Introduction into
ECO-READY Website
(Deliverable 6.5)

Eco Ready

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Technical References

Project Acronym	ECO-READY
Project Title	Achieving Ecological Resilient Dynamism for the European food system through consumer-driven policies, socio-ecological challenges, biodiversity, data-driven policy, sustainable futures
Project Coordinator	Czech University of Life Sciences (CZU)
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[1] PU = Public
PP = Restricted to other programme participants (including the Commission Services)
RE = Restricted to a group specified by the consortium (including the Commission Services)
CO = Confidential, only for members of the consortium (including the Commission Services)

Document history

V	Date	Beneficiary	Author
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2			

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Summary

The project ECO-Ready engages in different online channels for distributing its results and for communicating with stakeholders in its efforts to reach impact. They include a.o. a website, social media accounts, and e-mail communication. This report provides a short introduction into the website that is active by the time of the publication of this report. The website is accessible through the domain www.eco-ready.eu. It can be accessed through PCs but also through Computer Tablets and Smartphones. Its design has been developed with a use through touch screens in mind.

The website is embedded in a dynamic development process and develops its content in line with the development of the project and its project activities. This means that some parts are still without content but will be filled with content at later stages of the project. The structure of the website has been prepared for providing space for the information that is available already now but also for the information the project expects to be delivered at later stages. This approach has been used for providing visitors from the very beginning of the project with a view on the project's ambition and expected outcomes.

The website has been developed by proQuantis with support from project partners. It is managed by proQuantis who is responsible for its function, the accuracy of its content (if not mentioned otherwise), the regular update of the information deliveries, and the consideration of the European data protection legislation.

This report provides an overview on the website development principles and informs about the principal design elements that have been used in the development of the website. However, the design just as the content are open for change and further development throughout the project duration for continuously improving the attractiveness for stakeholders and for reaching the impact the project aims for.

Disclaimer

Table of content

1   Introductory overview

The project ECO-Ready presents itself to its stakeholders and the interested society through its web site and social media accounts. Both channels are connected with each other but serve different needs. This short report provides an overview on the present stage of web site development. Web site development is an ongoing process which integrates information about the project but also information about tools and organizational units that will be developed within the project. The web site keeps relevant information for serving information requests at any time and is open to all interested groups. The web site interacts with social media as its use is supported by social media communication which employ a "push approach", informing selected groups of emerging issues that might be available on the web site for further consideration.

2   Principal design

The website of the project opens with a *landing page* which provides a first overview of the focus and engagement of the project through

a) a central picture container. involving a **moving picture** with embedded headings and text which makes the visitor aware of some of the **main objectives** of the project (figure 1),
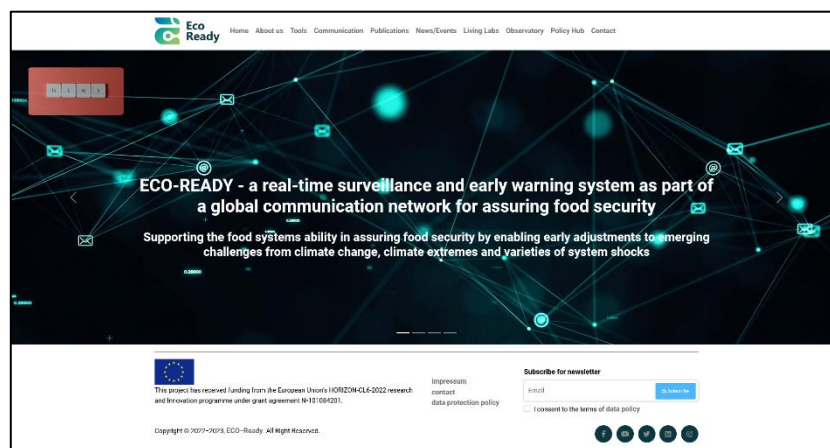

Figure 1. Landing page (first page of horizontally moving pages).

b) a top-level horizontal menu bar which informs about the major **project activities** and opens the way to more detailed project information,
c) a news corner allowing easy access to the **latest news**,

d) a **newsletter** subscription part, and

e) overviews on contacts, responsibilities, and the necessary **legal requirements**.

The web site builds on 12 information categories which are accessible through the horizontal opening menu on the top of the opening page (figure 2).
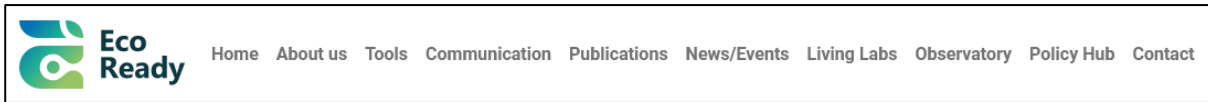

Figure 2. Menu bar.

The access to the information within the categories is being designed for easy use, quick access, and potential use through touch screen devices. This is reached through three design elements,

a) similarities in design,

b) simplicity in selection, and an

c) easy to follow short path to the final project information.

The organization of all website categories follows an identical principle. An opening page of each category provides on its upper part a summary information of the focus of the category, integrated into a picture design. The lower part of the screen provides access to a number of subcategories (at most 5), each one represented by a picture combined with a short introductory text. Selecting one of the subcategories (pictures) opens the targeted project information page. An example of an opening page of a category ("about us") is shown in figure 3.
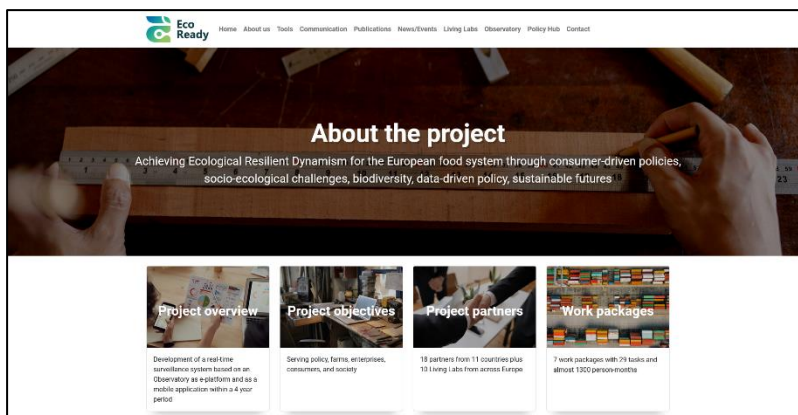

Figure 3. Principal design of category web page with links to subcategory information pages.

The pictures of the subcategories are shown in color if suitable information is accessible through them. If information behind a subcategory is due in later stages of the project, the picture is in black and white and displays, if selected, a short pop-up window which informs on the situation and provides an email-link for further information.

3   Organization of the web site

3.1 Opening and overview

The landing pages will be reached through the domains www.eco-ready.eu or www.eco-ready.org. They provide a first complete overview on what the website has to offer. The horizontally moving pages in the central container communicate the major objectives of the project and the menu bar informs about the details. The structural overview of the website is summarized in figure 4.
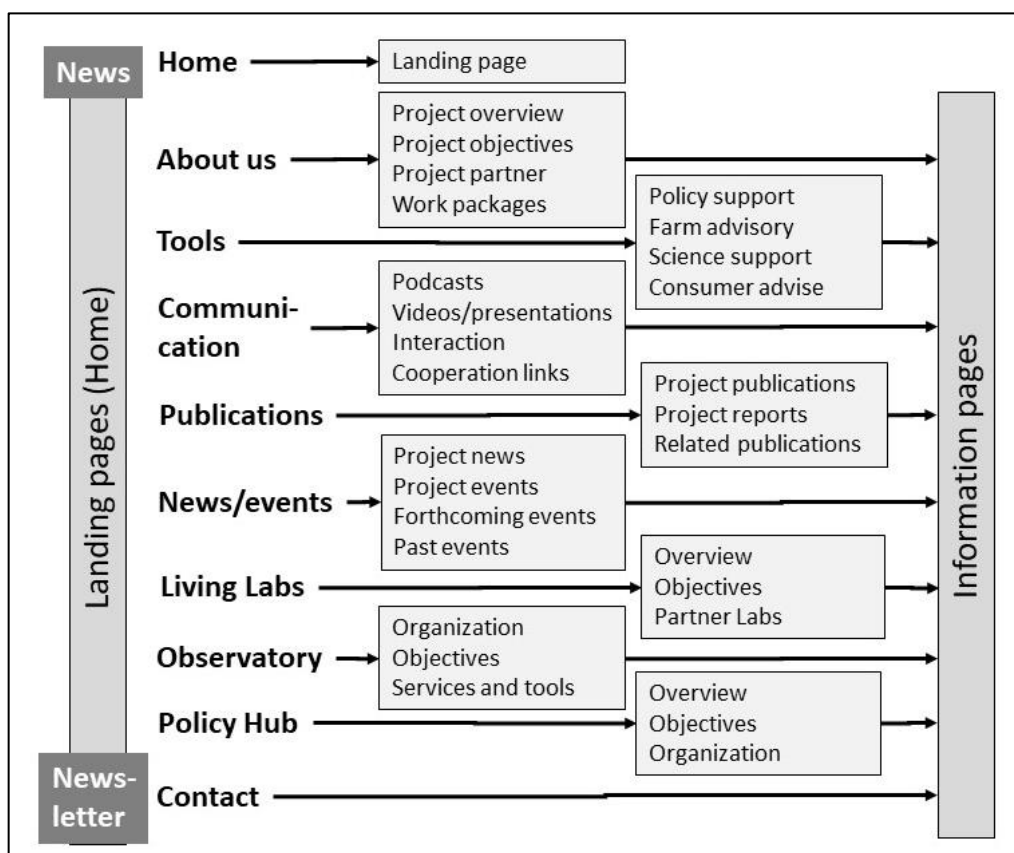

Figure 4. Site map of web pages.

3.2 Focused information pages of subcategories

The organization of the information pages offered within sub-categories differs between sub-categories. It partly depends on the type of information accessible on the page but partly used for offering design alternatives to visitors of the site.

The site distinguishes between 4 different designs,

a) a textual description,
b) a cluster of graphic elements,
b) a list of combinations between pictures and text, and
c) a listing of database output ("Google design").

Textual description

Textual descriptions are used in subcategories that are meant to provide a short but comprehensive overview on a subject. An example is the page that provides an overview of the project as demonstrated in figure 5.
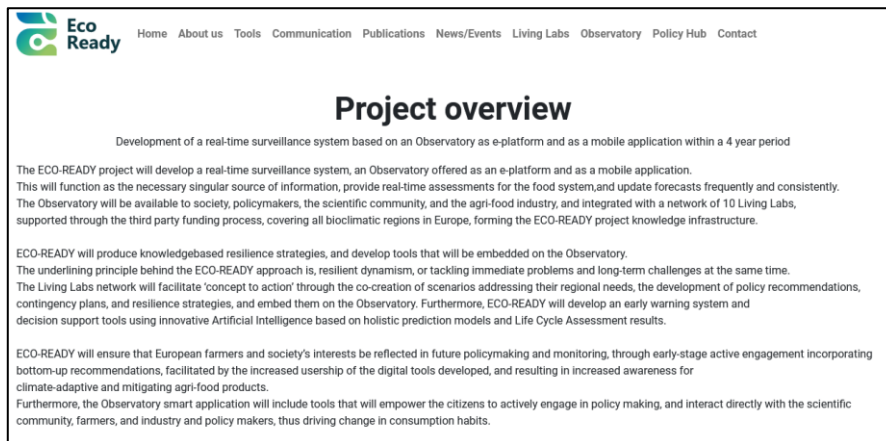

Figure 5. Example of a text information page.

A more structured display with a mixture of headings and text was used in the first version of the listing of work packages (figure 6) which, however, is being replaced by a different design. It is shown here just for demonstration purposes. However, it is also an example for the dynamic development process the web site is involved in, getting it adjusted to new requirements and opportunities throughout the project duration.

Work packages

The ECO-Ready project with its 18 partners is clustered into 7 work packages that interact with a number of Living labs across Europe. The work packages focus on providing information services to policy, business, consumers and the society through an observatory and a policy Hub which will continue serving the stakeholders beyond project duration.

Work packages

WP1: Scoping and outlining the extended European Food Social-Ecological system

To understand the EU food system vulnerabilities related to climate change and other system shocks (ie. pandemics), and the multi-dimensional consequences of these emerging dynamics. To identify gaps between the current state and the desired future state of food security, taking into account drivers which impact the resilience of food systems within the select pilot regions. To develop a minimum of 50 model-based scenarios (5 per LL) which will address the gaps to food system resilience, and serve as a starting point for testing by the LLs (WP3).

WP2: Stakeholders' engagement and empowerment

Understand the main challenges, needs, intentions and preferences of citizens and ECO-READY stakeholders around food security, biodiversity and climate change; Address existing stakeholders' knowledge and skills gaps and lead to a higher engagement around the ECO-READY Observatory; Develop and test a set of interventions aiming to trigger consumers' behavioural change towards more sustainable patterns, supporting the development of more resilient agrifood systems.

WP3: Cascade funding and Living Labs network

Utilise the funding to third-party tools to develop a network of Living Labs (LLs);

- Develop assessment criteria to ensure spatial, temporal and thematic inclusivity of selected LLs;
- Create a user centered platform for participants to interact and co-create knowledge surrounding resilience, climate change, biodiversity, food security and stakeholder behaviour;
- Employ a Community of Practice (CoP) approach to capture both explicit and tacit knowledge;
- Monitor and evaluate the LLs performance and outcomes;
- Organise workshops for selected LLs to connect, share research and present exploitive pathways of observatory affiliation to ensure networks are sustained after the project

Figure 6. Example of a structured text information page.

Cluster of graphics elements

A typical page with a cluster of graphics elements is represented by the overview on project partnership. All partners are represented by the logo of their organization. Each logo is linked with the partner's web site which provides easy access to the partners' backgrounds (figure 7). A further individualization through the integration of people's names and/or e-mails was not followed-up due to data protection considerations.

Combinations of pictures and text

In cases where there is less requirement on the density of information provision, an information page could mix text with animating pictures which increases the attractiveness to users. This approach has been introduced through a variety of alternatives which differ primarily in the relevance of the pictures for the text.

Variation 1 with general pictures: This variation has been used for increasing the attractiveness of an information page and for helping the visitor to focus on the related text. An example involves the presentation of the project's objectives. Each objective is linked to a picture with some basic relevance for the objective, supporting the objective's message (figure 8).
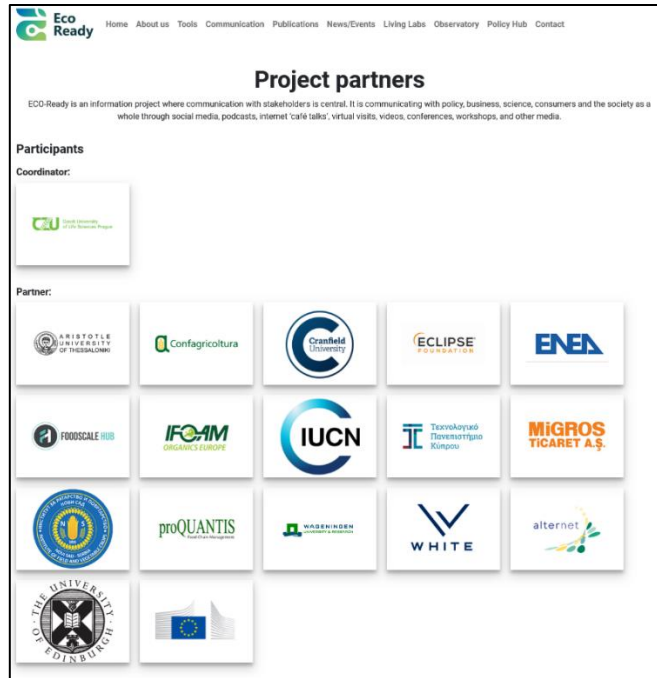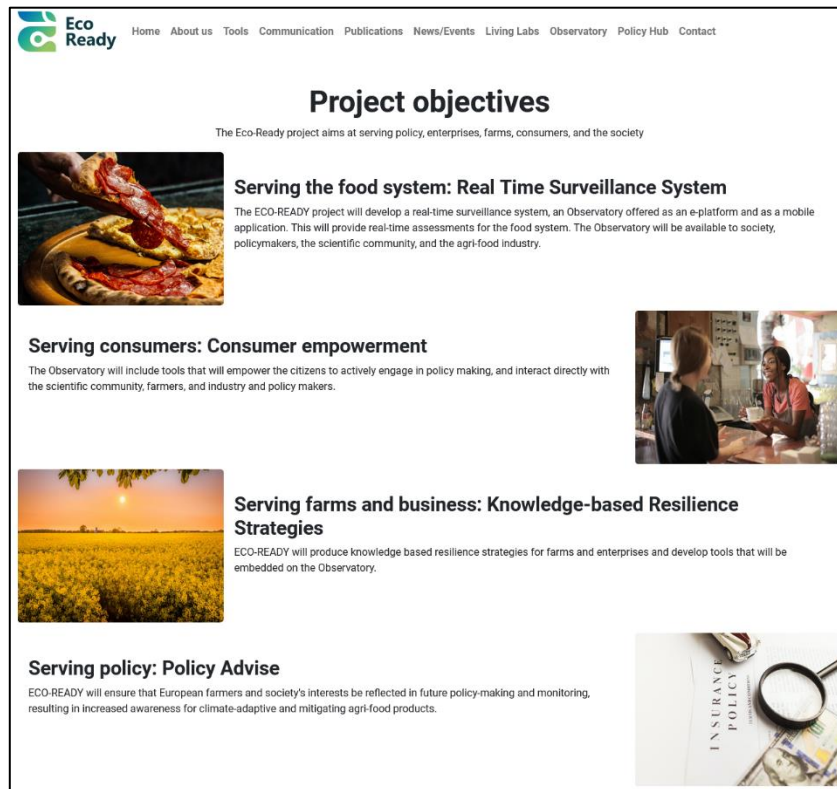
Figure 7. Logo information page.

Figure 8. Example of an information page with integrated pictures and text.

Variation 2 with logos of responsible groups: This variation will be used in the outline of the project's work packages where a short work package description is combined with logos

of responsible project partners which, in turn, will provide a link to the Partners' web sites. In this case, the use of logos is providing substantial additional information. The logo approach is presently used in the presentation of tools offered to users. As project tools still need time to be developed, the project is providing a selection of tools with relevance for the project's focus that have been developed somewhere else (figure 9).
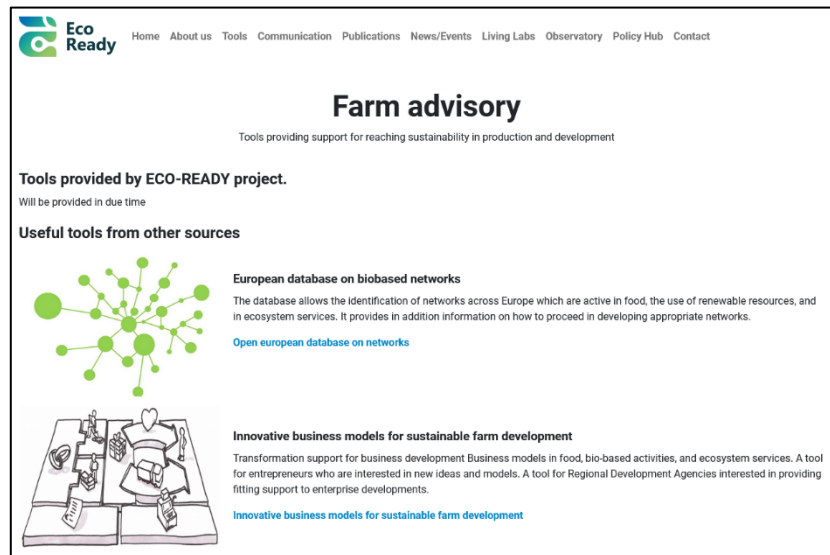

Figure 9. Example of an information page with integrated logo and text information.

Variation 3 with pictures of books'/reports' covers: This variation is most suitable for web pages which list publications of any kind. It's a common approach which is widely used in presentations of publications. In this case, the picture has primarily an animating effect which puts flavor to a page and might increase the interest in a certain publication (figure 10).

Figure 10. Example of a publication page.

Variation 4 with web site images: This variation has not yet been introduced in the project's web site but might be introduced later in announcing events of any kind. In this

case, the information about a forthcoming event is combined with a small caption of the website where the event is being announced. The caption is directly linked with the web site of the event and facilitates a visitor's visit to the announcement of the event.

Database output

The project keeps track of events organized by project partners as well as of events organized by third parties but with relevance for the project. The events are kept in a database and listed in events pages. The Website distinguishes between forthcoming events and past events. The display in the different pages is automatically adjusted according to the dates of the event. The display uses the Google display design as a model which allows to link up with the event's web page through the event's heading (figure 11). The collection of data for the events is still up to discussion and under development.
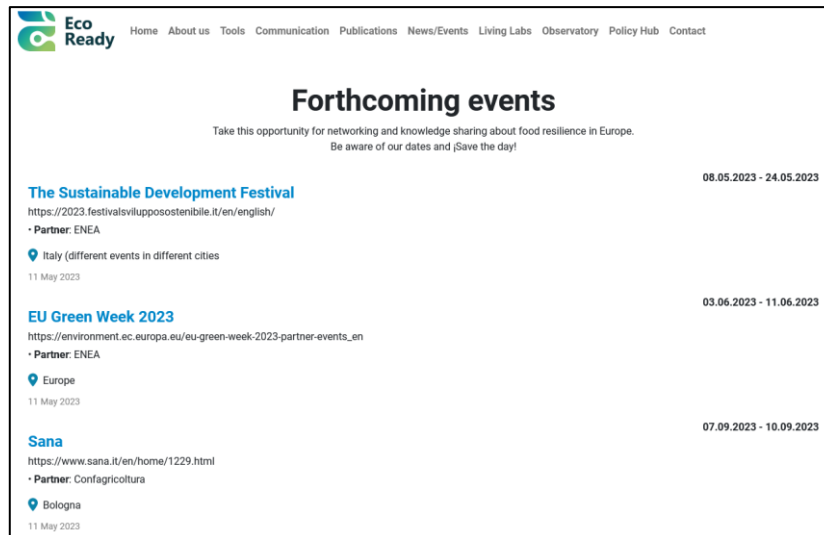
Figure 11. Example of a database supported information page.

4 Specific functionalities

News

The access to news is organized through two different opportunities. The project web site includes a category dealing with "news". In addition, the landing page includes a pop-up window (figure 12) that provides direct access to "latest news" from where a link guides visitors to the news category if further or older news are of interest. The pop-up window is opened through a dedicated news button on the page. This button is presently being revised to display an animated picture which should motivate a user to use the button. Different alternatives are presently tested for reaching a most attractive solution.
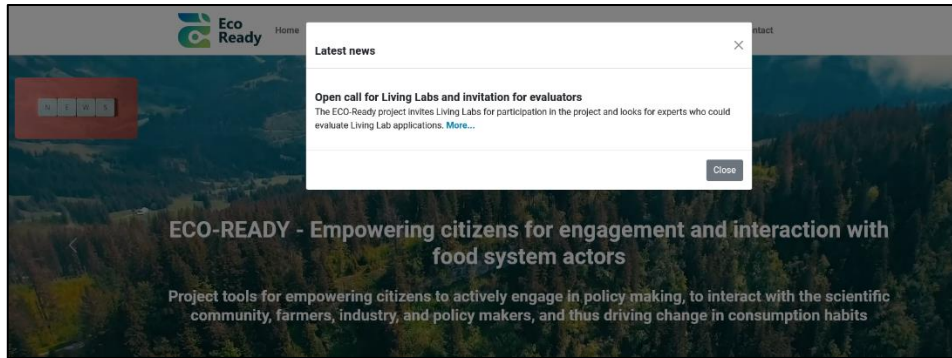
Figure 12. Pop-up of latest news.

Newsletter

The landing page allows interested visitors to subscribe to the project's digital newsletter by leaving an e-mail which will be integrated in an e-mail database (figure 13).

Figure 13. Newsletter subscription.

Podcast and Youtube links

Of special relevance will be the links between the website and the Podcasts and Youtube channels. Podcasts have an important role for communicating expertise within the project and knowledge that will be created by the project. **Podcasts** keep the knowledge and make it accessible to all interested groups during and beyond project duration. The The link with **Youtube channels** will allow to let interested groups virtually participate in project events and especially activities taking place in Living Labs.

5 Further developments

For the future, it is envisaged to complement the website with a feature that allows partners to submit new events to the database and, most importantly, to provide input about events that had been visited. This will provide the basis for monitoring activities of the project, informing about event participation, event target groups, event program and related issues.