multi-actor dialogues and consultations with policymakers with a view of addressing specific challenges of research and innovation. APRE has a solid experience in executive management of national and EU funded projects, process monitoring (technical and financial) and in communication with European institutions.

Role in the project

APRE is the Coordinator of TIME4CS responsible for the financial and administrative management of the project, and overall is involved in all tasks and activities of the project, providing general and day-to-day support to all partners and all Work Packages. APRE is also leader of WP3 on Knowledge Transfer and Mutual Learning programme between TIME4CS Front-Runners and Implementers.

The Knowledge Transfer and Mutual Learning is paramount in TIME4CS methodology. The continuous exchange between the partners is indeed the basis for the development of the actions described in the tailored roadmaps of each implementing organization. The whole exchange programme is aimed at facilitating the sharing of experience via both physical meetings (e.g. learning visits, workshops) and digital interactions (webinars, platform for discussion) and it will last throughout the whole duration of the project.
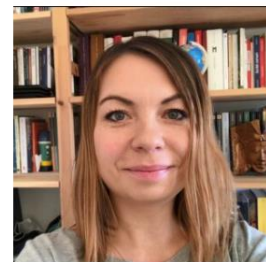
TIME4CS TEAM

Matteo Di Rosa
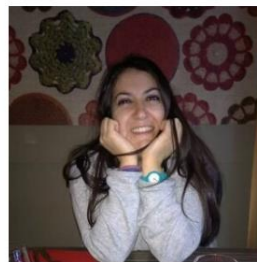
Claudia Iasillo

Karolina Jurkiewicz

For more information about the APRE visit apre.it/en

Figure 3 Example of partner's profile page

- News - This section of the website will also contribute towards the newsletter of the project. The viewers who subscribed to the TIME4CS newsletter will be notified regularly about the publication of new articles on the website (Figure 4).

Figure 4 News section

- Resources - This section provides easy access to the deliverables and results of the project. A list of the public deliverables is available here, as well as a link to the TIME4CS Zenodo community (Figure 5).

Figure 5 Resource section

- Networking - Creating synergies with other Citizen Science initiatives is an important part of TIME4CS communication and dissemination strategy. Thus, a networking section was created in order to encourage common actions between these initiatives and also to create awareness of other EU-funded Citizen Science projects (Figure 6).
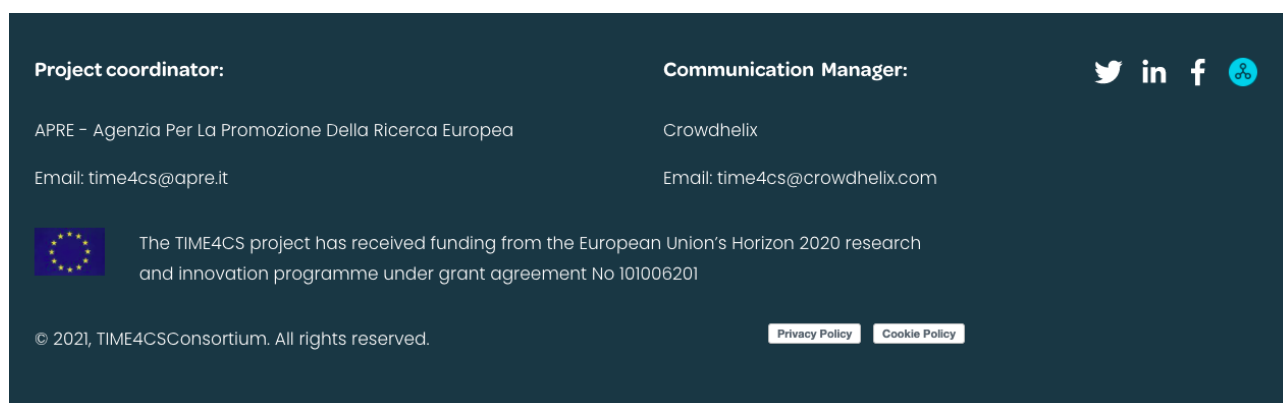
Figure 6 Networking page

- Contact page - this section offers the opportunity for the viewers to get in touch with TIME4CS consortium. A contact form was set up as a straightforward manner to reach out. The required information is limited to Name, Email and Message, and the user is aware how their data will be processed

- Events - this part of the website will be used to promote events organised within the framework of the project, as well as events in which consortium members are actively involved, with the aim of promoting the TIME4CS project.

The content of the website will be updated on a regular basis as publications and articles are published, and events are organised.

2.2 Footer

The bottom of every page includes the EU funding recognition along with other useful information such as: contact details for the coordinator and the communication manager, links to all social media accounts of the project, and a link to the Citizen Science Helix. The Privacy and Cookie Policies for the website are also linked in the Footer as shown below (Figure 7).

Figure 7 Website's footer

2.3 Social media

Links to the Twitter, LinkedIn and Facebook accounts of the project can be found on every page of the website, both in the menu bar and at the bottom of the page. Moreover, a live Twitter feed is embedded on the homepage of the website, so the readers can see the latest post by TIME4CS (Figure 8).

Figure 8 Tweets and Newsletter subscription on TIME4CS' homepage

2.4 Newsletter

To encourage people to sign up to the newsletter a "Subscribe" button was added on the main page of the website, as shown above. Moreover, a promotional pop up (Figure 9) is set to appear once a user spends more than 10 seconds on the page. This pop up is easy to close and it's set to not reappear for 2 weeks once the viewer closes it, or not to appear at all when the viewer subscribes to the website.

If the viewer chooses to subscribe to the project newsletter, they are redirected to the following page: http://bit.ly/TIME4CSNewsletter (Figure 10).

Figure 9 Newsletter pop up

Figure 10 Newsletter registration page

2.5 Analytics

The website uses Squarespace which provides its own analytics about viewers and how they interact with the content from the TIME4CS website. The data that this tool provides is split into the following categories:

1.   traffic: visits, bounce rate, unique visitors, page views, top devices, top browser, top operating systems

2.   traffic sources:

3.   geography: visits by countries

4.   engagement: site content, interaction with buttons

The data generated by the analytic tool is directly accessible only by Crowdhelix, as website managers, and will be used to ensure that the communication and dissemination targets are met. Moreover, this information can also be used to improve performance of the website and to better understand the project's audience.

3. The Citizen Science Helix

A Helix is an online cluster/community of actors sharing an interest in a specific topic. Themed Helixes are hosted on the Crowdhelix platform.

Within the framework of TIME4CS, Crowdhelix developed and launched a tailor-made Citizen Science Helix (https://www.crowdhelix.com/helixes/citizen-science). This online community became active in Month 2 (Figure 11) and is available to all organisations on the Crowdhelix platform. All future members will be prompted to sign up for the Citizen Science Helix.
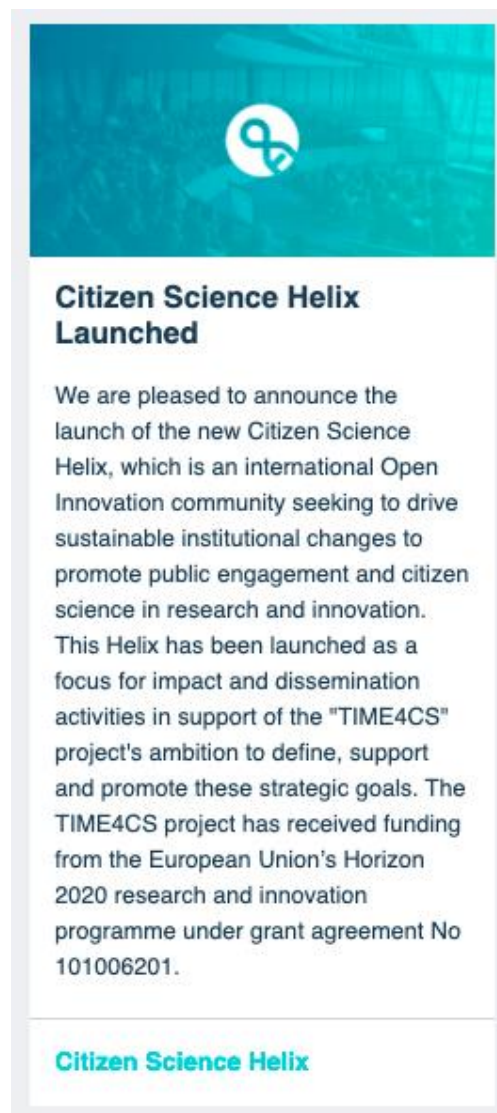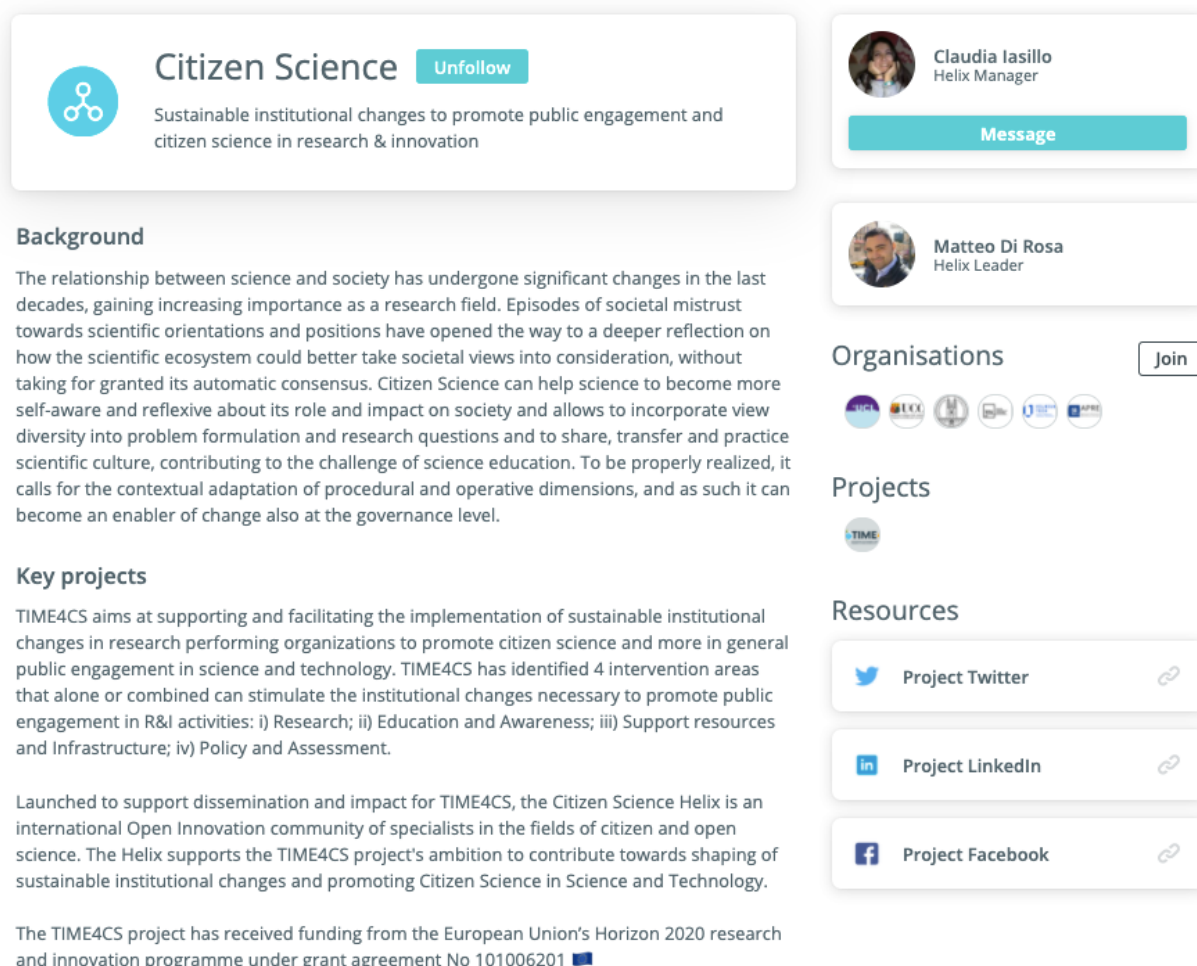
Figure 11 Citizen Science Helix Announcement

3.1 Main Objectives and Goals

The Citizen Science Helix (Figure 12) will play a key role in the project's dissemination activities by creating and building a pool of stakeholders, who will be informed about the project's development. Some of them will be significantly involved in the commercial exploitation process.

Figure 12 The Citizen Science Helix

The goal is to have over 150 stakeholders engaged on the Citizen Science Helix by the end of the project. They will include researchers, SMEs, participants of previously funded H2020 projects and other relevant actors. This variety of stakeholders will cover all the project's aspects, and will therefore guarantee continued interest from key actors, during and after the project (Figure 13).

Matteo Di Rosa
for *Agenzia per la Promozione della Ricerca Europea (APRE)*
15 days ago in *Announcements, Open Science, Citizen Science*

Send Message

Invitation to join the Citizen Science Helix

Seeking expertise:

Citizen engagement   Citizen science   Public engagement with research   Sustainable institutional changes   ♡ 9

Dear Crowdhelix members,

We are pleased to invite you to join the new Citizen Science Helix' community. This Helix arises from a newly funded Horizon 2020 coordination support action called TIME4CS.

TIME4CS aims at supporting and facilitating the implementation of sustainable institutional changes in research performing organizations to promote citizen science and public engagement in science and technology. TIME4CS has identified 4 intervention areas that alone or combined can stimulate the institutional changes necessary to promote public engagement in R&I activities: i) Research; ii) Education and Awareness; iii) Support resources and Infrastructure; iv) Policy and Assessment. For more information about the project and its activities we invite you to visit time4cs.eu

The Citizen Science Helix will form the hub of a virtual community where you can collaborate with your peers and will be able to follow the project's advancements, activities, events, and results as this Helix was launched to support TIME4CS' ambitions and impact.

Within the Citizen Science Helix you can share and join specific collaboration opportunities related to this topic. You can also invite any stakeholders outside of the Network who may be interested in the field, and whom you trust to participate.

To join the Citizen Science Helix visit https://www.crowdhelix.com/helixes/citizen-science and click "Follow". You will then be notified of new opportunities posted, according to your chosen notification settings.

The TIME4CS project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006201

Know a potential collaborator for this opportunity?
Matteo wants to find the best possible collaborator worldwide for this opportunity, and so has opened it to individuals from outside the Crowdhelix Network.

Share this opportunity

Figure 13 Invitation for platform users to join the Citizen Science Helix

Appendix 1: Crowdhelix - a guide to the platform

Signing up

In order to join the platform, you must either be a member of the network or be invited by a Crowdhelix user who considers you as a trusted collaborator. For the second option, you will receive an invitation email from a current member (Figure 14 and Figure 15).
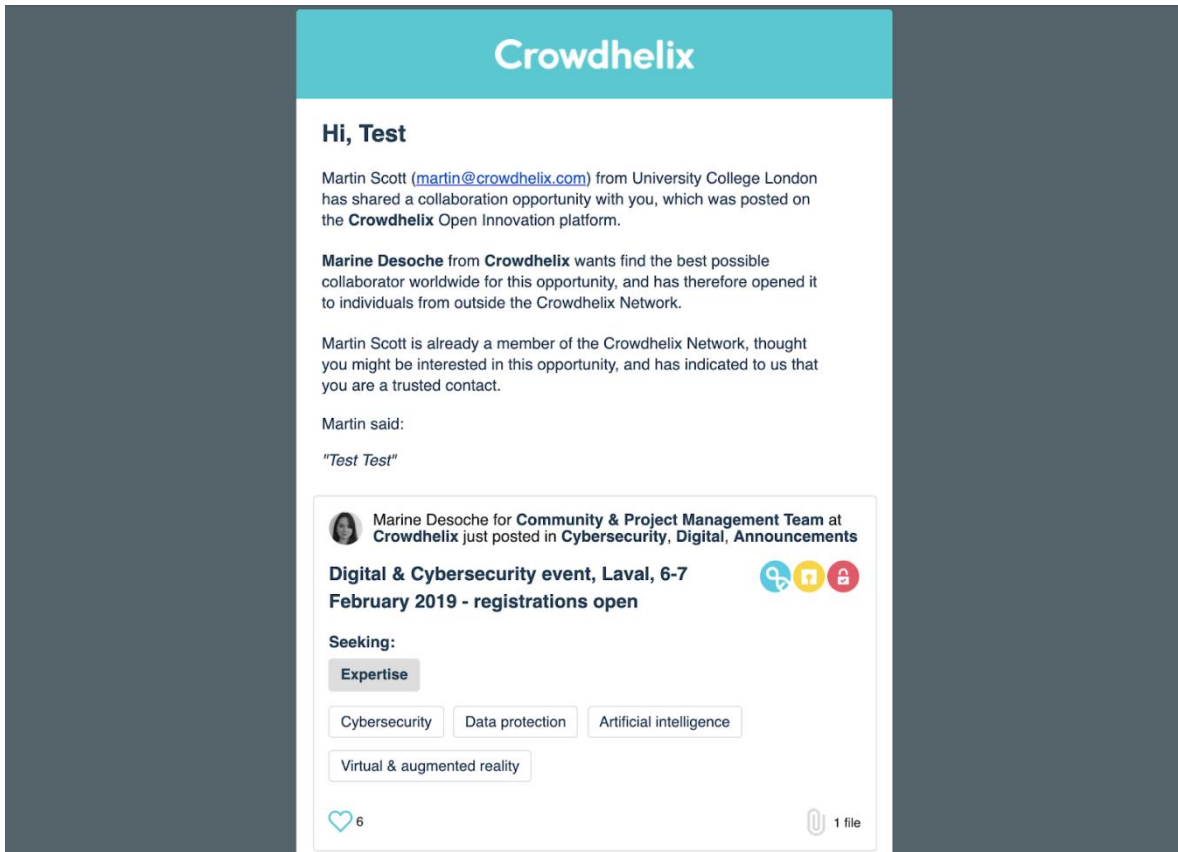

Figure 14 - Example of invitation (1)

Figure 15 Example of invitation (2)

By clicking on the sign up link, you will be directed to fill out a short form (Figure 16). In order for your request to be automatically accepted, please select your organisation and use an email address with the corresponding domain. If you are unable to find your organisation on the list, please contact hello@crowdhelix.com. The Crowdhelix Team will then be in touch with the guidelines for signing up to the platform.

Figure 16 Form to create an account

Completing your personal profile

Once you have reached the main page, click on the drop-down arrow next to your name at the top right corner of the screen. Next, choose Profile settings. Next, you will be asked to fill in your Job Title, Expertise and Interest Keywords (Figure 17). This will help us to properly profile you on the platform, and will increase the possibility of you being contacted by other members of the platform seeking your expertise. Uploading your profile photo is a nice final touch and builds trust within the network between members.

Figure 17 Example of profile settings

Once your profile is complete, click on Notifications (below Account settings).

Here, you are able to set different email notification settings for each Helix (Figure 18). For example, if you are only interested in opportunities in "Citizen Science," you can unsubscribe from all of the other Helixes

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and stop receiving emails completely, or receive only daily or weekly "digest" email notifications about them.

Figure 18 Example of notifications settings

Updating your organisation's profile

From the menu at the top right of the screen, select Your organisation's name under Manage Organisations.

From there, we would advise you to add your organisation's logo and description, as well as a few keywords on your expertise (Figure 19). This profile will be the first impression the users will have of your organisation, and should therefore reflect its strengths and fields of interest. Don't be afraid to brag a bit about your track record, this also builds trust between members!
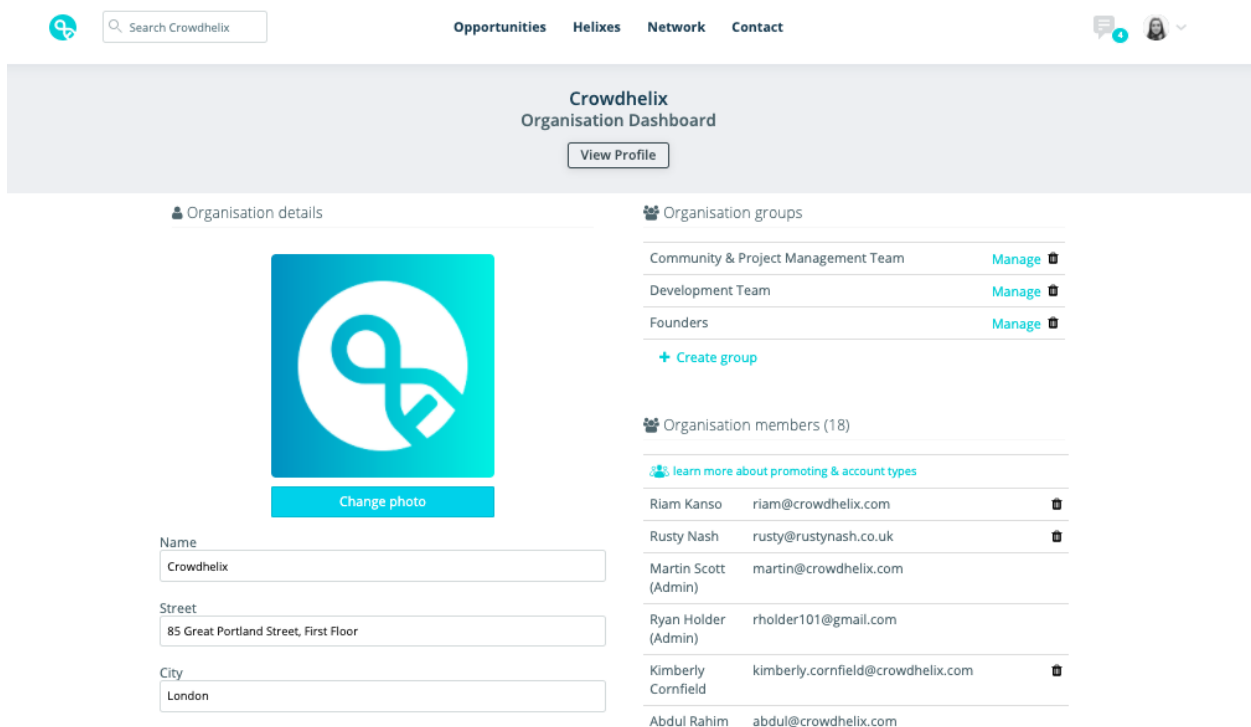
Figure 19 Example of organisation dashboard

Adding groups, administrators and users

Once your organisation's profile is complete (Figure 20), you can invite your colleagues by clicking on Invite User at the right side of your screen. As the Organisation's Leader, you have the right to appoint administrators who can co-manage your organisation's profile. This can be easily done via the Dashboard, you can click on your colleagues' name to promote them.
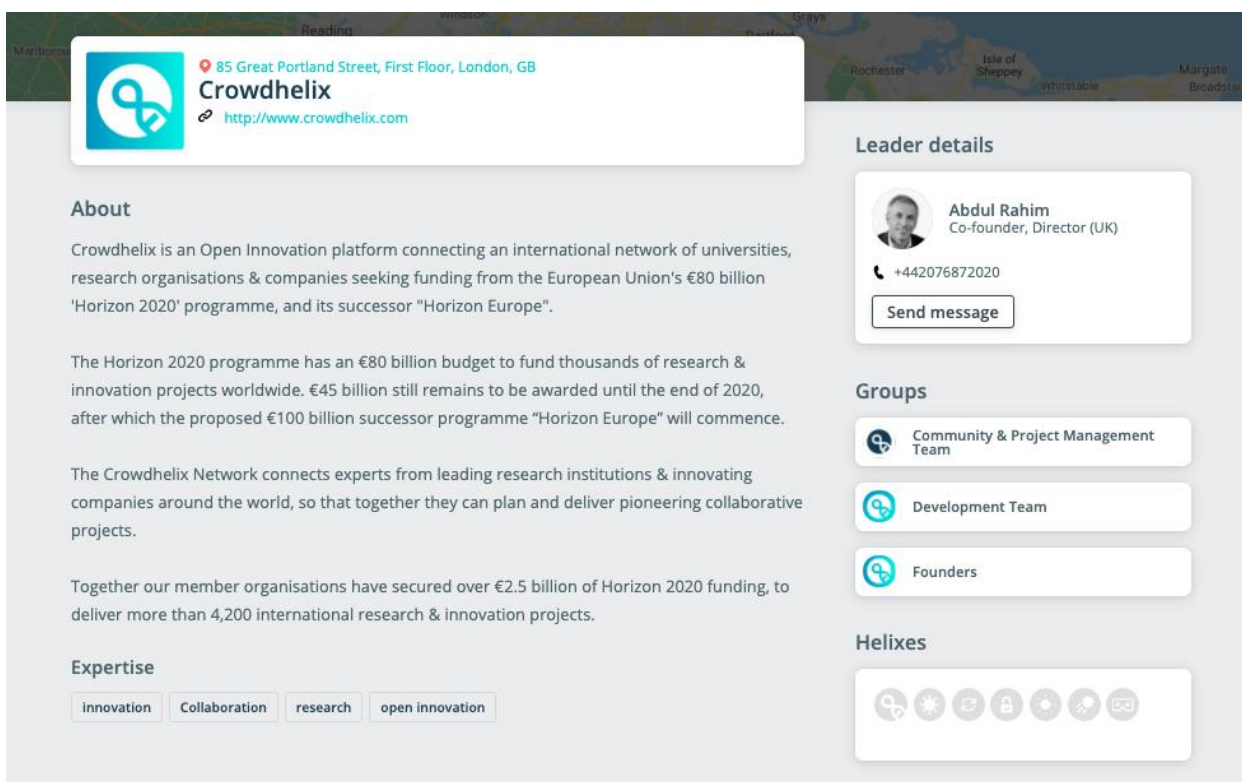
Figure 20 Creating and managing a group

You may structure your organisation into groups (e.g. corresponding to a university department). Each group can have one leader and multiple managers. In order to set up a group, please click on "Create group" at the top right of the organisation dashboard (Figure 21).

Figure 21 Creating and managing a group

Posting a collaboration opportunity (only for members of the network)

You are now ready to post your first collaborative opportunity! To do so, go to the Crowdhelix homepage/Helix and click 'New Post' at the right of your screen.

Ideally, opportunities should be open to organisations from any country, and are usually related to some form of funding. They can be posted in up to three "Helixes," which are categorical labels that describe the general theme of your opportunity. You can also specify if you are looking for a specific type of organisation to work with (SME, research centre/university, corporation or expert) (Figure 22).

Figure 22 Example of collaboration opportunity posting

Some pieces of advice:

- Keep the title short and concise

- Tags are a key element to determine the user's interest

- We would recommend that you set the visibility to Extended network. This will maximise your chances of finding the perfect fit, while also targeting trusted collaborators.

Bear in mind that the Crowdhelix Team will review and moderate your post before going live, and we will get back to you with suggested updates if needed.

Interacting with the Community

Via the Opportunities posted

- You can contact a post's author by commenting below the opportunity or sending them a private message (Figure 23).

- You can grant limited access to Crowdhelix to a trusted collaborator that is not yet registered by clicking on the ***Share this opportunity*** below the post (Figure 23).

Figure 23 Interacting with the community via the opportunities posted

Via the Search Tool

- At the top of the main page, you can search either for posts, experts, and organisations by name or by keyword (Figure 24).
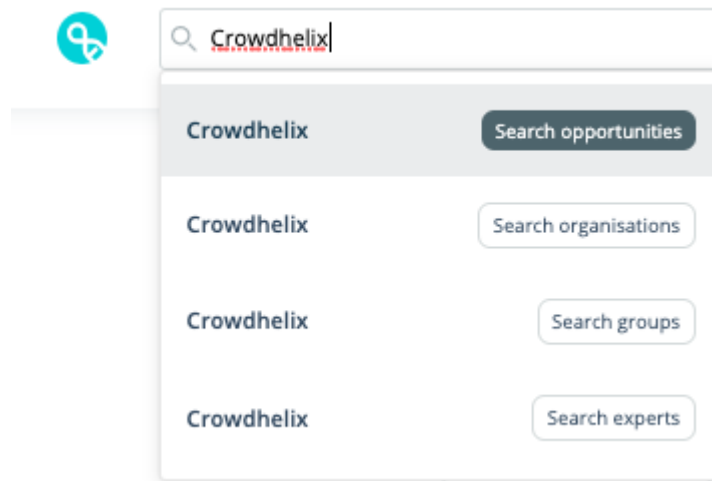

Figure 24 The search tool

- You can send private messages to other users by clicking the **Send Message** button on their profile (Figure 25). If you want to contact an organisation, you can find its main contact person (**Leader**) on the organisation's profile (Figure 26).
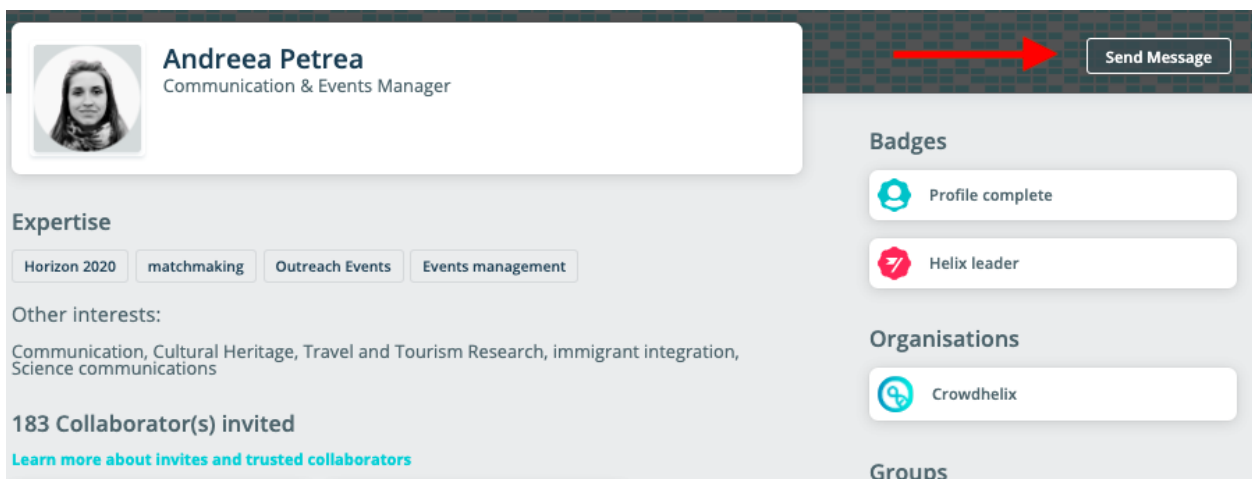

Figure 25 Sending private messages from a member's profile

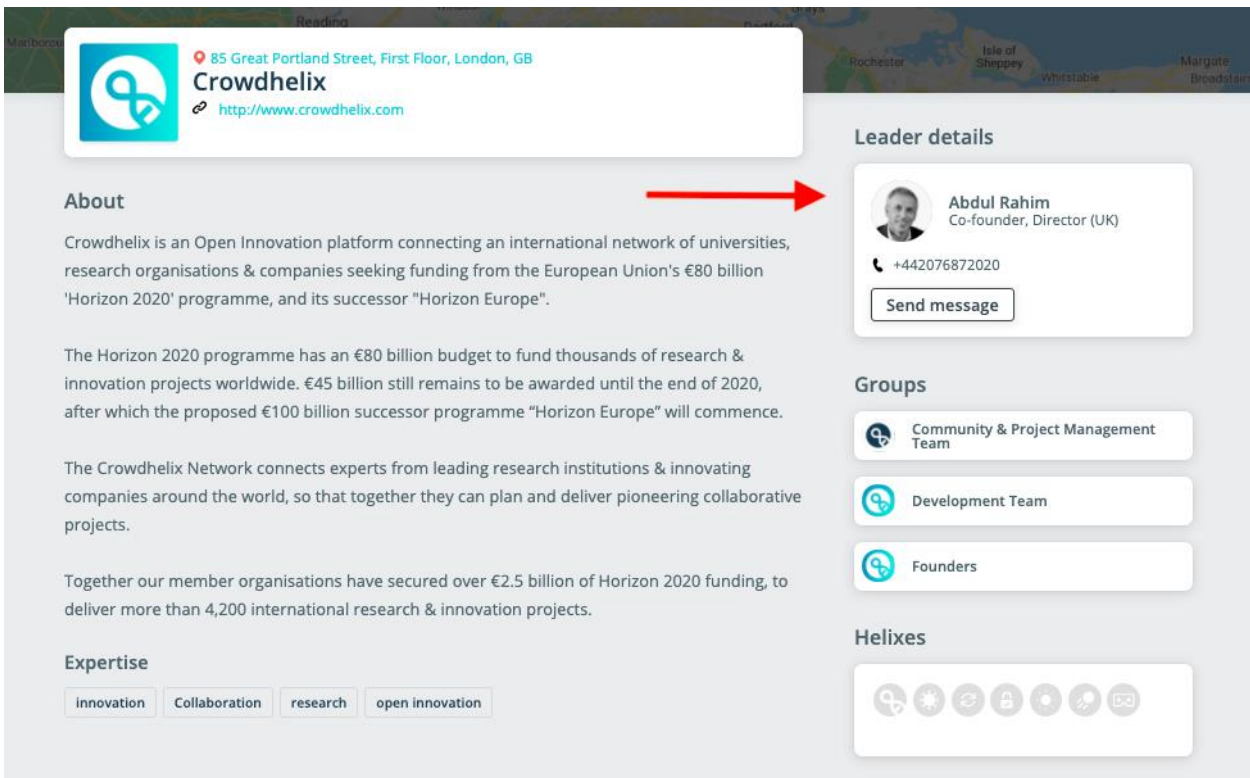*Figure 26 Contacting an organisation*

Anything unclear?

We're always very happy to help! Just email hello@crowdhelix.com.