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Deliverable 7.2
SnapEarth Website

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Abstract: This document is a description of the Website deliverable which is part of Work Package 7 (WP7) 'Dissemination & Exploitation' within the SnapEarth project.

* Dissemination Level: *PU= Public, RE= Restricted to a group specified by the Consortium, PP= Restricted to other program participants (including the Commission services), CO= Confidential, only for members of the Consortium (including the Commission services)*

** Nature of the Deliverable: *P= Prototype, R= Report, S= Specification, T= Tool, O= Other*

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Table of Contents

Glossary

EC	European Commission
EU	European Union
PO	Project Officer
WP	Work Package

Executive Summary

This document is a description of the Website deliverable which is part of Work Package 7 (WP7) 'Dissemination & Exploitation' within the SnapEarth project. It describes the key points of design, execution, content, usage, and communication strategy behind the internet platform of the project. The website is identified as the main online presentation and dissemination tool. The document moves on by giving an overview of the project Website. It presents the site map and structure, presenting each section separately and explains the way the content is organized in the various sections. The present document is also accompanied by a set of screenshots, for a more comprehensive visual presentation of the project Website.

1. Introduction

The SnapEarth Website will play the most important role in disseminating project information. The main aim of the website is to inform the public of the status of the project and its evolution, to give insight into the outcomes, especially for platforms that will be the main products developed in the project, and publications.

SnapEarth Website will allow in particular:

- to provide an overview of the project, its objectives, main milestones and profiles of consortium members

- for any visitor, to stay up to date on the progress of the project all along its duration, namely through the diffusion of videos and/or well-illustrated reports

- to give access to all public deliverables and pointers to the Websites of the different partners

- to provide a calendar with the events list where communications about SnapEarth are planned and where will be possible to meet with members of the consortium

- to create awareness for the project and collect feedback from stakeholders

- to provide access to the dissemination material and reference to the open access publications produced within the SnapEarth project

- to facilitate the interaction between partners and interested parties (blog).

2.   The project Website structure

The Website of the SnapEarth project is available at www.snapearth.eu and is responsive to the browser, making it also readable from mobile devices. The Website is accessible for everyone via the Internet. The selected URL of the Website allows finding the page easily also via search engines. Overall graphic design of the Website was aligned with the general visual identity of SnapEarth. The interface of the Website is in English, if necessary, the content of the Website will be updated in other languages.

The Website is designed to address the identified target groups in the most effective way, and it is the easiest way to ensure the visibility of the project for the EU as well as target audiences, stakeholders and the general public.

The SnapEarth Website contains six specific tab pages: Home, About, Services, Blog, Resources, Contact. All sections of the website have:

1) header (Fig. 1):
- the SnapEarth logo
- the menu bar
- a search function

Figure 1. The Website header

2) footer (Fig. 2):
- social media links (LinkedIn, Facebook, Twitter)
- a reference to Horizon 2020 and European Commission (EC) support and a disclaimer excluding EC responsibility
- site map
- contact information
- privacy policy

Figure 2. The Website footer

2.1. Home

This page provides a basic overview of the project and includes flash news about the project (Fig. 3). Besides the elements mentioned above, the homepage contains:

- icons (Fig. 3a) with links to individual services (EarthSelf, EartSignature, EarthSearch, EarthPress, EarthClimate, EarthFoodSecurity, EarthAgri)
- graphic banner with a brief description of the project (Fig. 3a)
- latest news – three fragments with the latest articles from the blog (Fig. 3b)
- calendar with upcoming events that are organized by consortium or in which partners will take part (Fig. 3c)
- newsletter box - possibility of subscription (Fig. 3d)
- bar with the logos of the partners in the consortium (with links to their websites) (Fig. 3e)
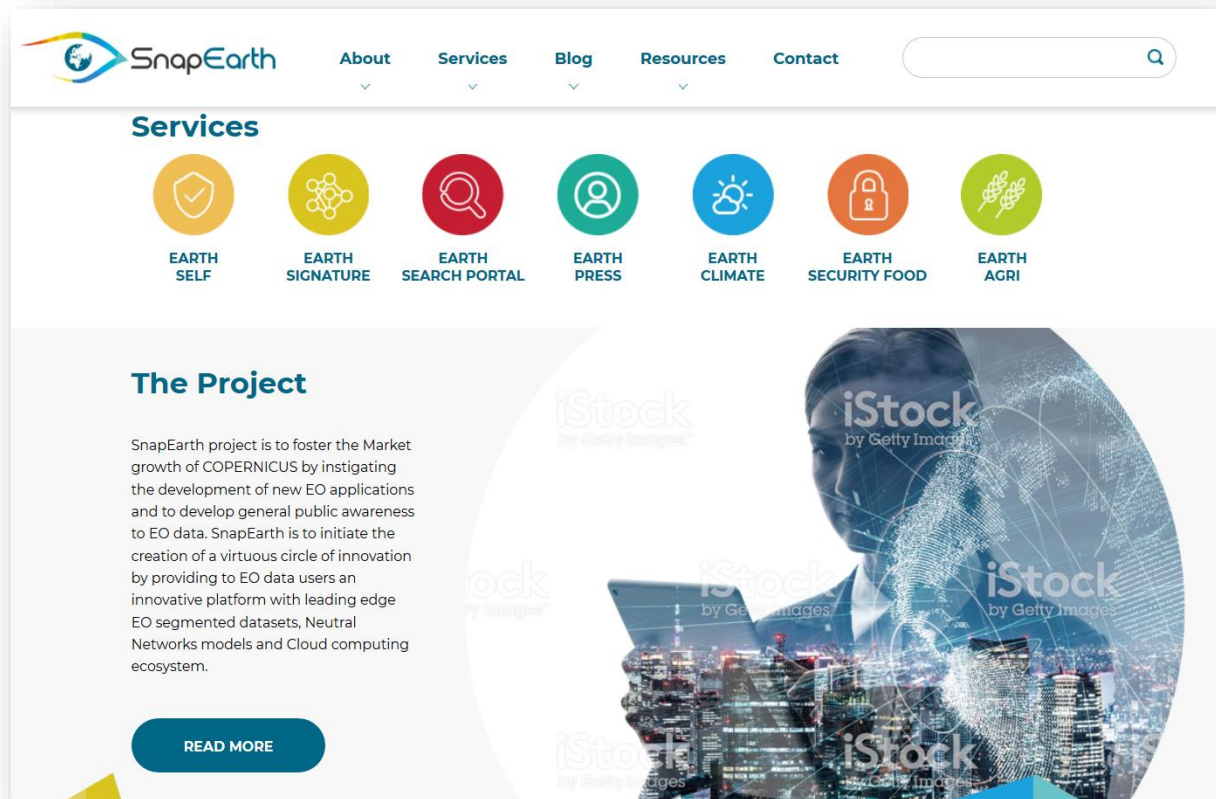
Figure 3a. Home page – service ikons and banner

Figure 3b. Home page – Latest News
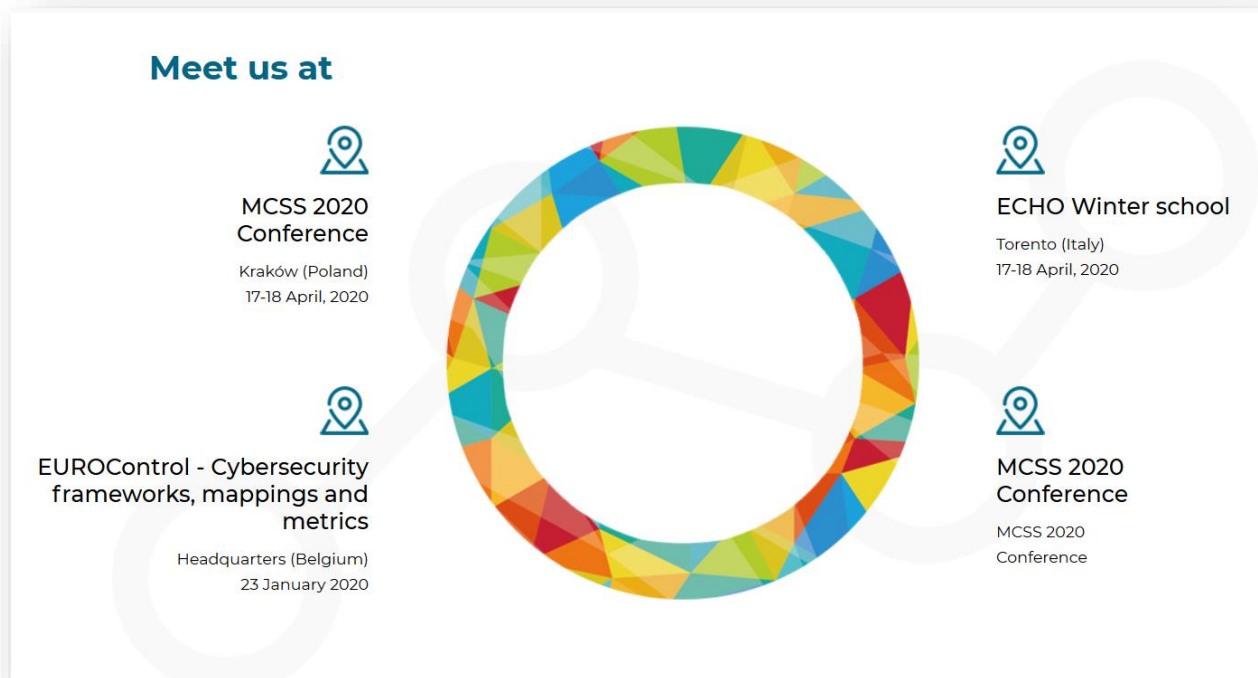
Figure 3c. Home page –Meet us at
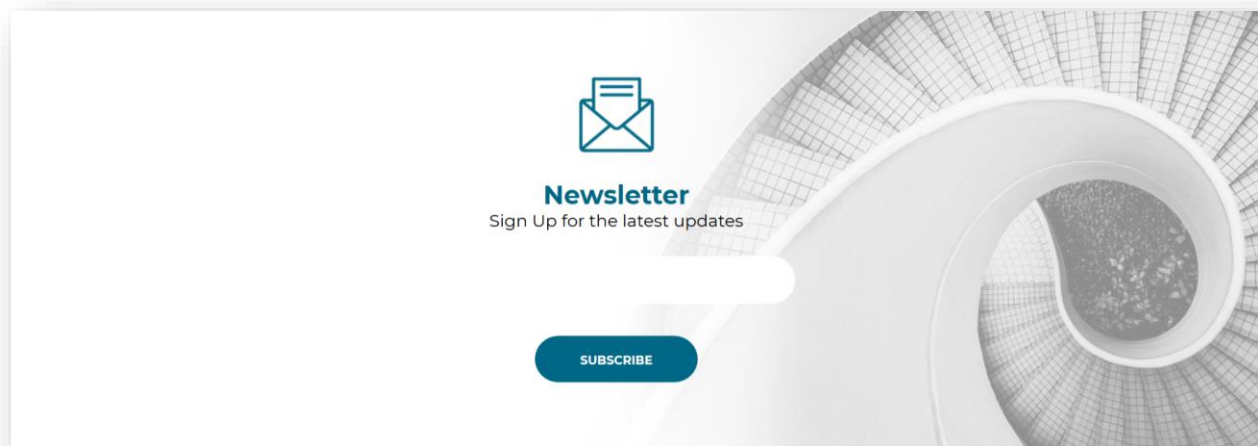
Figure 3d. Home page – section Newsletter

Figure 3e. Home page – section Logotypes

2.2. About

The About section includes general project information. It has two sub-sections namely project description, and consortium members.

2.2.1. What is SnapEarth

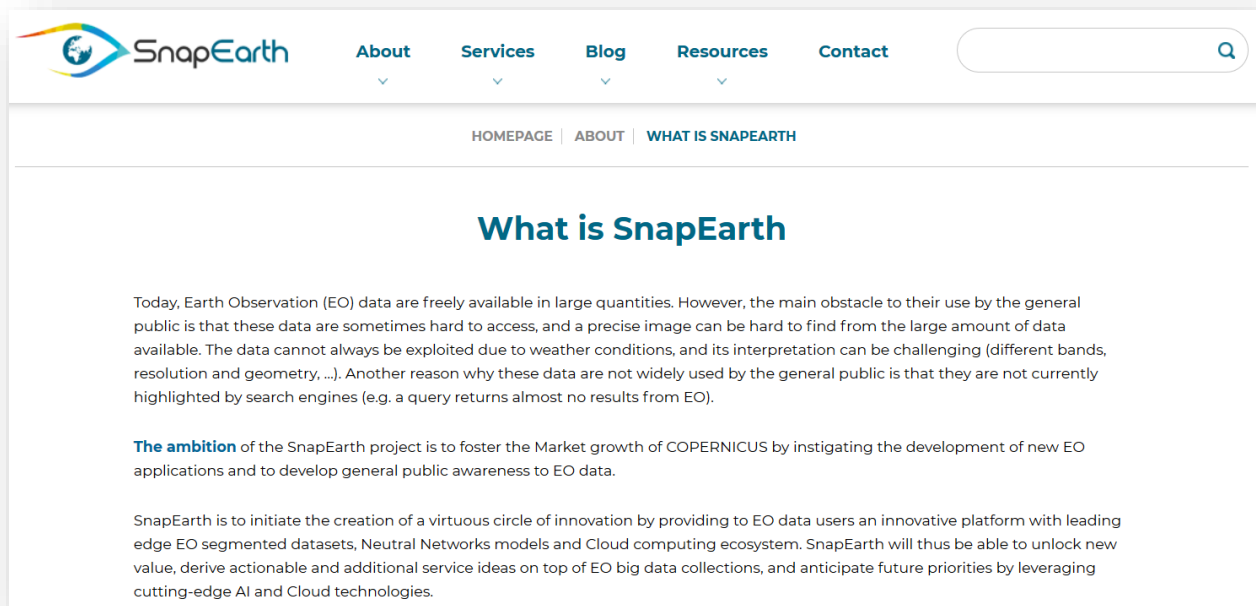This contains the abstract, aims and objectives of the SnapEarth project (Fig. 4).

Figure 4. 'What is SnapEarth' section

2.2.2. Partners

This section provides a list of partners hyperlinked to the Website of each partner institution taking part in the project as well as a map including company logos hyperlinked to the corporative websites and short partner profiles (Fig. 5).
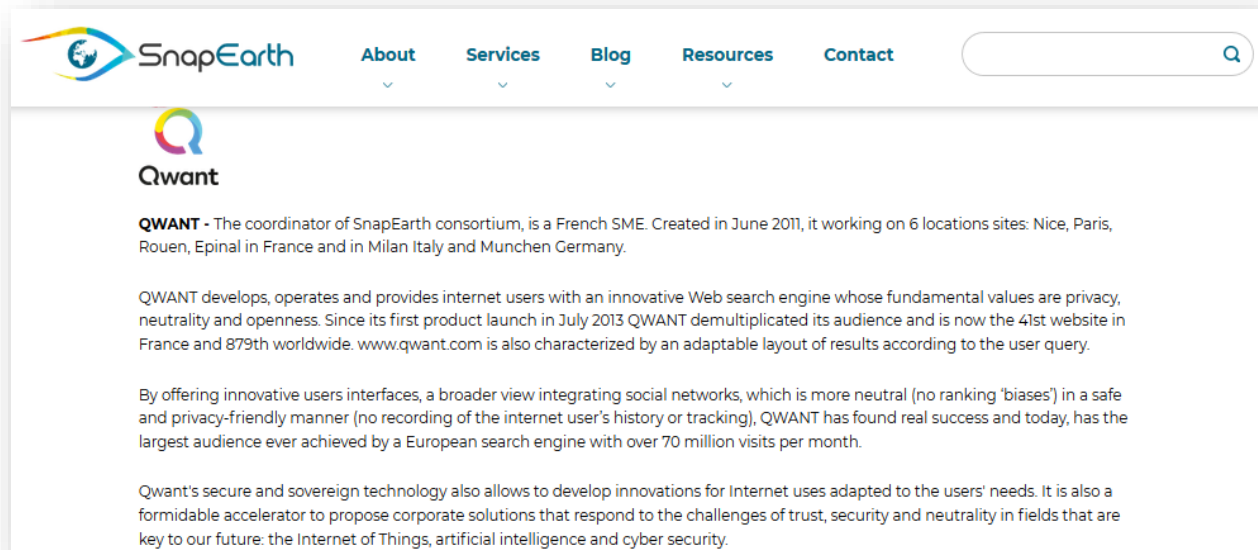

Figure 4. A part of Partners section

2.3. Services

All services description with links to their own pages (Fig. 6):

- EarthSelf
- EarthSignature
- EarthSearch
- EarthPress
- EarthClimate (Fig. 7)
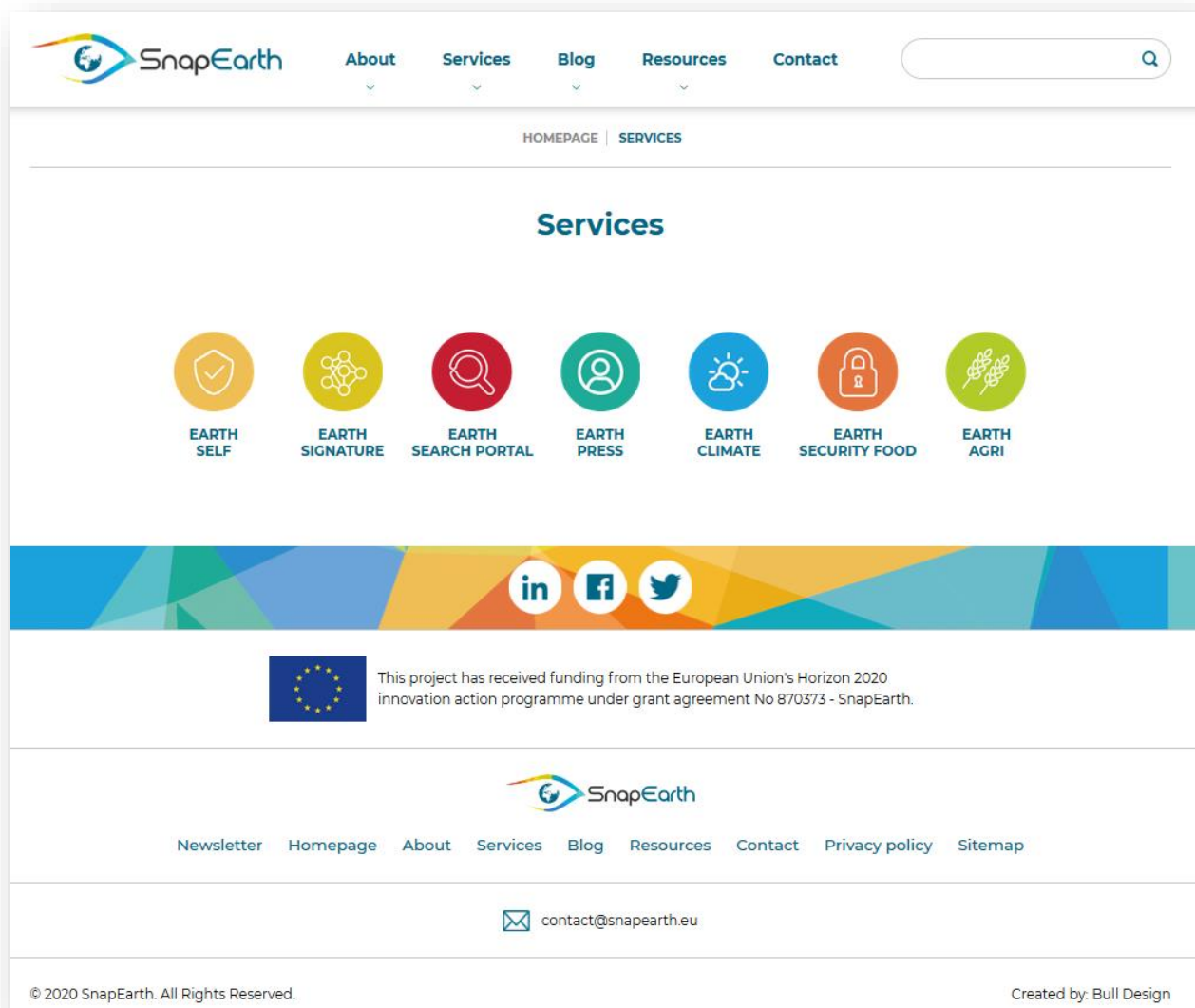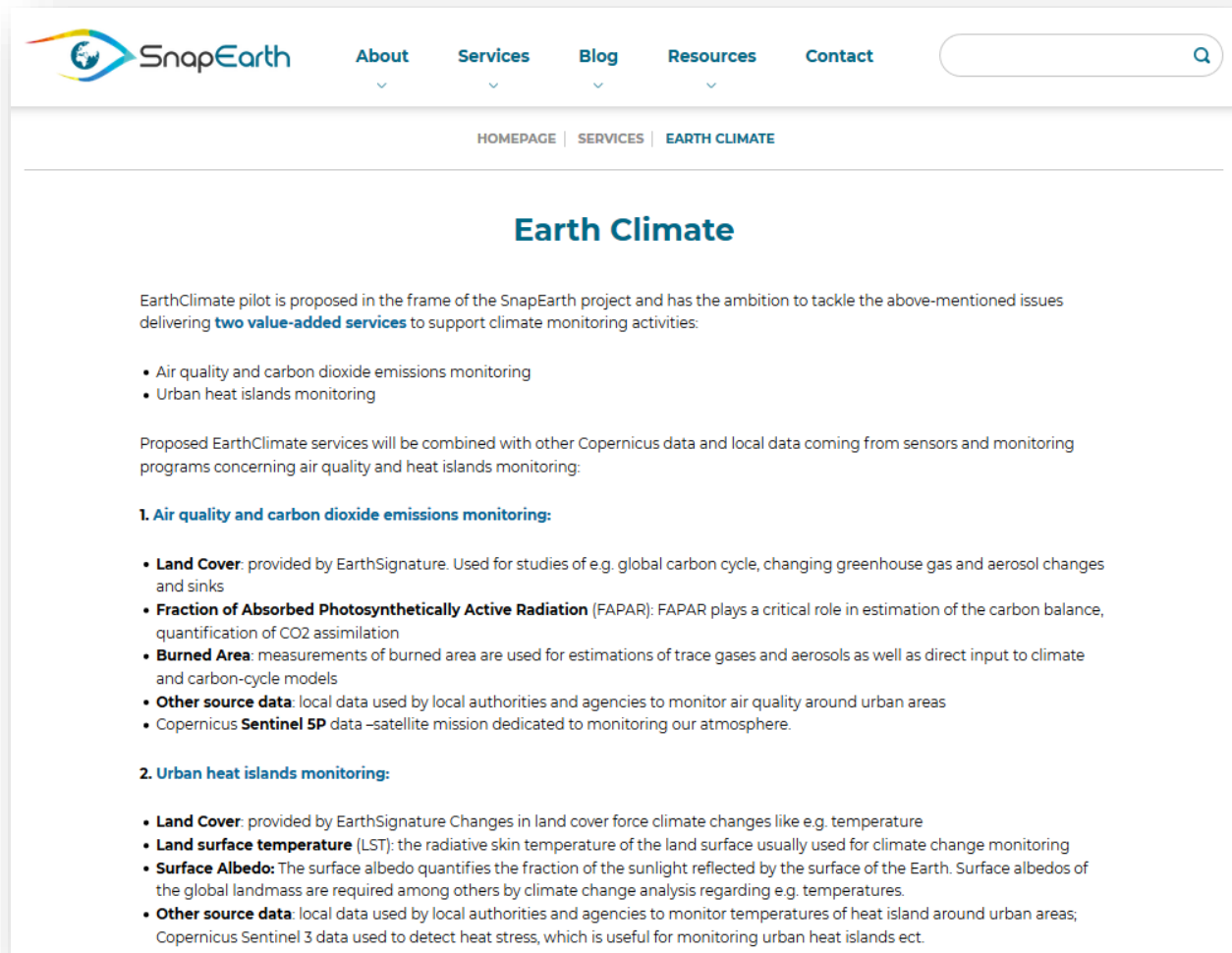- EarthFoodSecurity
- EarthAgriculture

Figure 5. Services page

*Figure 6. Part of the Earth Climate page*

2.4.   Blog

The blog section provides the information about news (Figure 8), results, various activities, recent meetings, events and others. There will be also articles and videos with tips on how to use SnapEarth services. The blog will help to create awareness for the project and collect feedback from stakeholders (by the possibility of commenting).
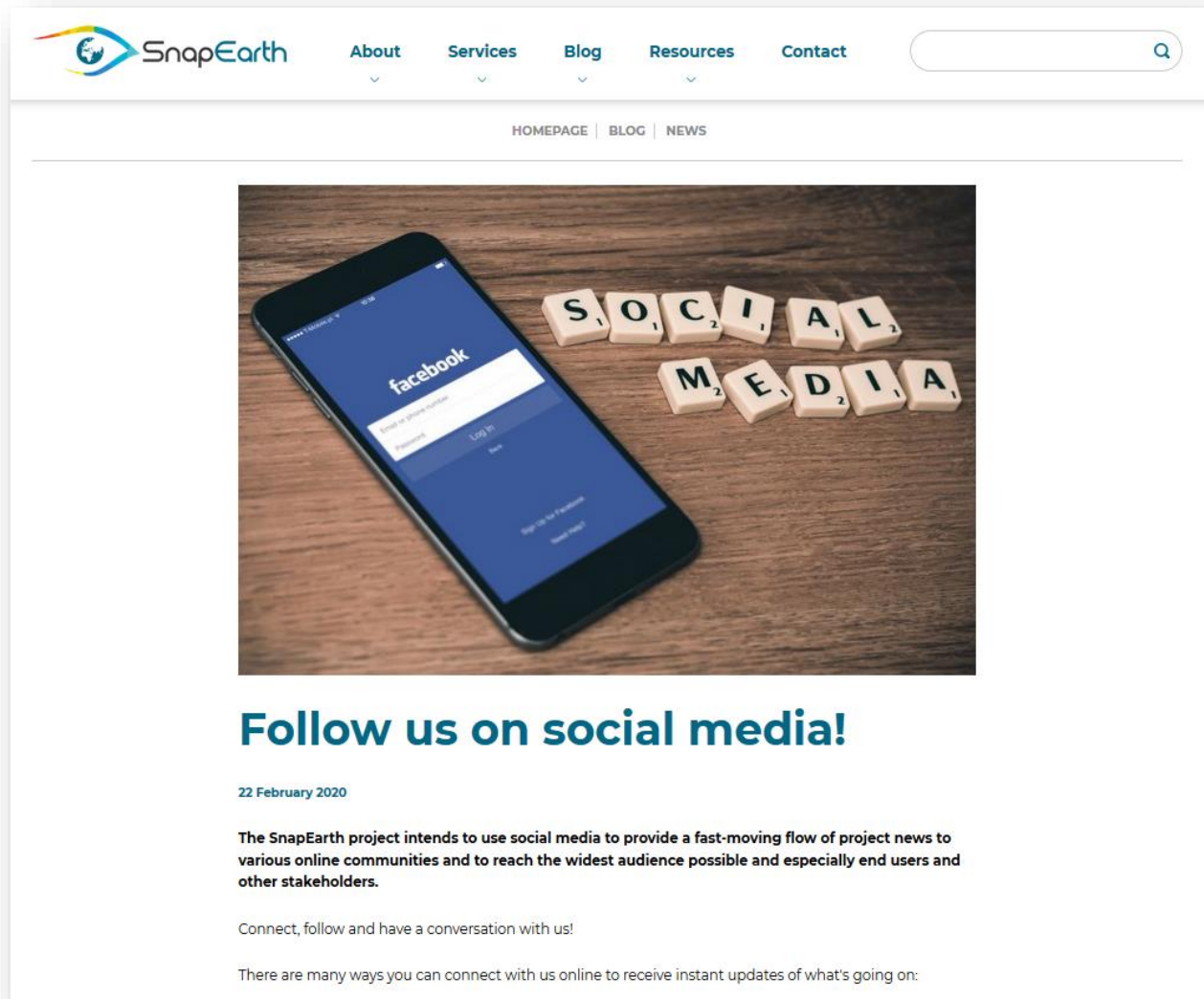
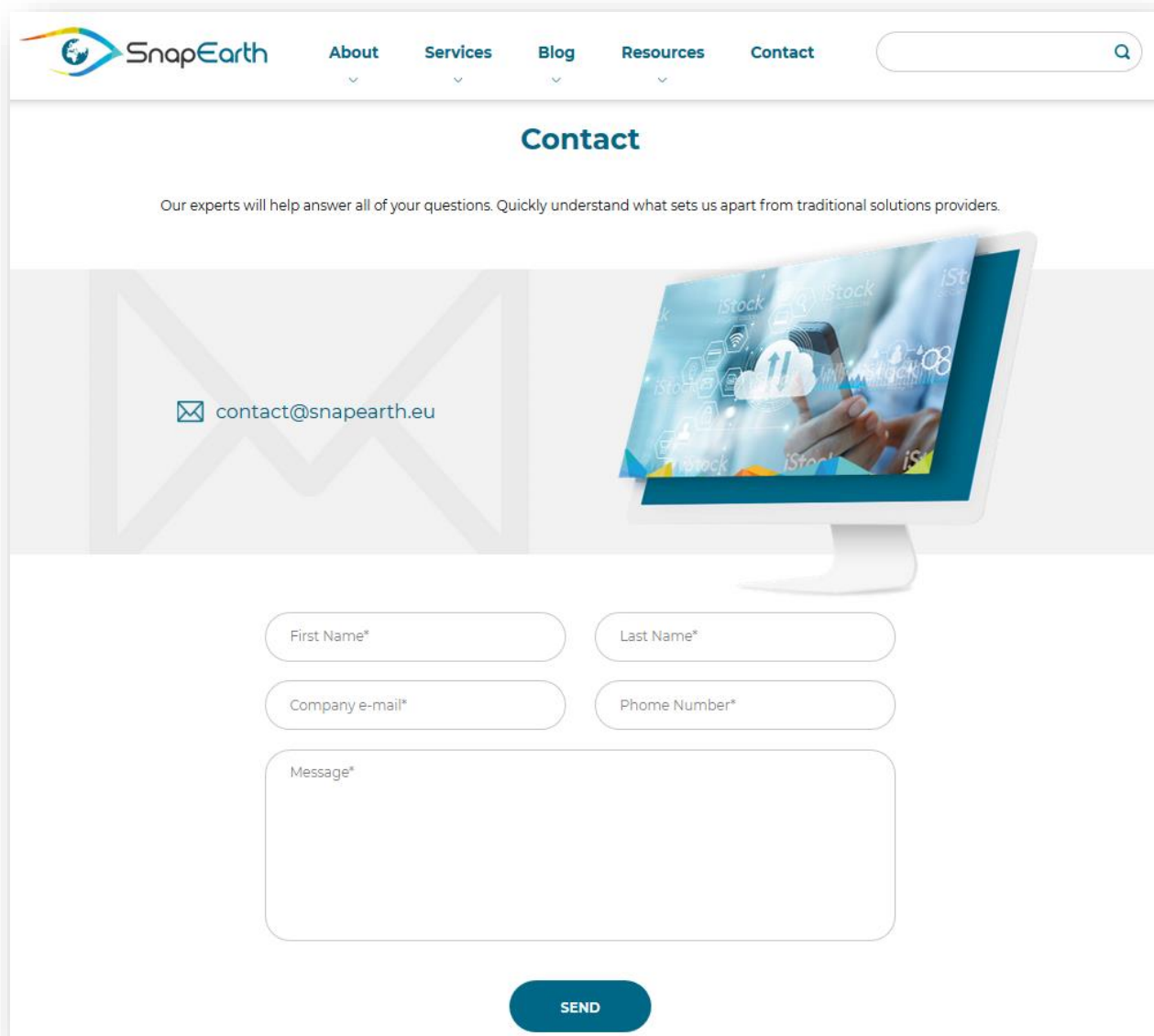*Figure 7. Part of the SnapEarth project news*

2.5.   Resources

This section records all the materials disseminating SnapEarth results. These include press info, publications (with links to peer reviewed publications specific to SnapEarth project outputs that demonstrates metric of the project's success), public deliverables (Fig. 9), video and other dissemination materials provided by the consortium members.
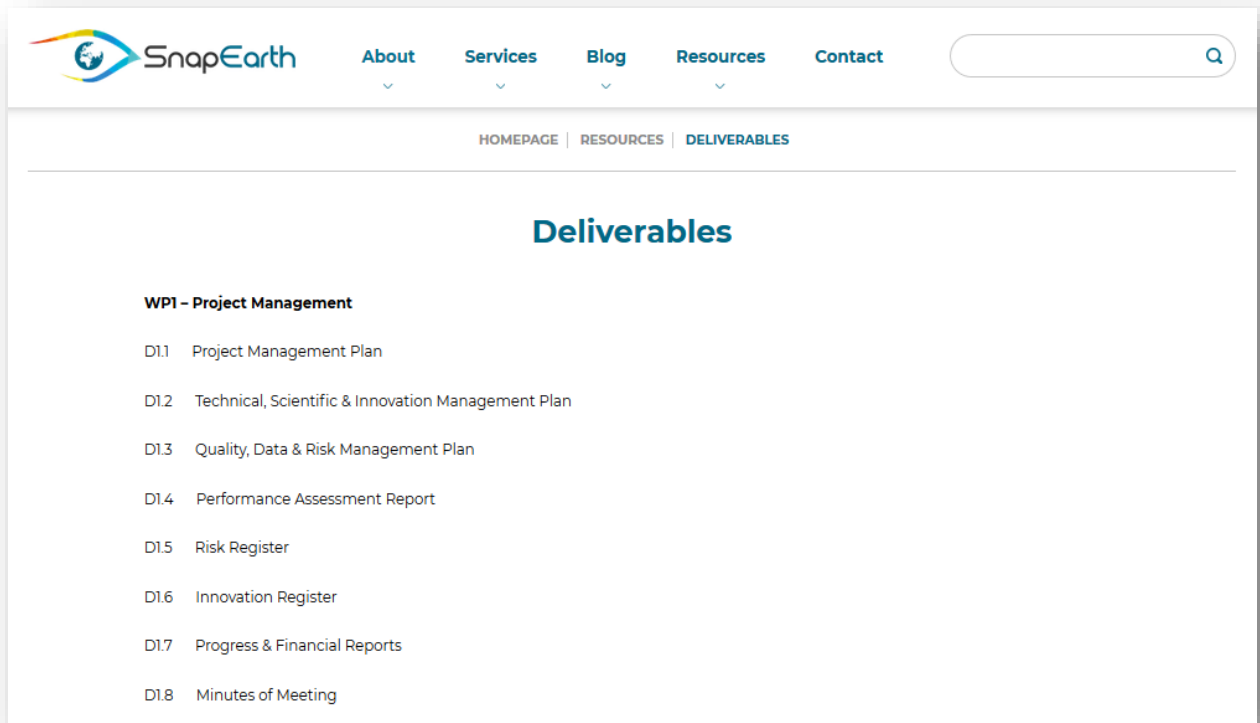
Figure 8. Deliverables section

2.6. Contact

An online form that sends all users queries to the SnapEarth management team (Fig. 10). Interested visitors can also send messages directly to the mail: contact@snaperath.eu. Once the message is sent, it arrives directly to the management team, where it is directed to the partner responsible for the topic in order to clarify the question in as much detail as possible.

Figure 9. SnapEarth contact section
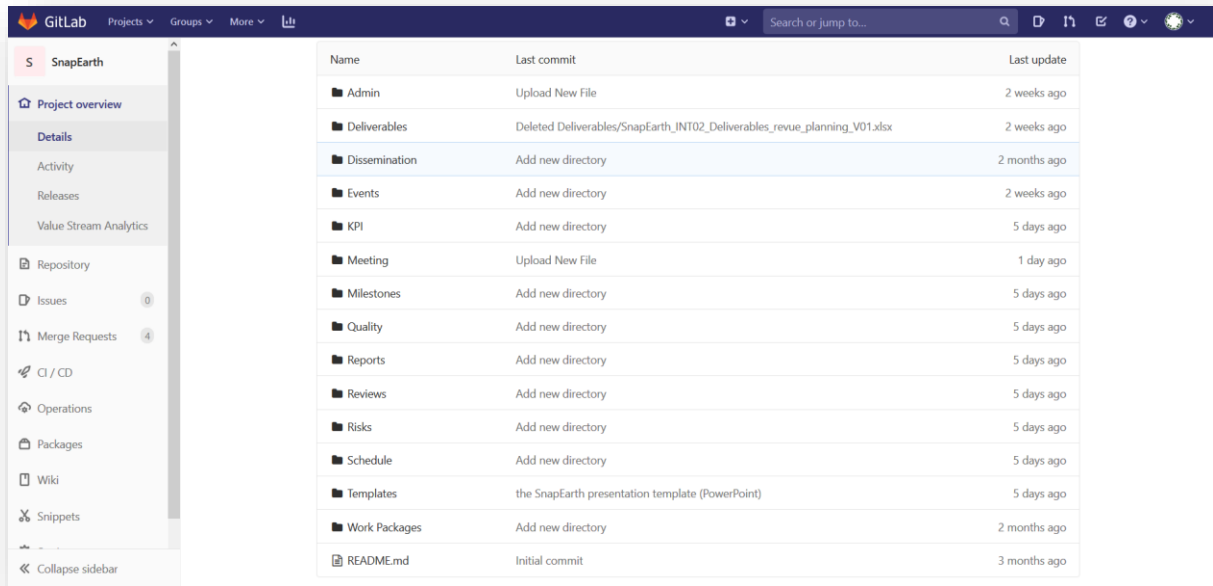
3. Internal collaborative platform

Effective dissemination is important to establish internal communication channels early in the project. The internal communications define the communication among the SnapEarth project partners and between the project consortia and the Lead Partner. Good project dissemination relies on solid organization and clear communication among partners, so that this communication will be based are:

- transparency,
- cooperation,
- openness,
- clearness,
- punctuality and
- inclusion in the decision making process.

The SnapEarth Website will not be used as an internal project repository because there is an alternative online repository – GitLab. The number of partners is of a reasonable size therefore it is not envisioned that more formal internal communication will be necessary. Information about results will be disseminated at meetings during the course of the project. In some instances, these will take the form of formal progress reports and in others informal discussion. In both instances, partners will disseminate results and information to colleagues within their own email contact list when appropriate.

The GitLab repository is available to all project partners and to the European Commission. All partners received a username and password for this reserved area. The aim of this is to provide a safe environment to store and share documents and materials. The number of partners is of a reasonable size therefore it is not envisioned that more formal internal communication will be necessary. The GitLab repository structure is detailed in the Quality, Data & Risk Management Plan under section 3.3.2.

Figure 11 shows the structure we established in our repository.

Figure 10. The folder structure in the GitLab repository

The SnapEarth project will be disseminated systematically. Every partner will keep up to date with current activities and will be able easily to find dissemination materials available for download, for distribution at events.

4. Strategy

It is acknowledged that successful implementation of the SnapEarth Website aims and objectives hinges on the combined efforts of all consortium members. The Website is to be updated actively by the partners, news will be created as often as possible (achievements, information about events, articles etc.). Therefore SnapEarth Website is set up in a way all partners can actively contribute in updating it.

All partners will be asked to put up a link to the SnapEarth Website on their institution's websites.

Analytics tools will be used as a valuable source of insight for the traffic coming to the SnapEarth site. In particular, it will be used to analyse how users reach the Website, which content is being read at most, which webpages have the most visits and how visitors are interacting with the documents, uploaded to the website

5.   Conclusion

This deliverable presents the SnapEarth Website.

The role of the Website is to inform the general public about SnapEarth project and its achievements, as well as to attract stakeholders to the project. The success of a project depends on efficient communication and dissemination, and the public Website is an essential tool to achieve this goal. The site provides public information, events, news and deliverables which will be also promoted through the other dissemination tools.

This Website will be in continuous updated, adjusted and improved.