stretchBIO

D8.1 WEBSITE

StretchBio Website initial set-up

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Work package:	WP8
Dissemination level:	Public
Keywords:	Website, domain, media, internet, initial set-up
Abstract:	This document demonstrates that StretchBio consortium has acquired a web domain and has launched a first version of the project website. The content of this deliverable is labelled as public.

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Document history:

Version	Date	Reason of change
1	26/10/2021	Creation of document
1.1	27/10/2021	Deliverable review and validation by Coordinator

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Disclosure Statement:

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Executive Summary

StretchBio consortium aims to disseminate and exploit, whenever it is possible, the scientific and technical outcomes obtained during the project execution. To that end, a public website is considered a key tool to implement the dissemination and exploitation plan outlined in the work package 8.

In this deliverable, evidence is given that a web domain has been acquired by the project representatives, and a first version of the website has been published on the internet. Despite this website is not in its final form, the basic structure and contents are up and running to present the StretchBio concept and objectives to stakeholders. The website dissemination potential is enriched with the Twitter account created to increase the impact potential in social media.

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1 Introduction

1.1 Purpose of the document

This document is designed to demonstrate that the consortium has acquired a public web domain and launched the first version of the project website. This tool will become the cornerstone of the StretchBio dissemination strategy, and it will serve as the main platform for interested stakeholders to know about the main objectives of the project and the results obtained during the implementation. The use of social media networks and other dissemination elements like Open Data repositories is also presented.

1.2 Scope of the document

In short, the deliverable covers the following topics:

1. Set-up and launch of the first version of the project website. Brief discussion on the use of social media to support the website impact;

2. Publication of a dedicated project portal in a public repository (www.zenodo.org) to implement the Open Science requirements established in the grant agreement: public data generated by the consortium will be shared with the community through this tool;

The document provides clear evidence that the StretchBio partners have implemented the main dissemination tools at the beginning of the action implementation. It goes without saying that the website will be further developed in the weeks following this deliverable.

1.3 Related documents

The deliverable is in close relation with the following StretchBio deliverables:

- D8.2: Dissemination and exploitation plan
- D8.3: Report on dissemination and training actions (at month 27)
- D8.4: Report on communication and outreach (at month 30)

The content of this document is subject to change during StretchBio implementation. Any modification will be reported to the EC services in the coming deliverables and project reports.

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2 Dissemination tools

2.1 Project website

The public domain (http://stretchbio.eu) was acquired by the Project coordinator immediately after receipt of the positive evaluators' report. Since then and until the first website launch, the internet site was blocked to avoid any interference from third parties.

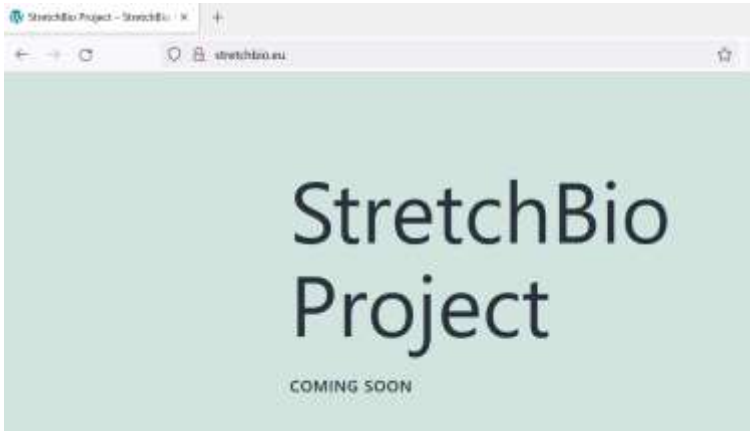

Figure 1: Image of the domain blockage after the StretchBio funding decision

The website was developed and made public by October 2021. The following screenshots were selected to illustrate the website development status as of October 26th.

Figure 2: StretchBio website – Landing page

The landing page provides direct access to the general description of the project, objectives, and operating structure (work packages). Besides, a direct link to the "news and events" section as well as the contact point of the project, will be available.

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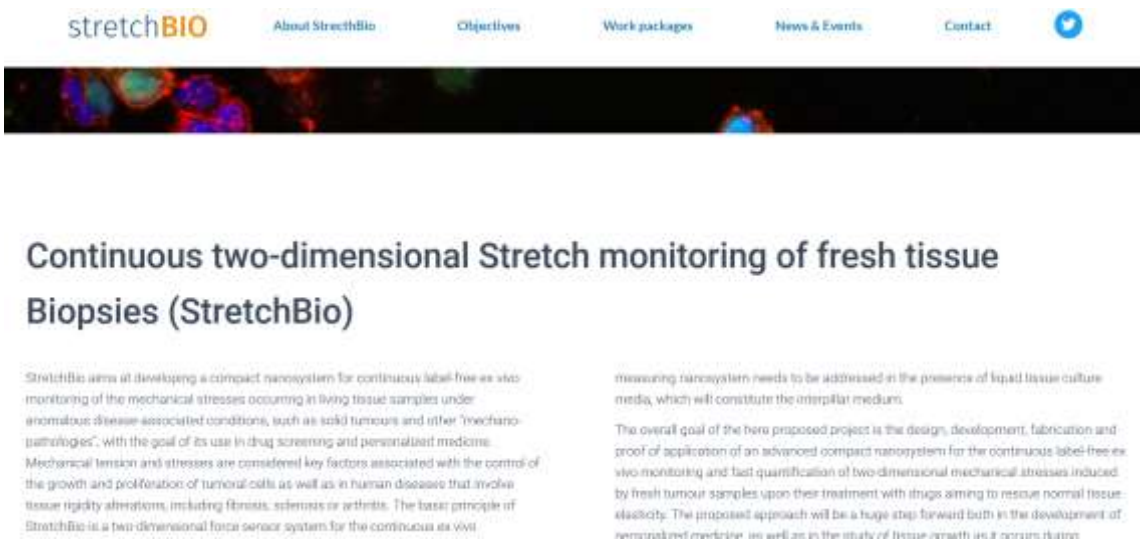

Figure 3: StretchBio website – Project description

The website shows the participation of the consortium institutions and clearly acknowledges the funding support received from the European Union in line with the provisions of article 27 of the grant agreement.

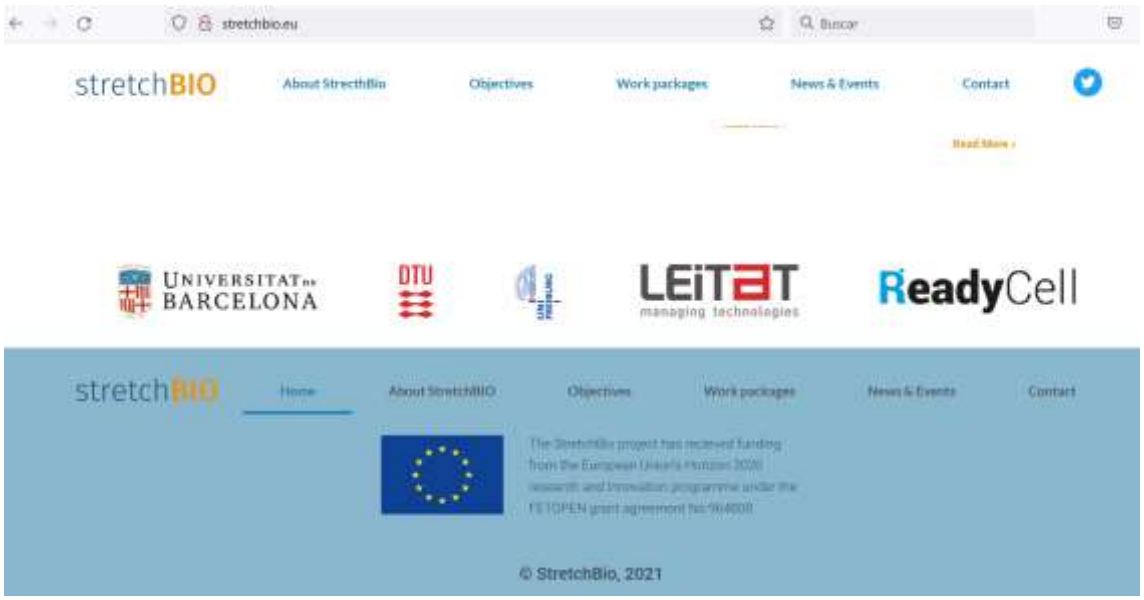

Figure 4: StretchBio website – Project partners and visibility of EU funding

At the time of this report, the project website has been successfully indexed at search engines, and it can be easily found by a simple search. More details on the website structures are given as an Annex to this deliverable.

It goes without saying that the website will be completed and enriched in the following weeks and months. A specific section to share the most significant results of the project will be created and regularly updated by the consortium.

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The impact of the news published on the website will be favoured through the active use of social media, preferably Twitter, since it is an immediate and high-impact tool. Project Twitter account is directly accessible through the landing page at the project website.

Figure 5: StretchBio Twitter account – @stretchbio

Further details on the dissemination strategy to be followed will be provided in deliverable D.8.2- Dissemination and exploitation plan.

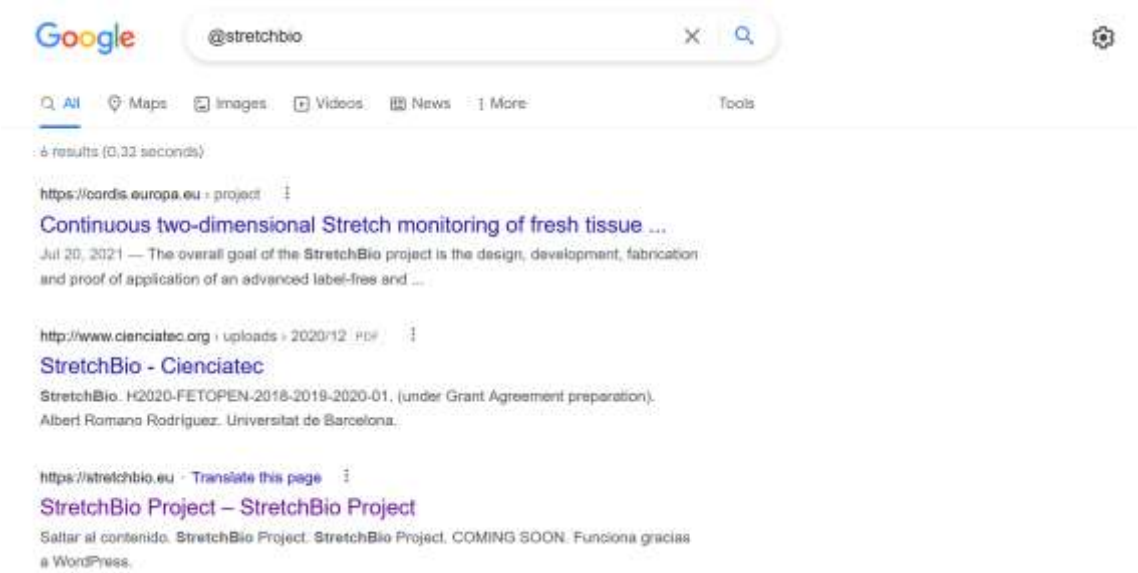

Figure 6: StretchBio website – Search at Google (www.google.com)

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2.2 Zenodo project portal

To complement the potential of the project website, a dedicated portal has been created at Zenodo (www.zenodo.org), a tool supported by the European Union, conceived to facilitate the implementation of the Open Science strategy. The very first view of the portal is shown below, which can be easily accessed through the following link:

https://zenodo.org/communities/stretchbio/?page=1&size=20

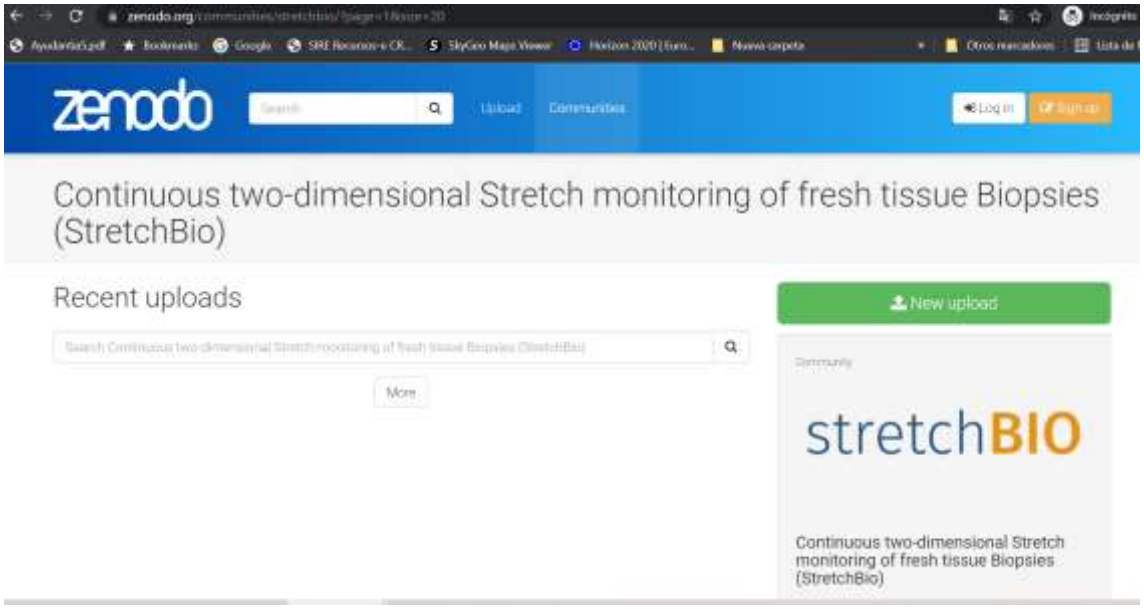

Figure 7: StretchBio Zenodo project portal

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Annex 1 – StretchBio website - structure

The StretchBio project website is set up in a flexible manner and with a common CMS system (WordPress), so it can be updated really quickly, and its customization capabilities allow to create a tool that responds to the project demands and that can evolve within the 4 years of the project. The project website can be accessed through: https://stretchbio.eu

For preparing the content of the project website, an initial structure was developed, which included the main menu and the landing page structure. Once it was agreed on the structure of the main menu and the landing page of the website, the project website was programmed. The website went online in October 2021 and is continuously updated.

Landing page

The landing page is the entry point to the project website. It provides the first impression through the logo and branding of the project (the logo seen in the current status of the website is a draft, the final version is under development and will be available by the end of November).

On the top of the landing page, the menu allows the user to navigate through the pages of the website. It includes the consortium overview, the project information with objectives and work packages, the news section, and the contact point. On the top it is also shown the link to the Twitter account (links to the other social media accounts will be progressively added).

Below the main image of the website, the landing page provides an overview of the project with relevant information; it includes a brief description on the project, the key pillars of the project as well as the logos of the project partners. Besides, there is a quick access to other pages, the news section (currently it only includes the announcement of the kick-of-meeting of the project) and the footer of the website with the information of the funding entity.

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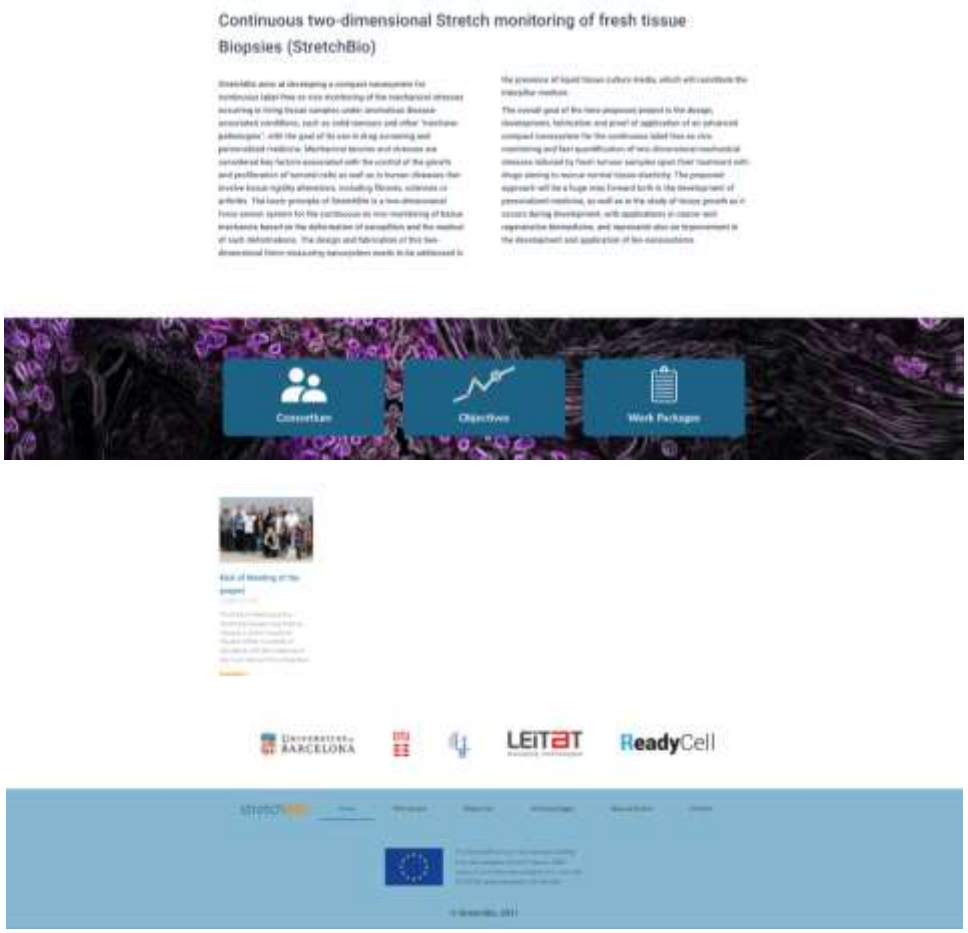

Figure 8: StretchBio website – Full view of the landing page

Who we are

The "Who we are section" of the website includes information about the consortium institutions. In the coming months, it will also include pictures of the investigators of the project to reflect a clear vision of who the people working on this project are.

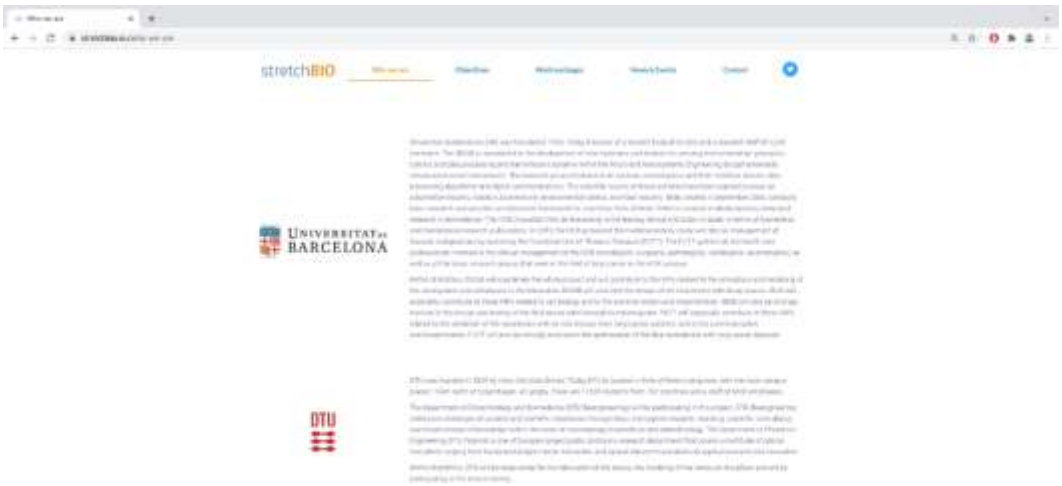

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Figure 9: StretchBio website – Who we are section

Objectives

The Objectives section of the website includes the main goal of the project as well as the secondary objectives that the team aims to respond with StretchBio.

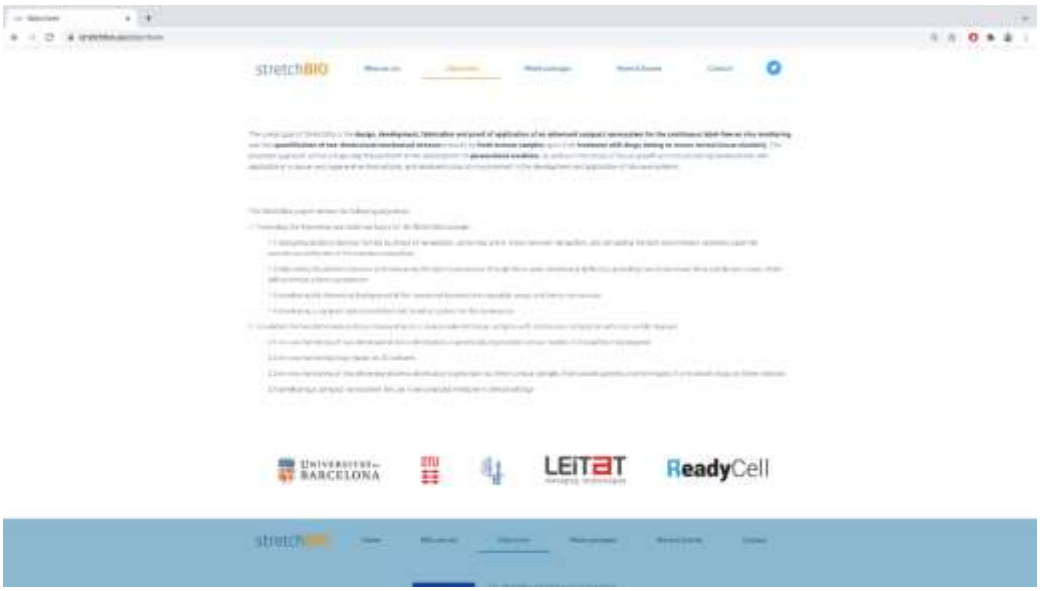

Figure 10: StretchBio website – Objectives section

Work packages

The Work packages section of the website includes information about the eight work packages of the project. In the next updates, it will include more details on the WP leaders and the ongoing tasks.

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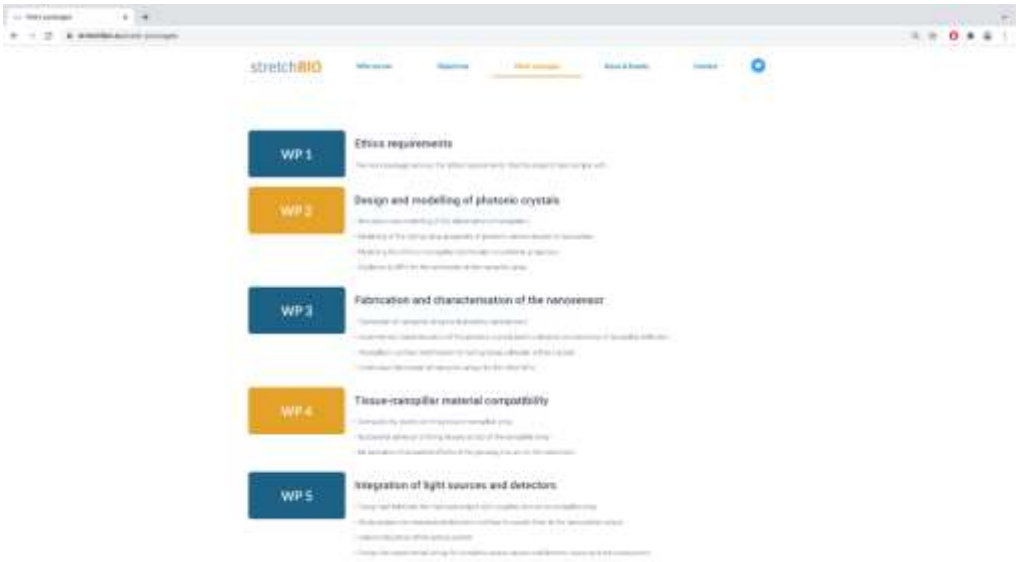

Figure 11: StretchBio website – Work packages section

Contact

The contact section of the website provides a user-friendly form so that stakeholders can communicate with the project consortium. The project coordinator, who is responsible for the project implementation and representation activities, will handle the incoming messages when needed.

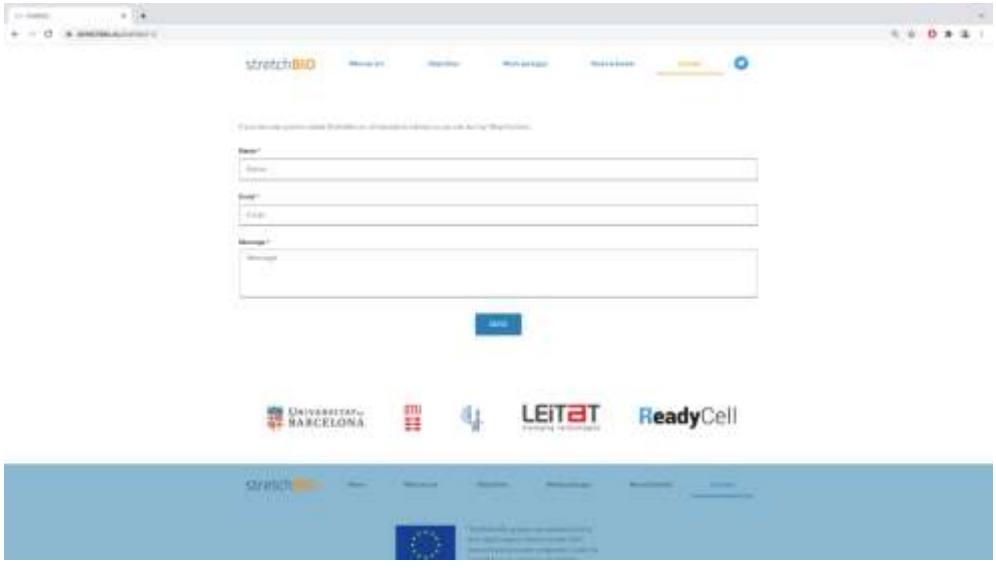

Figure 12: StretchBio website – Contact section

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