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Deliverable D2.3

Project Website



This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 689229.



DECISIVE

**A DECENTRALISED MANAGEMENT SCHEME FOR
INNOVATIVE VALORISATION OF URBAN BIOWASTE**



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A Decentralised Management Scheme for Innovative Valorisation of Urban Biowaste

D2.3 – Project Website

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ABSTRACT

This deliverable describes the website that has been developed for the dissemination and communication purposes of the DECISIVE project. It was created as an online tool and space for announcing project news, as well as news from the partners and as the major communication tool for announcing new deliverables, project achievements, milestones and events.

DOCUMENT HISTORY

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Revision	06/06/2018	Jean-Benoit Bel	Comments from 1st periodic technical report

CONTRIBUTORS

name	company	contributions include
Jean-Benoit Bel Erneszt Kovacs	ACR+	Definition of content and drafting

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Executive summary

The deliverable D2.3 which describes the project website is a summary of what was requested from the subcontractor by the project consortium. This Deliverable comes as a part of the series which includes the Dissemination and Communication Strategy and the Visual Identity guidelines. With these three deliverables, the project has now completed its visual identity, including the digital version of it.

The fact that this deliverable is the third consecutive deliverable, dependant on the previous two (D2.1 and D2.2), we experienced certain delays, but together with the subcontractor we managed to act quickly and prevent any major inconveniences for the project partners.

General information

Objectives of the website

A website was created for the project by March 2017, as previously defined by the Grant Agreement 689229, presenting the project's objectives, activities, progress and results and allowing interested stakeholders to find out more about the partnership and their activities within the project and to interact with the project's technical experts.

The website will serve as a tool for a clear communication and wide dissemination of the project news, activities, outputs and results. Thus it has mainly an informational purpose. It will provide the different target groups with a stable source of information, in an attractive and encouraging way. The website allows interested stakeholders to find out more about the partnership and their activities within the project and to interact with the project's technical experts. The website will specifically focus on the decentralised bio-waste management scheme, the process development and assessment, as well as the demonstration cases and the exploitation strategy of the project results. The website also provides access to the knowledge base on anaerobic digestion and solid state fermentation as the key technologies the project explores and is based on. The DECISIVE website also serves as a place for project partners to share information about the project progress and deliverables, through the private area of the website.

The website was imagined a living space, in order to be attractive for web users. In that sense regular news articles are posted and the website has all social media platforms integrated, too. All Project partners are in charge of providing information for the publication of news in the website to ACR+. In the first stage, ACR+ will be inserting the basic and general information on the project and expected work in order to create initial content what will later become a dynamic and up to date content, provided by all partners, according to their role in the project and facilitated by ACR+.

Target groups

As the project is targeting a wide and mixed range of target groups, namely waste management officials, waste operators, urban and waste policy officers and at the same time scientists and academia and other stakeholders along the bio-waste value chain, the website is constructed in a way to ensure as high outreach as possible through certain functionalities included in the website.

The website should reach out to 4 key target groups which were defined by the project:

- General public
- Waste professionals (public and private)
- Scientific community
- Communication to European institutions

These targets groups will be addressed by several different features of the website and its content. While a promotional video and general news items will inform public and rise interest and awareness on bio-waste management and benefits of local valorisation, communication to waste professionals through the website will focus more on promotion of the innovation and making them aware of the advances of the project and the developed technologies. Therefore, the website will enable them to subscribe to the newsletter as well as announce numerous events and seminars addressing professionals.

The scientific community and European institution personnel will be able to explore and stay up to date with the project developments as the website will host a space for the demonstration sites, where the project results will be implemented.

Whichever target group the website visitor might belong, they will be able to interact with the DECISIVE experts through a messaging platform where they can leave questions and comment on latest achievement.

Website content

Content management

The content will be provided by the project partners. It will include texts, pictures and demonstration videos. The website is developed in English.

Web Content Management System (WCMS)

The website is relying on WordPress, a web content management system (WCMS), which allows modifications on the website by the administrator without needing any particular web developer skills.

Special functionalities of the website

The following functionalities have been integrated into the website for its better performance and exploitation:

- **News section:** when a new news item is drafted it is automatically fed into the news block on the homepage as well as in the archive. Several categories are identified, that fed to respective pages: general news (the news page), municipality forum and news for each of the 11 pilot cities (each of them has its own page)
- **Search option:** it is possible for the user to search the website for words, phrases and/or provide them with key topics from which to choose. Result page will rank results and categories according to the areas of the site. No input or maintenance is needed from the project's partners (automatically indexes content).
- **Online forms:** a form building tool (plugin) is available on the website, so that the website administrator can build and edit forms without recourse to the web developer. The website administrator is able to choose the different items/categories of the registration forms as well as to modify to which email address the registrations are sent. The forms include:
 - registration to an event
 - subscription to the newsletter
 - contact us
- **Visitors' statistics:** it is possible for the website administrator to have access to statistics on the website, for better monitoring and reporting on the effectiveness of the website
- **Newsletter management:** the website includes a newsletter management tool which enables newsletters to be sent from the website and to be stored there
- **Contacts list:** together with the newsletter management tool, it is possible to have a management of a contact list – newsletter receivers – directly via the website.
- **Library** for all the deliverables, newsletter, videos, reports and other written documents.
- **Social network integration:** in order to enhance the visibility and number of visits to the website, the website has direct link to Twitter, Facebook and LinkedIn.
- **Email account:** a general email account for external communication with the same domain like the website: info@decisive.eu

Structure of the website

The website includes the following:

- Information about the project and the project partners (13 of them)
- Knowledge base on urban metabolism and biowaste management including the two key processes that are the focus of the project: anaerobic digestion (AD) and solid state fermentation (SSF)
- Platform for presenting the project's findings on decentralised biowaste management schemes, their states of art in Europe and evaluation of such collection schemes
- Space in form of dedicated pages for the two new, marketable, eco-designed micro-scale AD treatment process and SSF process including the communication material and necessary demonstration videos and reports; a set of policy and economic incentives proposals will be included here
- Information about various events and activities implemented during the project as well as relevant conferences, trainings, study and demonstration visits and workshops on the topic of biowaste management and the two processes the project will develop
- An interaction platform with the project's experts where visitors can leave answers and request for support to the experts in AD and SSF working on the project.

The Website will include an online subscription to the DECISIVE newsletter (by filling in a form) and access to the key deliverables by the project – a decision support tool and necessary technical and policy specifications on the AD and SFF processes, as well as subscriptions to the events.

The content which is directly accessible is reduced to 2 key features of the website and if the user wishes to have more detailed information he will be guided there via the main pages. On one hand, the Anaerobic Digestion, Solid State Fermentation technology innovations, as well as the decision support tool will have highlighted icons for direct access. On the other hand, the two demonstration sites (in Barcelona and Lyon) will be highlighted, too.

- The AD, SSF and Decision Making Tool will be direct shortcuts to the three key outputs of the project. These pages will contain regular updates on their development, video and photo presentations and scientific background of these outputs
- The demonstration sites on the other side will lead the visitors directly to the presentation and technical specifications of these sites.

Figure 1 below gives a screenshot of the home page where key and highlighted pages of the website can be easily and directly accessed.

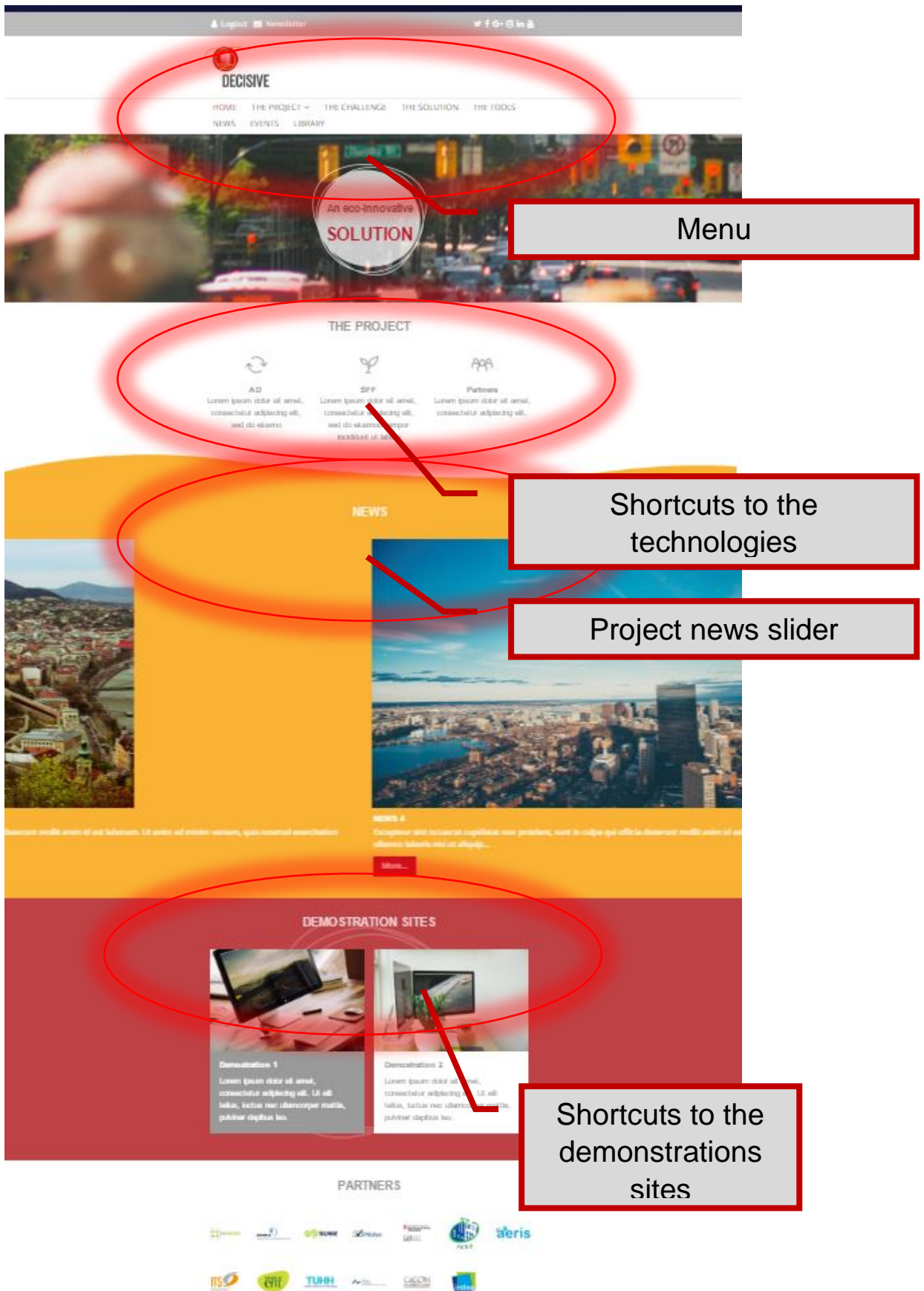


Figure 1. Screenshot of the front page with the indicated structure

The rest of the pages are accessible via the menu that is permanently displayed on the top of each page. The menu is structured as shown in Figure 2. The sub-pages should appear when passing over the menu categories. It is possible to change and adapt the whole menu structure and to add, edit, and delete menu items by the website administrator.

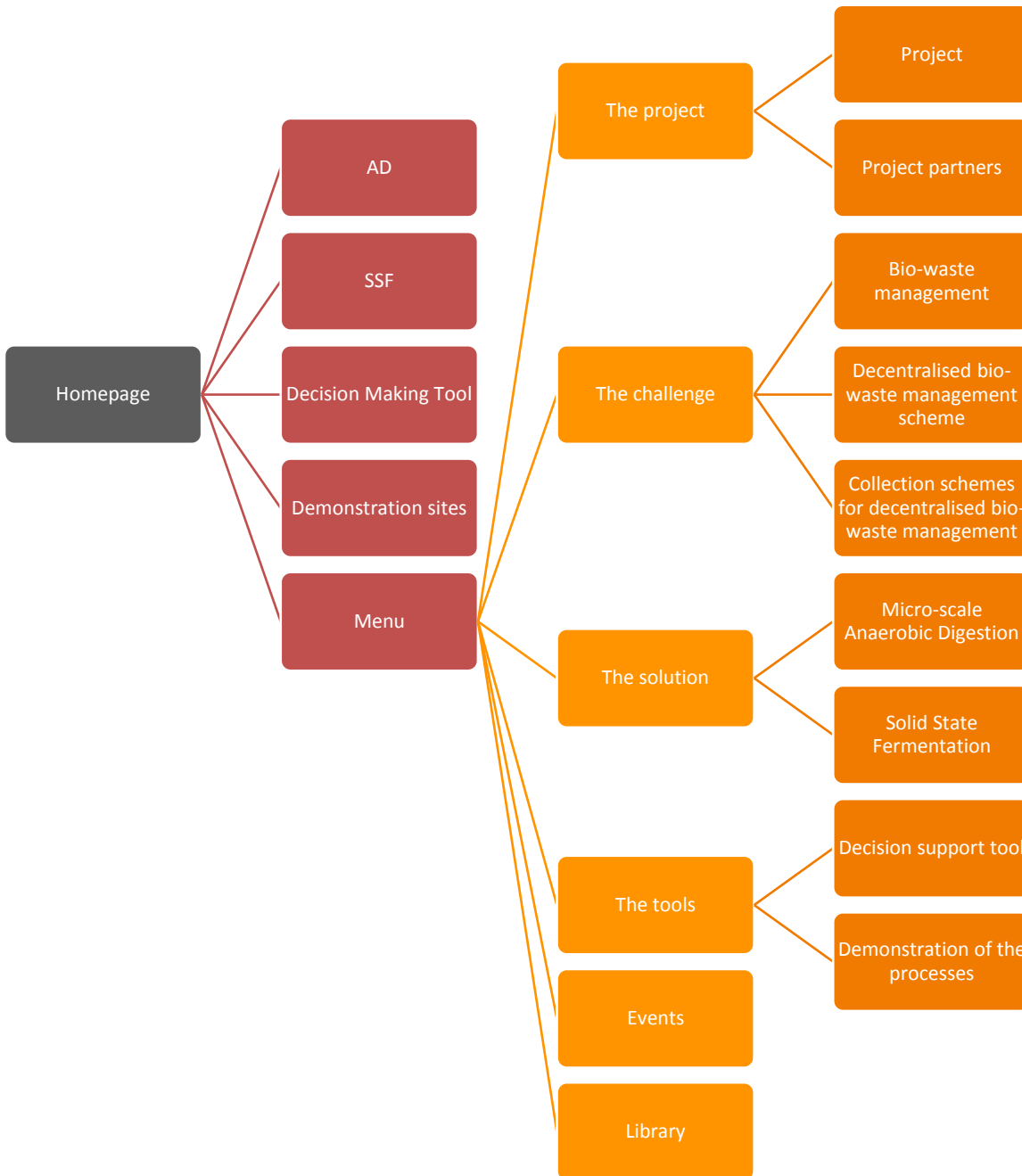


Figure 2. Menu structure

Each webpage contains the disclaimer stating that the project received funding from the EU and that the content of the website does not reflect the official opinion of the European Union, as requested by EASME.

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DISCLAIMER

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