

# Securing Sustainable Dendromass Production with Poplar Plantations in European Rural Areas

Call: H2020-BBI-JTI-2016

Grant Agreement Number: 745874



Deliverable

## D6.1 Public Website

<b>Deliverable type:</b>	Website
<b>WP number and title:</b>	WP6
<b>Description:</b>	The public website of Dendromass4Europe will be available online in M6 containing information about the vision and objectives as well as the structure and role of the partners. A specific section targeted to the end users will include the possibility to register for a mailing list through which major events and results will be communicated.
<b>Dissemination level:</b>	Public
<b>Due date:</b>	31.12.2017
<b>Lead beneficiary:</b>	TUD
<b>Lead author(s):</b>	Sandra Liebal (TUD-FPFRE)
<b>Contributing partners:</b>	all
<b>Reviewers:</b>	Viera ŠeffEROVá StanOVá (DAPHNE)

## Document history

Version	Date	Author/Editor	Description
0.1	20.11.2017	Sandra Liebal	Initial version
0.2	11.12.2017	Norbert Weber	Version for review
1.0	20.12.2017	Viera Šefferová	Final version

# Table of Contents

Executive Summary .....	4
1. Website Design .....	5
1.1. Target Audience .....	5
1.2. The D4EU Logo .....	5
1.3. Accessibility .....	6
1.4. Mobile Access .....	6
1.5. Design principles .....	6
2. Detailed Content Description .....	7
2.1. Main page .....	7
2.2. Short project overview 'About the project' .....	7
2.5. Additional provided information .....	8
2.3. Description of the partners .....	8
2.4. News section .....	8
2.6. Means of Communication .....	8
2.7. Internal Tools .....	8
3. Summary .....	9

## Executive Summary

This deliverable D6.1 describes the initial state of the D4EU website. The initial D4EU website contains basic information on the project, its partners and their role in the project, a link to internal management tools as well as the basic means of communication for end users. The design of the website reflects the main principles of usability, clarity, and simplicity to provide the general public, decision makers, and interested end users with easy access to information on the D4EU project. By using the established content management system Wordpress, easy setup and maintenance is guaranteed. The D4EU website was launched at 01th November 2017 and is available at [www.dendromass4europe.eu](http://www.dendromass4europe.eu). Moreover, guidelines for design and content creation have been established to guide future authors.

# 1. WEBSITE DESIGN

The D4EU website has been designed with the main principles usability, clarity, and simplicity in mind to allow for easy access of information for users. In its first version, the website contains basic information on the project and its goals as well as the partners and their role in the project. Furthermore, the website contains basic communication means for end users, including a contact form and an integration of the Facebook and Twitter platform.

The design of the website reflects the general design style selected for the D4EU project. For example, the picture of the poplar plantation which is chosen to serve as a kind of identification creator with a distinctive design, has been used for a special landing page (see Figure 1) as well as for the header of the content pages.

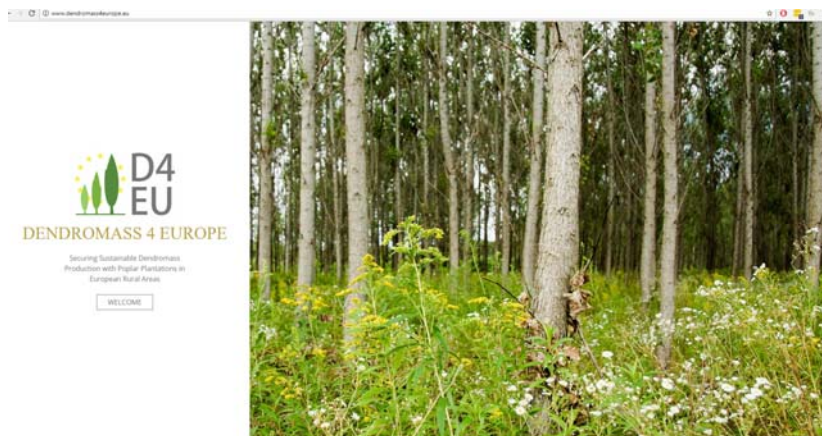


Figure 1: The landing page of D4EU-Website

The website of D4EU has a 'double layout', which means that every website content can be accessed directly via the tiles or via the respective links in the menu sector. By using an always consistently visible drop down menu at the left side, a simple and quick way of accessing all relevant pages of the website is provided. The pages themselves follow a clean structure with a main heading, sub headings, and short and precise paragraphs, making the content easy to understand.

The tile design at the main page is based on the look of the sustainable development goals of the UN (please see: <http://www.un.org/sustainabledevelopment/sustainable-development-goals/>). The pictures used for the tiles show the spectrum of tasks within D4EU and thus provide a quick insight into the project.

## 1.1. TARGET AUDIENCE

The D4EU project website is targeting a broad audience, including the general public, interested end users, potential scientific collaborators, and decision makers. Through different types of information and presentation forms, these different target audiences will be addressed appropriately.

## 1.2. THE D4EU LOGO

All partners have agreed on the official D4EU logo presented in Figure 2. It is composed of the official abbreviation, three growing poplars and the EU-stars. This reflects our goal of establishing poplar plantations based on the cooperative work of several partners in different countries of the EU.





Figure 2: The official D4EU logo

The green colours symbolizing the high ecological value of the poplar plantations compared to the marginal land they are planted on have been chosen as the D4EU greens. This colours will be used throughout the project as a theme colour in presentations, posters, and on the D4EU website. The colours have been set to be:

Light green      RGB 156/204/101

Middle green    RGB 124/179/66

Dark green      RGB 85/135/47

### 1.3. ACCESSIBILITY

An important focus point when creating the website was accessibility. The author team of the website has and will continue to put an eye on a clean design and understandable, short text paragraphs to enable easy access for users with disabilities. The page can be scaled to any size and alternative text is provided for every picture embedded in the page. The pages were validated by [achecker.ca](https://achecker.ca), a free accessibility checker, which found no immediate known problems.

### 1.4. MOBILE ACCESS

The use of the page in a mobile access scenario has been tested and found to be usable without problems. Wordpress and the used theme provide the respective layout for this use-case.

### 1.5. DESIGN PRINCIPLES

The following design principles for text and images have been established:

- The use of full justification for text paragraphs is required;
- The font style, colour, and size provided by the theme should be used throughout the website and not changed on a per-page basis;
- Images should be provided in good resolution and embedded with centered justification;
- An alternative text should be provided for images to ensure accessibility;
- Wherever possible, images should be used instead of long text or at least to visually support textual descriptions.

All authors of website content will be instructed to follow these principles. The group of authors will be restricted to TU Dresden project members, incorporating new content and creating project-relevant news posts based on input from all partners.

## 2. DETAILED CONTENT DESCRIPTION

At the time of this writing, the D4EU website contains the following information on the project.

### 2.1. MAIN PAGE

The main page is designed to provide a quick insight into the task spectrum of the project (see Section 2.2). The pictures used in the tiles stimulate curiosity and interest and show different aspects of the project. The hover effect text of each tile forecasts the upcoming content.

The main page consists of a very clean design and follows the principle of 'less is more'. Every content of the website is accessible with one click but without endless scrolling (like at the most of the modern parallax designs). The only additional information given are the social media buttons for Facebook and Twitter enabling a direct access to these communication channels.

The detailed description of the website contents follows the structure of the main menu.



Figure 3: D4EU Main Page

### 2.2. SHORT PROJECT OVERVIEW 'ABOUT THE PROJECT'

The project overview is divided into three parts: About the project, Project in figures and Downloads. In the tile design each content is accessible by a separate tile fulfilling the one-click-promise.

The page 'About the project' provides some details of the project objectives, including a scheme and description of the work packages. For each work package a brief explanation of planned tasks and methods is given.

'Project in figures' provides an overview on the most relevant figures like amount of funding or number of project partners.

The 'Downloads'-page contains of all relevant documents addressed to the public. At this time several dissemination materials like leaflet and poster are available. For this material, a preview is embedded and a download link is provided. A listing of publications, public deliverables or project related videos will be realized as soon as the material is accomplished. For papers, the full bibliography as well as a possibility for Open Access to the paper will be provided.

More details will be added for deliverable D6.2 as described in the project proposal.

## **2.5. ADDITIONAL PROVIDED INFORMATION**

Due to using the website for providing information about the importance of the project for the region as well as about facts and opportunities of plantations, e.g. short rotation coppices, the sections "Plantations" and "Innovations" have been set up. The information given here will be continuously updated during the project runtime. With growing knowledge and results from the project, the website will become increasingly useful and an important source of information for the stakeholders.

## **2.3. DESCRIPTION OF THE PARTNERS**

For each partner, this page provides a short description of the partner institution, their official logo, a link to their main websites, and a listing of contacts (e.g. address, email, phone number). By providing only relevant information of the partners, the visitor will get a quick overview of the consortium and the individual partners, with the possibility of further exploring the details on the respective external pages.

In a first partner grid the nine main partners are presented. By choosing the logo of the TU Dresden a link to a specialised grid of the consortium members belonging to TU Dresden is provided. Same as in the main partner's grid every consortium member of TU Dresden is shown with logo, description and contact information.

## **2.4. NEWS SECTION**

This section will be used to announce the latest news around the project by posting blog-style articles. The news may reflect planned dissemination events such as workshops and conference presentations, new content on the D4EU website as well as other useful information for users.

## **2.6. MEANS OF COMMUNICATION**

The project page offers several means of communication with the project partners. Through a Contact page, the main responsible contact is listed and a form is provided to send messages to the project partners. The https-certificate ensures a secure way of data transmitting in case of using the contact form or downloading dissemination material. Therefore, the website will be certificated as https until end of 2017.

The contact data of the partners are presented in the partners' page enabling a quick and direct contact to the relevant partners. Given websites or email addresses are linked. The project coordinator's address as well as phone number and email address are listed in the legal notice, enabling even a postal contacting.

## **2.7. INTERNAL TOOLS**

A link to the internal management tool "Sharepoint" is integrated in the tile on the bottom right. This provides project members with quick access to this resource. Sharepoint is not hosted on the same server and thus protected from unauthorized access by requiring individual username/password combinations.





### **3. SUMMARY**

The initial D4EU public website has been set up to represent the project throughout its lifetime, providing descriptions of the project goals and the involved partners as well as news and dissemination material. Through a clear and simple, yet powerful design, users are attracted to the page and interest in the project raised. By providing means of communication with the project partners, users are encouraged to get in contact with the project to raise questions, provide feedback, and initiate collaborations.