

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

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Deliverable

## D6.1 Public Website

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## List of Abbreviations

Abbreviation	Denotation
D4EU	Dendromass4Europe
WP	Work package

## Table of contents

<b>Document History</b> .....	<b>2</b>
<b>List of Abbreviations</b> .....	<b>2</b>
<b>Table of contents</b> .....	<b>3</b>
<b>1 Role and relevance of the deliverable within the project</b> .....	<b>4</b>
<b>2 Responsibilities</b> .....	<b>4</b>
<b>3 Website Design</b> .....	<b>4</b>
3.1 Target audience .....	5
3.2 The D4EU logo.....	5
3.3 Accessibility .....	6
3.4 Mobile access.....	6
3.5 Design principles .....	6
<b>4 Detailed content description</b> .....	<b>7</b>
4.1 Main page .....	7
4.2 Short project overview ‘About the project’ .....	8
4.3 Description of the partners.....	9
4.4 News section .....	10
4.5 Means of communication .....	10
4.6 Internal tools.....	10
4.7 Additional provided information .....	11
<b>5 Risks, monitoring and evaluation</b> .....	<b>11</b>
<b>6 Deviations and next steps</b> .....	<b>11</b>
<b>7 Conclusion</b> .....	<b>12</b>

## 1 Role and relevance of the deliverable within the project

One aim of Dendromass4Europe (D4EU) is to communicate and disseminate the project activities and results as widely as possible, targeting all actors in the dendromass issue area, including policy makers and regulators, industry and associations as well as the scientific community. Doing so, D4EU strives after awareness rising about the need of strong European bio-based industries.

Running the D4EU website is a key activity for the success of the D4EU's dissemination and communication, because it is one of the most important communication channels. This portal is meant to attract the attention of the public to the project. All public deliverables and a selection of general presentations are placed on the public web site. It will also provide information about the importance of the project for the region, e.g. continuity for the land management due to long-term contracts, or protection and creation of jobs. With growing knowledge and results from the project, the D4EU web site will become increasingly useful and an important source of information for the stakeholders. Therefore, main contents of the website are multilingual and thus comprehensible for local stakeholders. Furthermore, the website and its news sections are an important basis for social media work since it enables to link full texts with the very short posts in social media.

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. This ensures an easy access to information on the D4EU project to the general public, decision makers, and interested end users. By using the established content management system Wordpress, easy setup and maintenance is guaranteed. Moreover, guidelines for design and content creation have been established to guide future authors.

The D4EU website was launched at 01<sup>st</sup> November 2017 and is available at: <https://www.dendromass4europe.eu/>.

## 2 Responsibilities

The work package 6 (WP6) manages the set up and maintenance of the website. All consortium partners are aware of and committed to ensure good maintenance of the website by collaborating for new or optimized contents, meaningful pictures and translation services.

## 3 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 the header of the content pages (see Figure 1).



Figure 1: Picture “poplar plantation” used as identification creator at D4EU content pages

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.

### 3.1 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.

### 3.2 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. These 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

### 3.3 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.

Due to the world-wide importance and understandability, it has been decided to choose English as the main language of the website. To increase accessibility and comprehensibility of the website, the main contents have been translated into the national languages of the countries, where the short rotation poplar plantations of D4EU are located or where D4EU is interested to grow these plantations. Since the members of WP6 are working in Germany and thus lots of dissemination and communication activities will take place in Germany, the website has also been translated into German.

Thus, by now the website is accessible in the following languages:

- English
- German
- Slovakian
- Hungarian

### 3.4 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.

### 3.5 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 centred orientation;
- 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.

## 4 Detailed content description

### 4.1 Main page

The main page is designed to provide a quick insight into the task spectrum of the project (see section 4.2). The pictures used in the tiles (see Figure ) 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. In the footer (see Figure ), the information on funding is included by showing the BBI logo, the BIC logo, the EU emblem as well as the text about project funding.

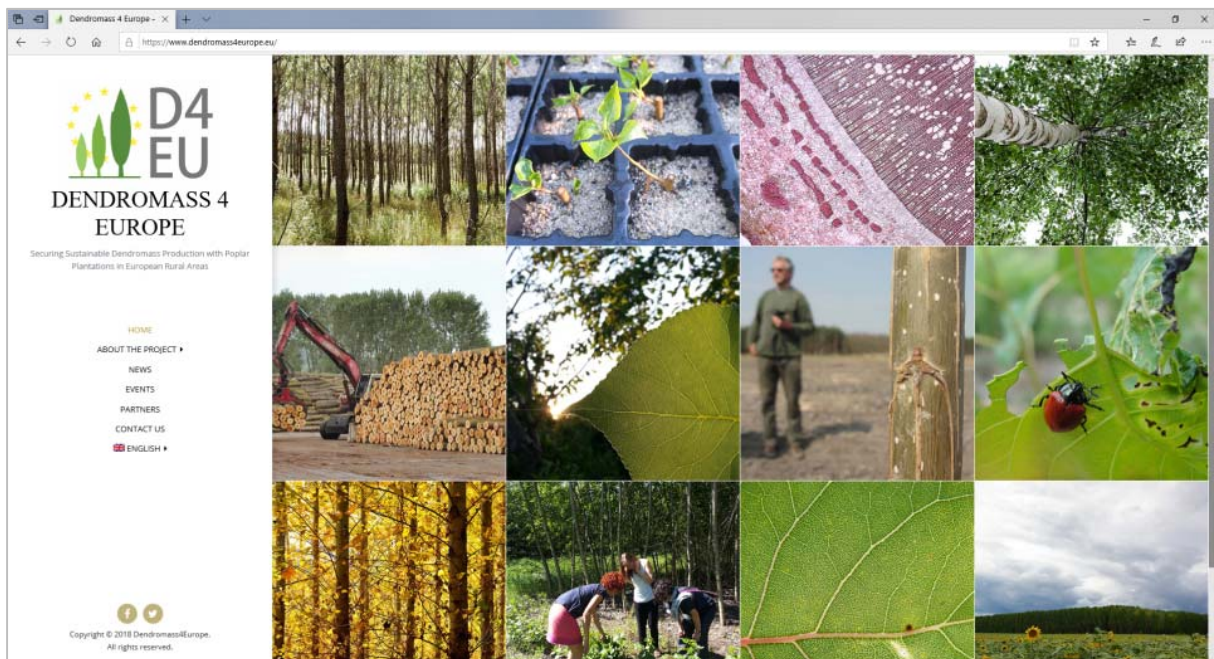


Figure 2: Screenshot of upper section of D4EU homepage



Figure 3: Screenshot of the lower section (footer) of D4EU homepage

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

## 4.2 Short project overview ‘About the project’

The project overview is divided into five parts:

- About the project (including objectives and work packages),
- Innovations
- Plantations
- Project in figures and
- Downloads



Figure 4: Screenshot of the menu structure of “About the project”

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. 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 duration. With growing knowledge and results from the project, the website will become increasingly useful and an important source of information for the stakeholders.

*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 scientific 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.

### 4.3 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. postal 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 specialized 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.



Figure 5: Main Partner grid with interactive buttons for showing further details of the project partner

## 4.4 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.

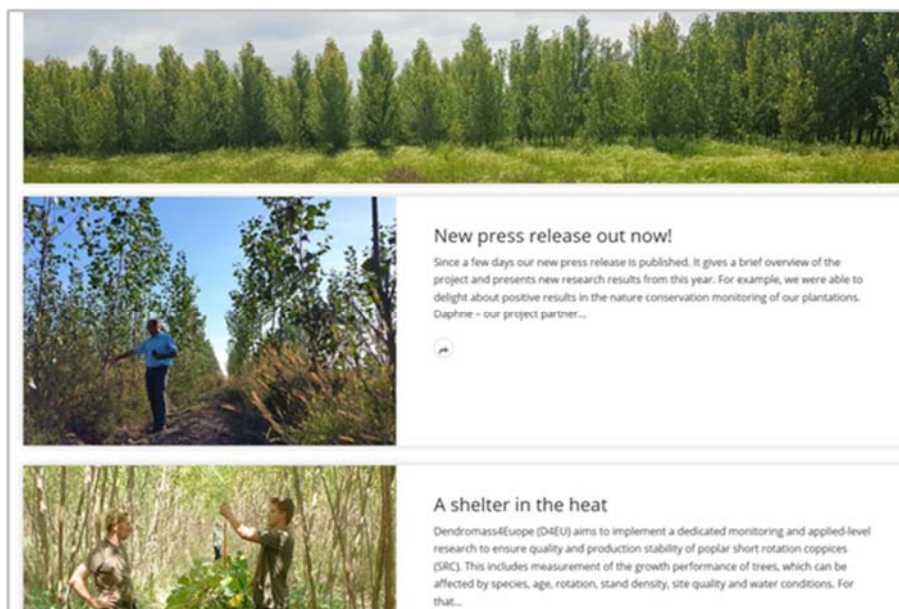


Figure 6: Screenshot of the news page

## 4.5 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.

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.

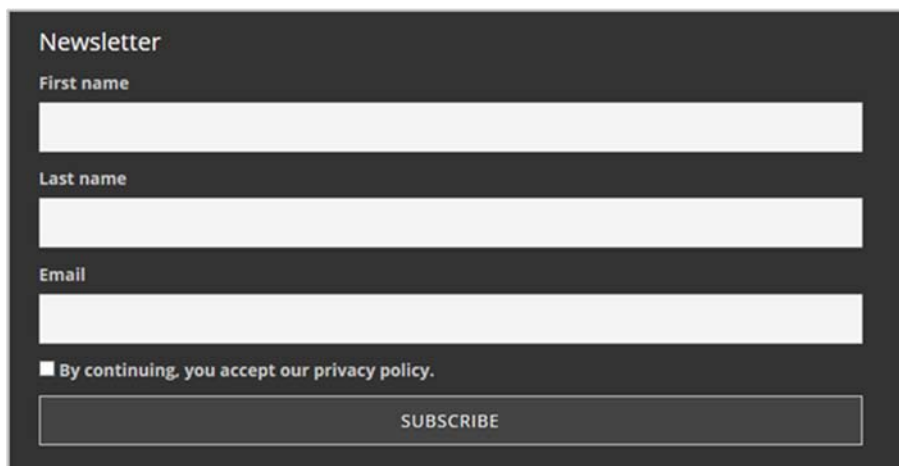
## 4.6 Internal tools

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.

## 4.7 Additional provided information

An event overview (calendar) with a mailing list service provides information about the demonstration events and other events at which D4EU results will be presented, such as conferences, workshops and fairs.

A sign-in form for a newsletter can be found at the bottom of the content pages. The used services for address storage and newsletter publishing are consistent to the new data protection regulations.



Newsletter

First name

Last name

Email

By continuing, you accept our privacy policy.

SUBSCRIBE

Figure 7: Screenshot of the newsletter sign-in

## 5 Risks, monitoring and evaluation

Designing websites has the challenge to meet all the different technical requirements of the several internet browsers (e.g. Internet explorer, Edge, Chrome, Mozilla Firefox, Safari) which are commonly used world-wide. Because different internet browsers run on a different code basis, it is almost impossible to design a page which works perfectly on all browsers. This does not only apply for the main website software, it also does for the embedded add-ons or plug-ins. Thus, it can occur that parts of the website are not displayed correctly on some internet browsers.

D4EU is monitoring the functionality of its website through regular checks in the most common browsers. D4EU tries to minimize the error possibilities by using the world market leader for website content management systems and for the used add-ons and plug-ins. If an error occurs, alternative software options will be tested.

## 6 Deviations and next steps

Regarding the website, no deviations have occurred yet. The website will be continuously maintained in coordination with the project partners.

In close cooperation with project partner IKEA Industry Malacky and its Slovakian public relations agency, a new subsection for regional stakeholders, especially farmers, landowners and (potential) plantation operators will be added to the website in the next few months. This page will contain infor-

mation about planting and operating Short rotation poplar plantations. This information will be specifically adapted to the conditions in the Malacky region (e.g. regional amounts of costs, regional potentials for dendromass growth, possible revenues). Furthermore, we aim to substantiate the information with meaningful photos and a video. Of course, this information will also be translated in the other languages of the website. In addition, it is planned to integrate a calculator into the web site. This calculator helps farmers, landowners or plantation operators to calculate the costs and profits that are specific to the conditions of their land. In the initial version, this calculator will only be available for the Slovakian region and thus in Slovakian language.

## 7 Conclusion

The initial D4EU public website has been launched 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 is 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.