

PROJECT PORTAL WITH KNOWLEDGE AND CONTACT DATABASE

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1 EXECUTIVE SUMMARY

The web portal, www.science2society.eu, is one of the main contributions to dissemination activities for the Science2Society (S2S) project. As an initial contact point for both the general public and selected project stakeholders, the portal will present an overview of the work being carried out by S2S, including real-world benefits that can be expected from the project.

The first version of the project website was published in May 2016, by partner Atos, with basic information about the project: overview, consortium, objectives, events, news and contact information. This version was updated following the 1st review recommendations to make it more attractive for the S2S stakeholders. These changes include a total redesign of the Home page that becomes more dynamic and appealing, access to main website contents from the landing page and reorganization of the website contents in less menu options to make them easy accessible by the visitors.

During the course of the project, and more specifically in this first period (Y1), the structure and especially the content of the web site is subject to modification, update with news, events, graphic material, pilot info, downloads, links, etc. The site will remain available after the project is finished.

From a technical point of view, the public website has been developed using Drupal 7, which is an open source Content Management System (CMS) addressed to easily manage websites, edit contents, upload images and documents etc. via a browser-based interface. It follows the graphical identity of the project defined in deliverable D4.3 Project Visual Identity[1].

2 INTRODUCTION

This is an accompanying report of the deliverable *D4.6 Project portal with knowledge and contacts database*, whose nature is “*Others*” and is planned within Work Package (WP) 4, entitled “Stakeholder engagement, dissemination and replication”. The main objective of this Work Package is to provide the appropriate tools for the dissemination of the project concept and to find the suitable means to inform all the potential interested parties about the existence, progress and results of the S2S project. Moreover, WP4 aims at ensuring that the Science2Society project makes the expected impact, by involving the right stakeholders, at the right time, with appropriate information and engagement models.

This document is divided into 3 chapters:

- Section 2 details the objectives of the S2S website
- Section 3 describes the website Look & Feel
- Information about the website structure and functionalities is provided in section 4.
- Finally, the Conclusion section presents the main outcomes of the document.

3 OBJECTIVES

In line with this approach, a S2S public project website was designed by SD and developed by ATOS, reflecting the visual identity of the project.

On one hand, the S2S website shall enable any person external to the project to be **informed** about:

- the project's objectives and progress towards achieving them,
- current and upcoming events, as well as opportunities to contribute and get involved.

Additionally, the S2S site is also intended to be the **repository** where to find all public documents developed in the course of the project (either project dissemination material as well as deliverables), as well as contain or links to relevant resources in other websites related to open innovation and science 2.0 (knowledge database)

Last, but not least, this site will set the basis for the digital support of the LI-Alliance and the way to ensure sustainability and replication of the Science2Society results.

4 S2S WEBSITE LOOK & FEEL

The S2S website is one of the projects main dissemination tools. A compact and interactive website has been setup and launched in May 2016, following the project's graphic identity defined in the deliverable D4.3 (Project Visual Identity), to allow for better referring to target groups and reduce time spent on repeating information. Target groups include general public and CSOs, academics, professionals, students, public workers, policy makers, etc.

A complete graphic identity to communicate the main concepts of the project has been designed for S2S. This simple, useful and consistent graphic identity helps the consortium to communicate the project messages more effectively. Graphic identity involves the use of logos, type fonts and colours to create an image easy to recognize by the audience. All these concepts have been detailed in the deliverable D4.3 (Project Visual Identity [1]). Hence, the current version of the dissemination website follows the project's graphic identity and supports mobile web browsers.

Additionally, the website follows the EU recommendation regarding usability and accessibility and has the EU flag and the Competitiveness and Innovation Framework Program logo that redirect the user to the official websites.

5 S2S WEBSITE STRUCTURE AND FUNCTIONALITIES

The website is based on **Drupal Content Management System** (CMS) version number 7. Drupal is a free and open source CMS written in PHP and distributed under the GPL ("General Public License") and is maintained and developed by a community of thousands of users and developers. This provides the S2S project website with a dynamic and flexible platform to further evolve throughout the project lifecycle.

The URL of the official project website is: www.science2society.eu.

The S2S site is subject to constant improvement and enhancement as new results and actions regarding the project emerge.

5.1 General structure

The website portal provides general information about the project, including the progress of the pilots, general concepts on Open Innovation, news and events (either specific of the project and related to the field of open innovation), contact forms, etc.

Furthermore, it collects interfaces to the Science2Society Knowledge Database (see also Deliverable D1.1) and to a contacts database with registered experts and stakeholders for dissemination and communication. Mailchimp¹ is used to efficiently and effectively manage the contacts database. A gate to the Mailchimp list is provided via the website portal.

The web portal contains the following items:

- Project approach, vision and mission.
- Information on Open Innovation concepts
- Description of the pilots
- Information about the consortium
- Project news and events
- Repository with public documents (e.g., dissemination kit or project deliverables)
- Contact info and access to social networks.

After the 1st project review, the following recommendations were received:

"Project portal is designed in a very simple way. Portal is based on rather outdated and unattractive concept. Visual presentation is very simple and does not support well high quality content. Not all deliverables for public dissemination were available on the Portal by the date of evaluation. Poor design and visual presentation of the content could negatively impact future dissemination efforts and successful set-up and nurturing of LI-Alliances, key for sustainability of the project after grant period."

Most of these comments are related to the website design, but, consequently, improvements in the website will also help to effectively involve stakeholders (e.g., LI-Alliance) in the project and ensure the consortium's sustainability approach. In order to achieve these objectives, the following actions have been implemented:

- Main changes apply to the **Home page**, since it is the entry point to the S2S stakeholders. The arrangement of new **design trending elements** allows the reader to easily focus on the message.
- More focus is now given on **animations**: the static big image has been replaced by a slideshow, which also provides attractive and meaningful mottos.
- The **mailchimp** link is now much more **prominent** for the visitors. A dedicated subscription area is also included along with a **subscription form**, which has been already incorporated to the News section.

¹ www.mailchimp.com

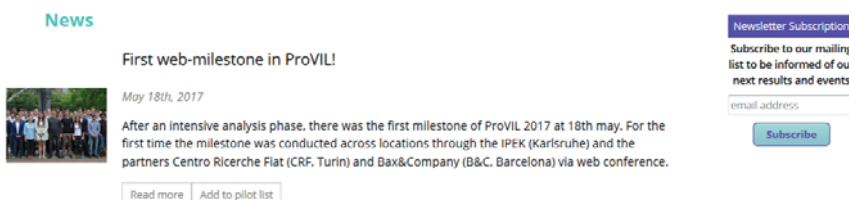


Figure 1: Newsletter subscription button

- Main **project outcomes** are much more **visible** from the Home, specially the description of the pilots that can be now accessed from the landing page.
- Additionally, the **use cases** included in the S2S brochure also have room in the Home.
- **Stakeholder engagement**: a new entry in Menu bar and a banner in main page linked to specific page dedicated to Stakeholders will be also key elements of the Home page.
- All **crucial information in one page** to make it more attractive. For example, the consortium area will be directly accessed from the Home page. Additionally, project info will be also displayed in dedicated areas of the Home.
- **Navigation bar** always on top and **navigation system in sub-pages** will be improved.

Finally, it should be clarified that no project deliverable can be published until it is formally accepted by the EC services. Hence, S2S deliverables were not accessible in the time being of the review meeting. However, during the production of this new version of the document, most of the P1 deliverables were already accepted and, consequently, they are now offered to the S2S visitors from the Downloads section (<http://www.science2society.eu/downloads>).

After applying the changes detailed above, the Home page is restructured around three main parts:

- **Top area**: it contains the top menu, the project logo and the login button to access the areas restricted to registered visitors.
- **Central area**: it contains introductory information about the S2S project: on one hand, the video and on the other hand the main information about the project (vision, mission and approach as well as the description of the pilots).
- The **bottom area** contains information about news & events, project partners' descriptions and the links to the project social networks. This area also provides direct links to the S2S stakeholders to the website options that allow them to directly interact with the project (pilots, newsletter and Knowledge Database).

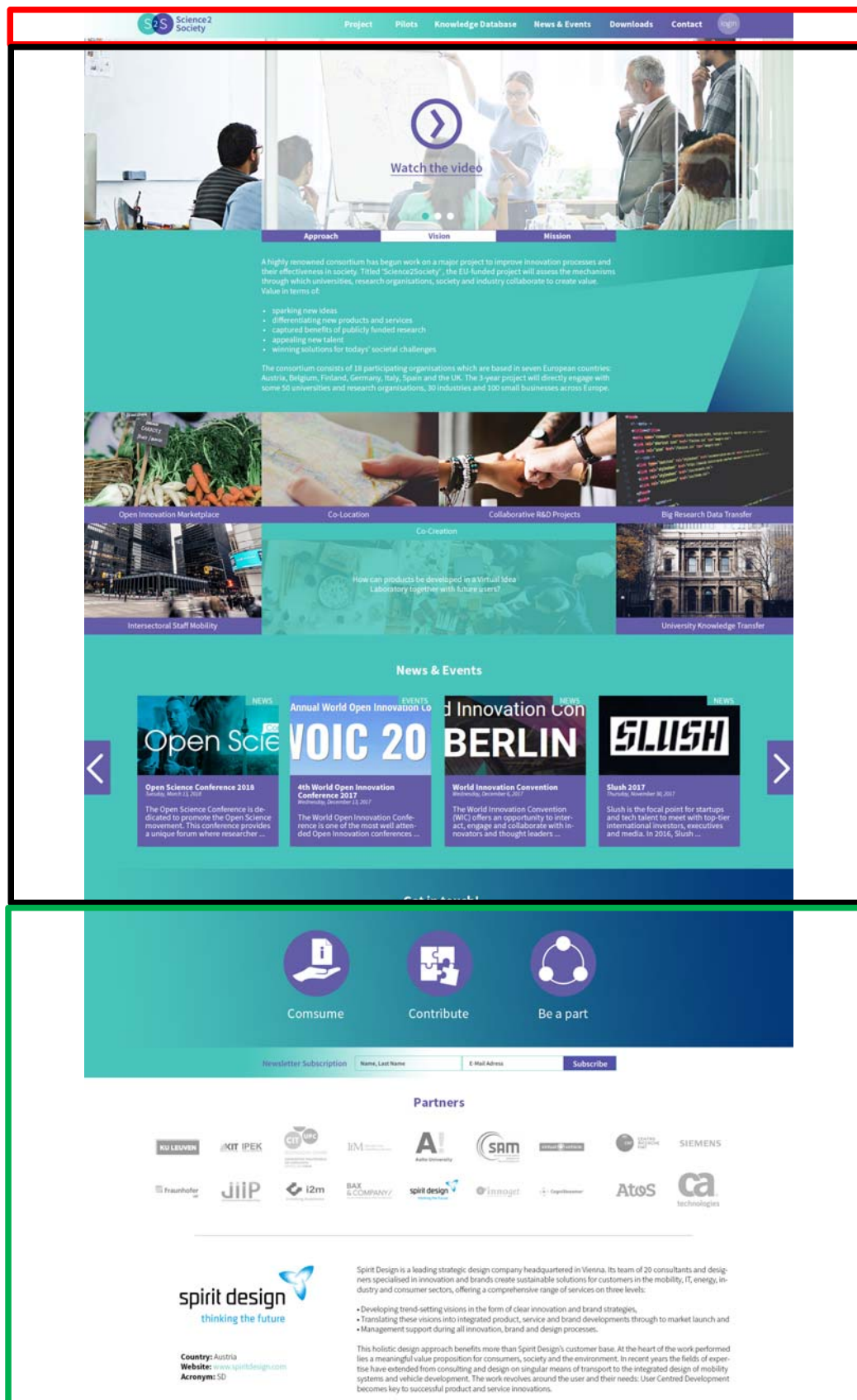


Figure 2: Home structure

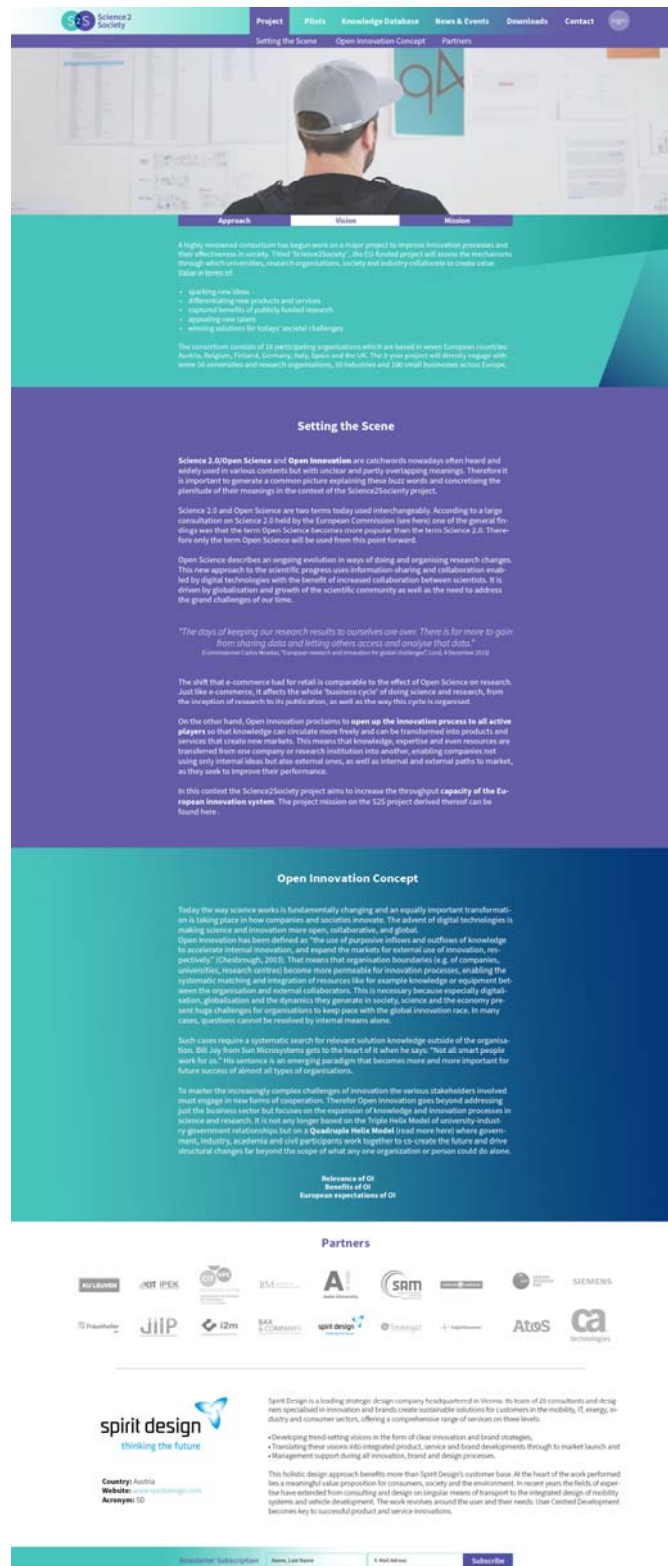


Figure 3: Example of submenu layout

After the final project review, the following recommendations were received:

“The pilot website should be redesigned and created in a more coherent way (e.g. menu „Downloads” has no clear structure, and it should be re-designed to present better valuable content like deliverables, collected there)”

According the review comments, the Downloads option has been structured in six subsections. A landing page for the downloads page has been added where context information is provided for each type of downloads.

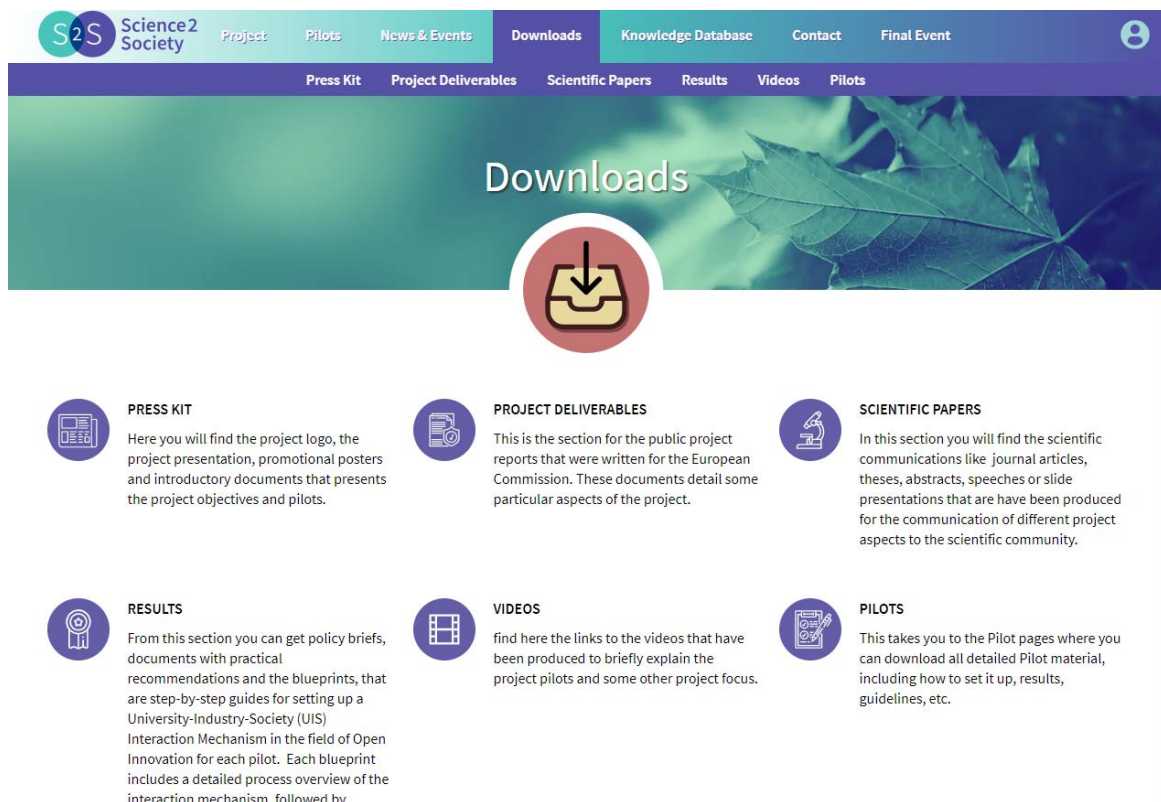


Figure 4: The new landing page of the downloads section with its six-tab submenu.

These are the six subsections:

- **Press kit** (collecting more vulgarizing material: the project logo, the project presentation, promotional posters and introductory documents that present the project objectives and pilots).

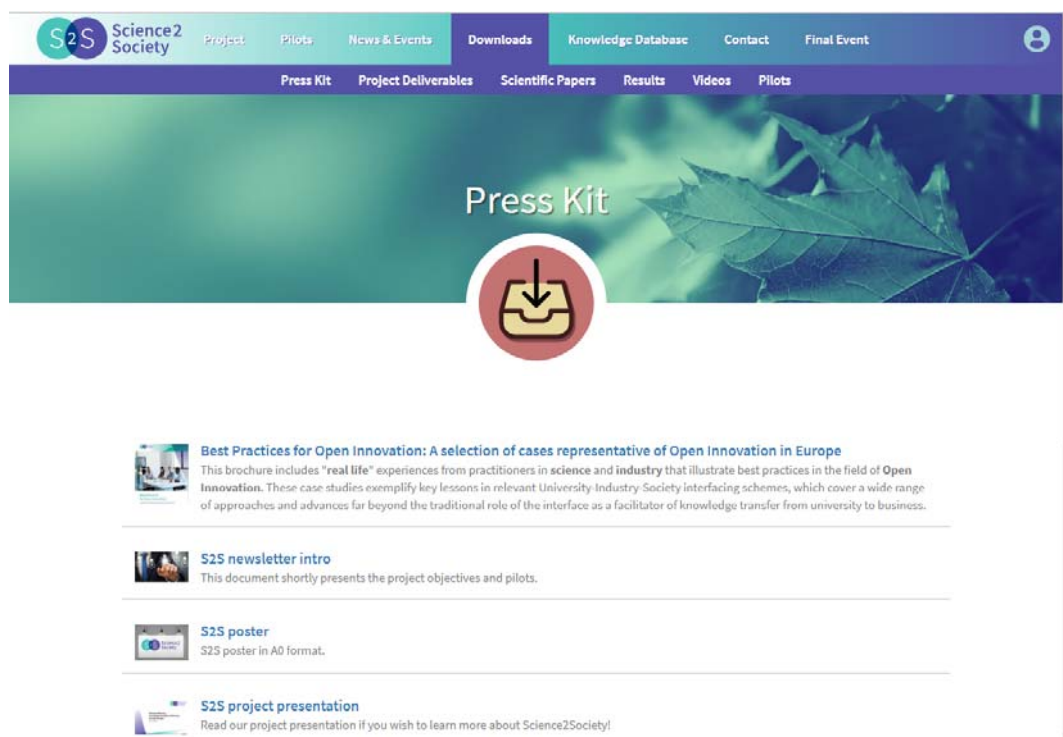


Figure 5: Press Kit subsection in Downloads

- **Project Deliverables** (public project reports approved by the European Commission. These documents detail some particular project aspects).

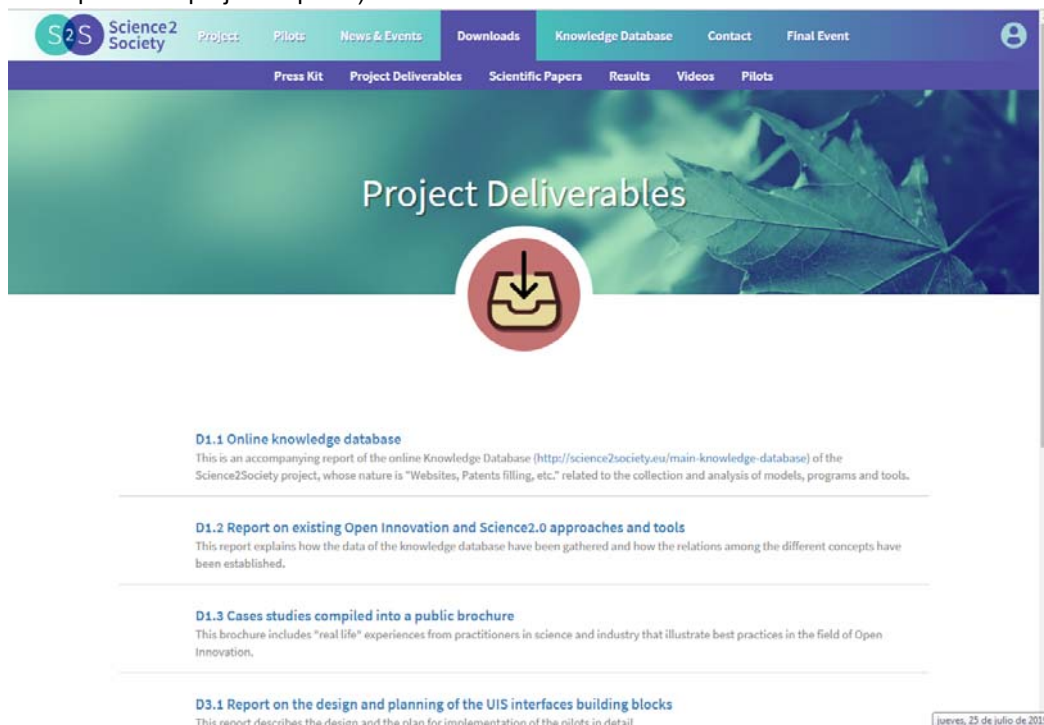


Figure 6: Project Deliverables subsection in Downloads

- **Scientific Papers** (scientific communications like journal articles, theses, abstracts, speeches or slide presentations that are have been produced for the communication of different project aspects to the scientific community).

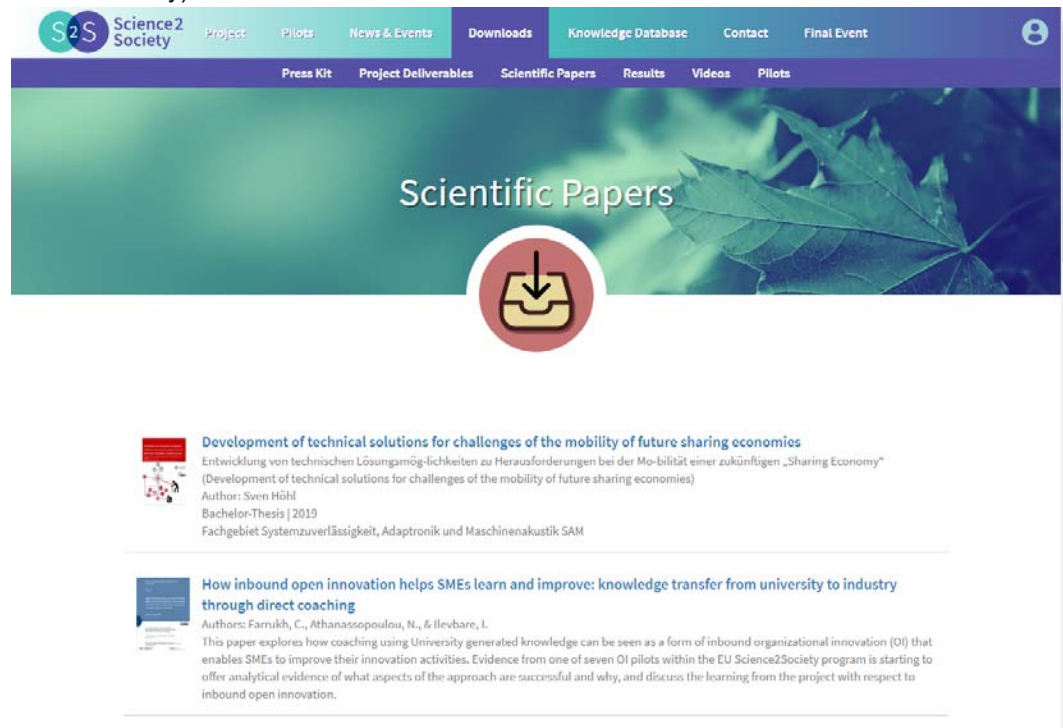


Figure 7: Scientific Papers subsection in Downloads

- **Results** (policy briefs, documents with practical recommendations and blueprints - step-by-step guides for setting up a University-Industry-Society (UIS) Interaction Mechanism in the field of Open Innovation for each pilot; each blueprint includes a detailed process overview of the interaction mechanism, followed by relevant insights, e.g. characteristics of the innovation actors, enabling elements, challenges & tips - and the most important findings and recommendations).

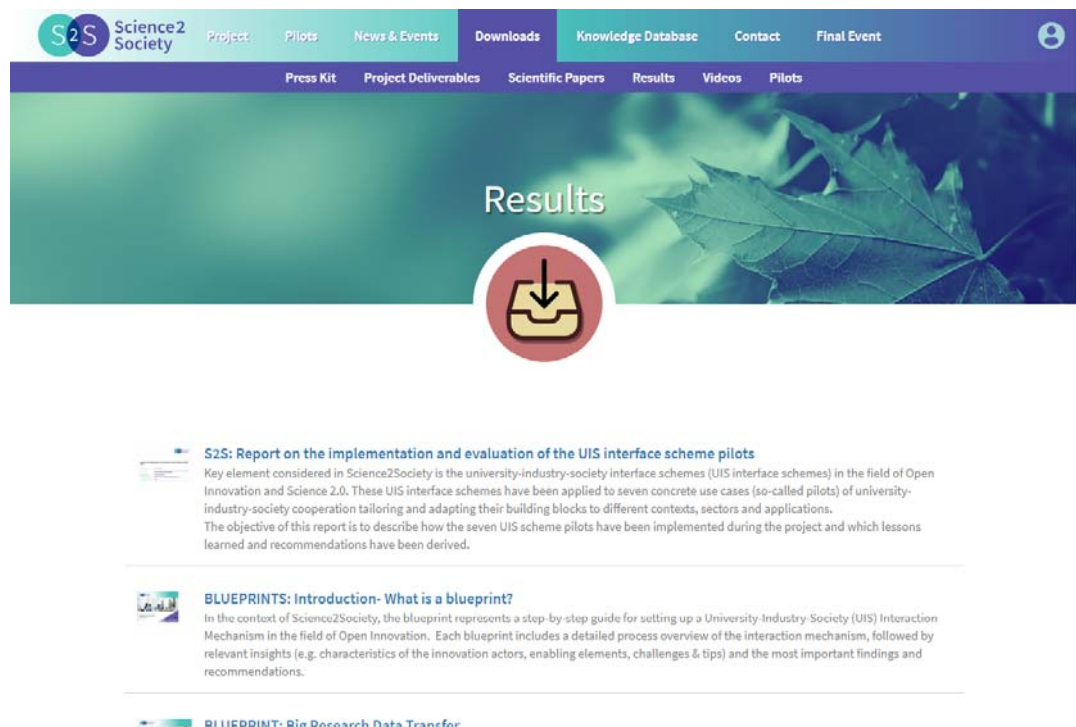


Figure 8: Result subsection in Downloads

- **Videos** (videos that have been produced to briefly explain the project pilots and some other project focus).

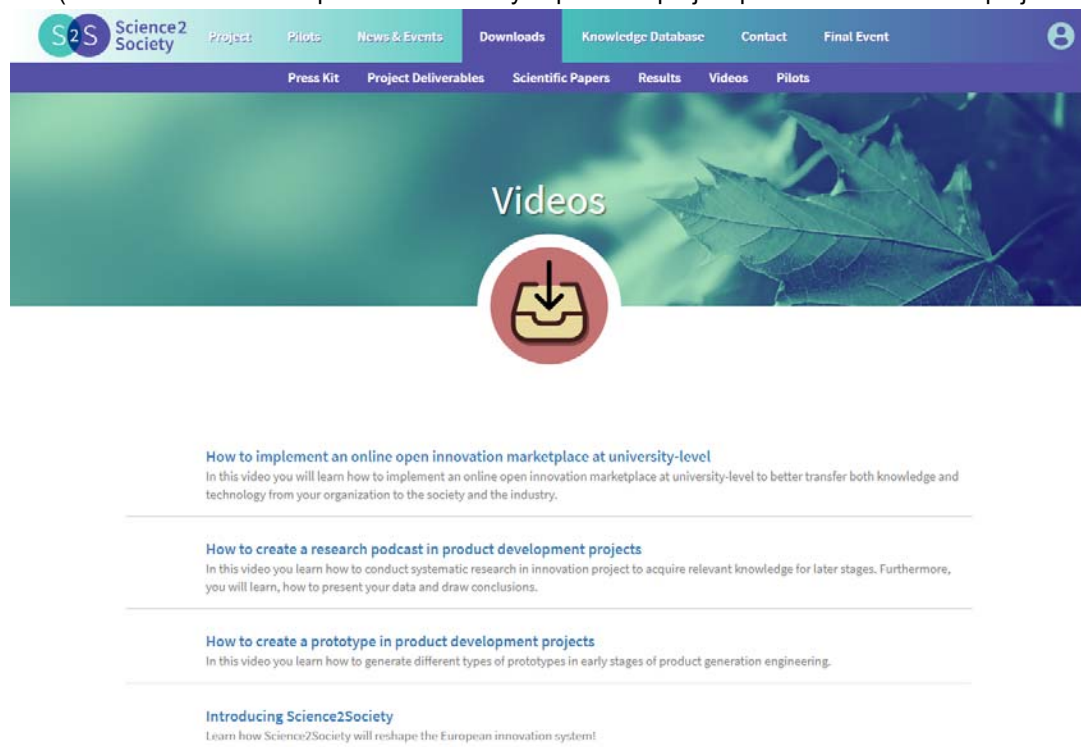


Figure 9: Videos subsection in Downloads

- **Pilots** (this takes you to the Pilot pages where the visitor can download all detailed Pilot material, including how to set it up, results, guidelines, etc.). This is also an option of the main menu and it is shown in next paragraph.

In addition to standard web menu options (Project, News & Events, Downloads, Contact) there are three specific and important options:

- **Pilots** (summarises all the information and documents for each pilot).

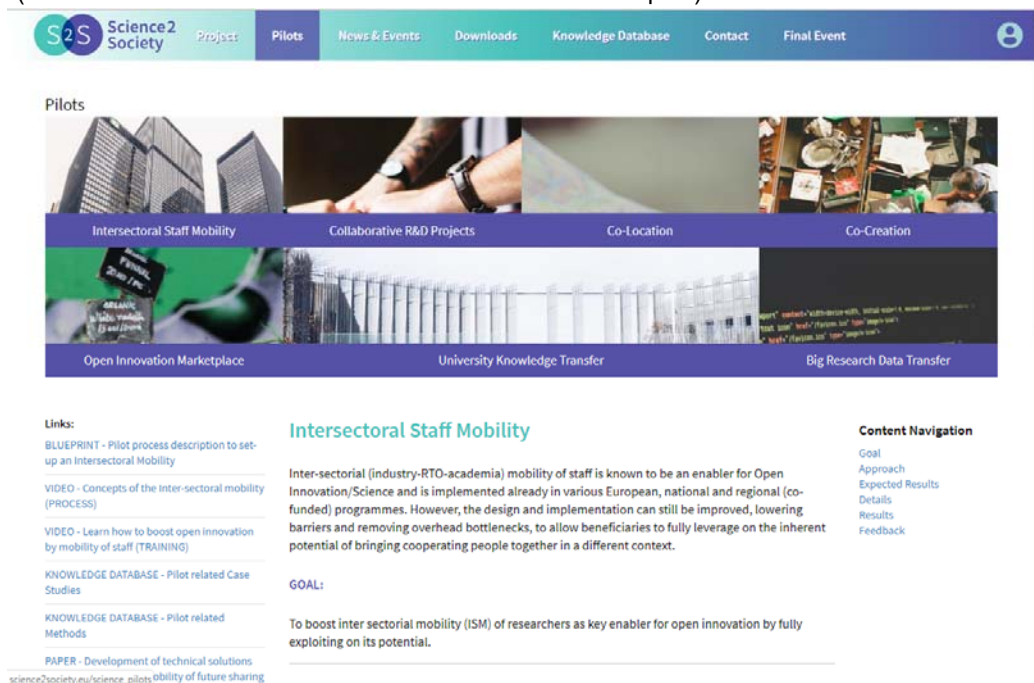


Figure 10: One of the pilots in the Pilots menu option

- **Knowledge Database** (provides access to the information collected around the seven collaboration schemes in which the project has structured the analysis).

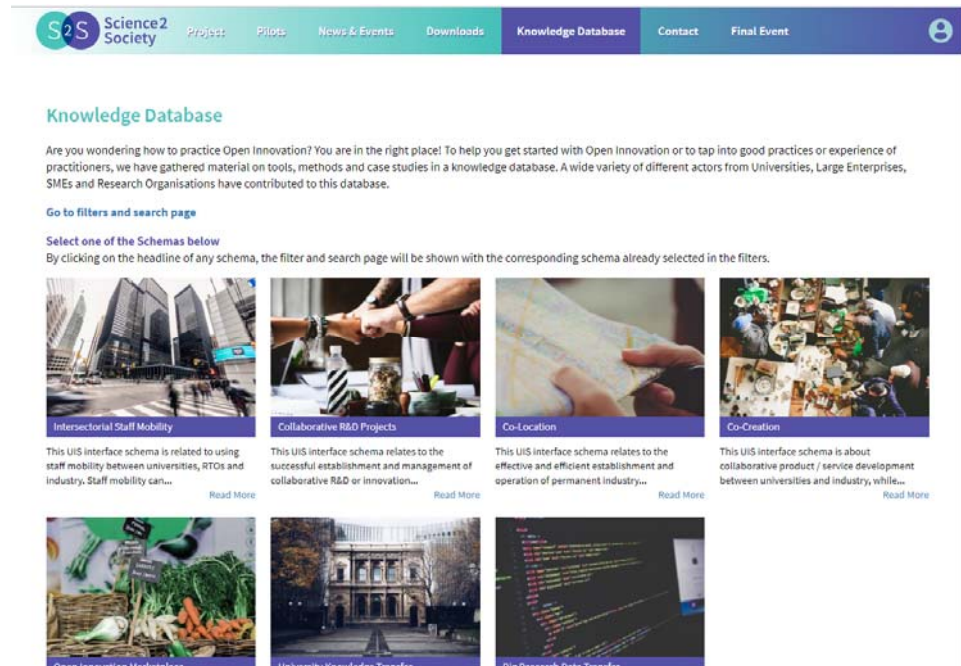


Figure 11: The Knowledge Database Menu

- **Final Event** (collects all the information around the final Event that was celebrated in Cambridge, including the workshops that took place).

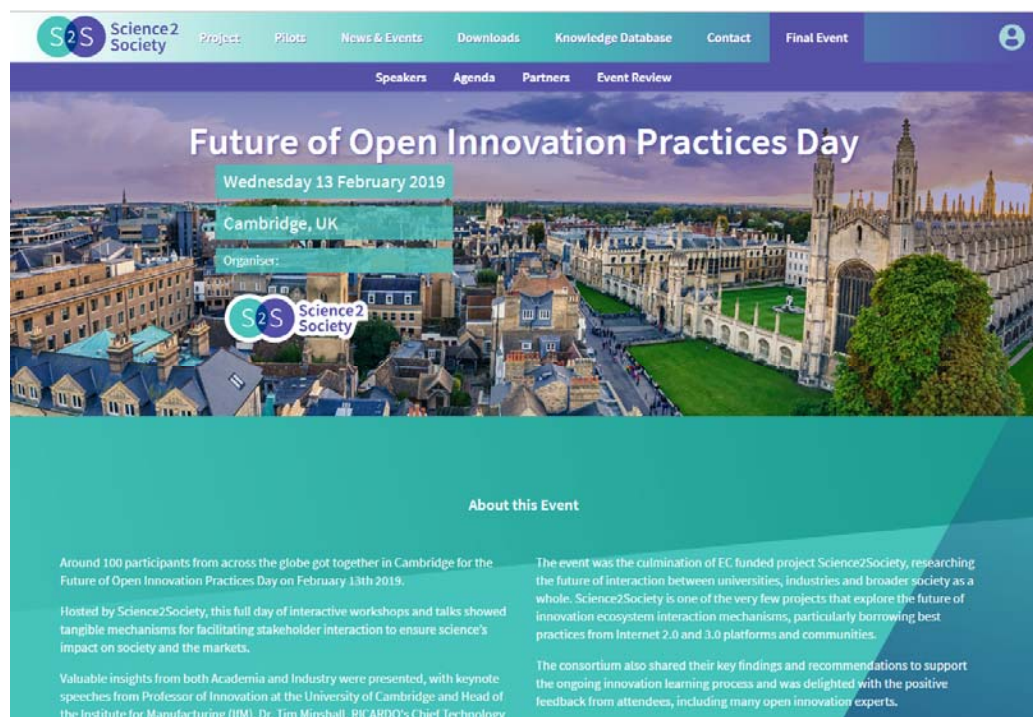


Figure 12: The Final Event section

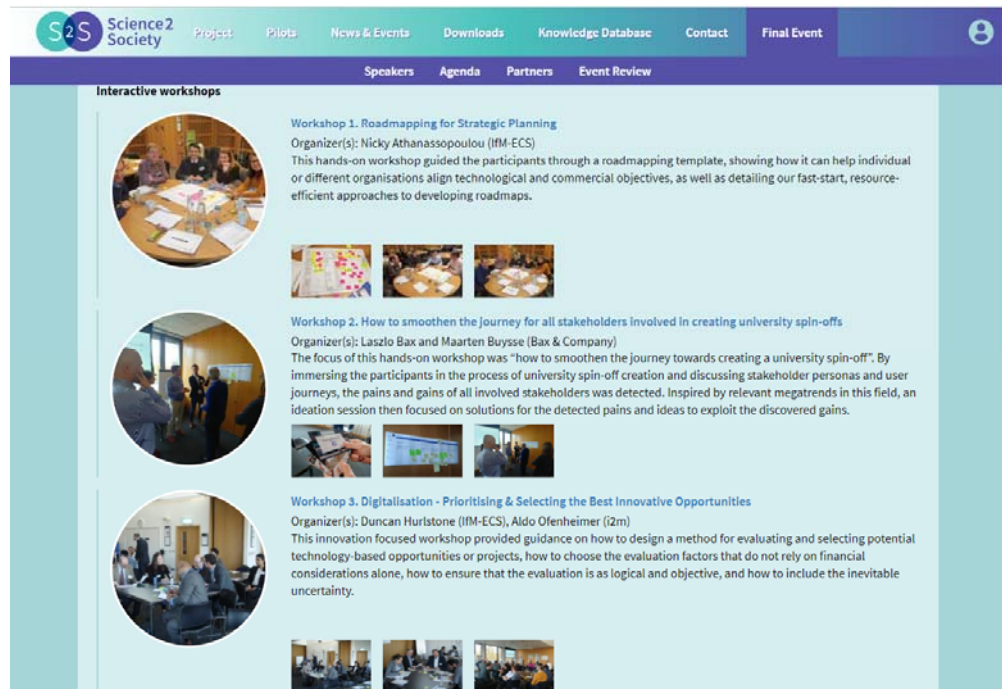


Figure 13: Workshops results in the Final Event section.

"...more comprehensive information about the pilots should be added. Moreover, the information level for the pilots is very different. E.g. there is detailed information on the results and lessons learnt for the Open Innovation Market Place pilot and the co-location pilot but relatively few information on the big data pilot."

The information structure for the pilots has been reworked, making the pilots information more uniform and clearer, while all the information about each pilot has been collected and presented in a structured way.

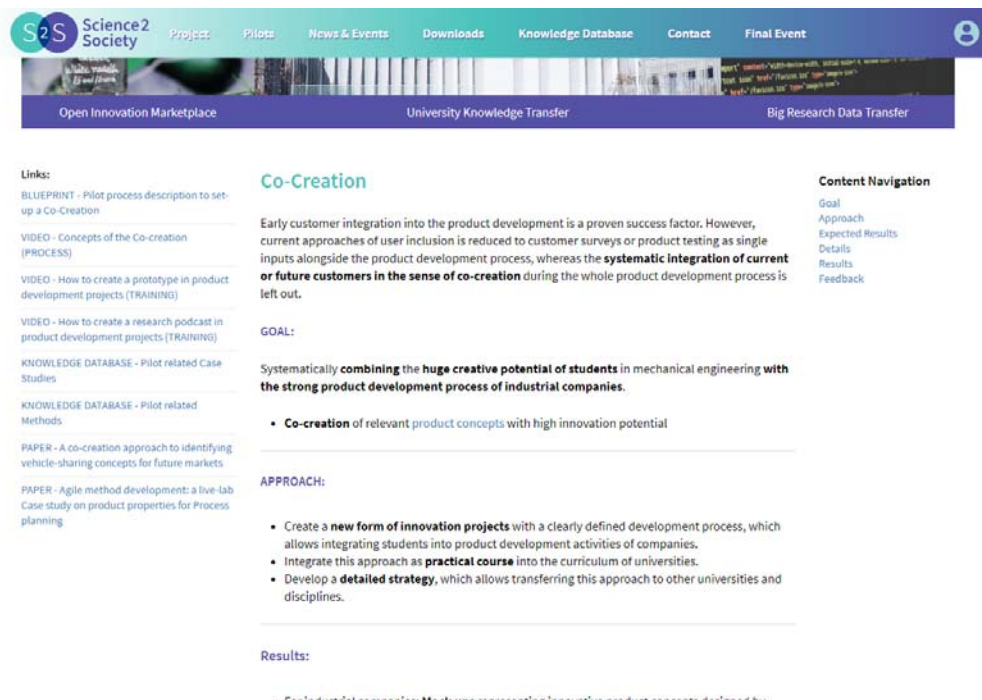


Figure 14: An example pilot structure in the Science2Society website – The Co-Creation pilot

“...The information of the pilots should be well linked to elements from the knowledge base.”

Link to the contents of the Case Studies and the Methods in the Knowledge Database were added to all the pilots. As well, links to each pilot blueprints and to relevant papers for each pilot were added. A special menu that groups all these links has been created.



Figure 15: Example of menu that groups all the links to elements of the Knowledge Database in each pilot.

“...Further, the different videos summarising pilots have a different nature and a content. Most reflects well pilot activities and achievements, but some like Collaborative R&D&I and Big data transfer refer more to the pilot processes not results and are less informative than others.”

There are two types of videos, PROCESS videos that provide the pilot concepts and process description, and TRAINING videos which provide a “How To” guide. Not all pilots have a training video. Now, after each video description it is indicated which type it is, (PROCESS) or (TRAINING).

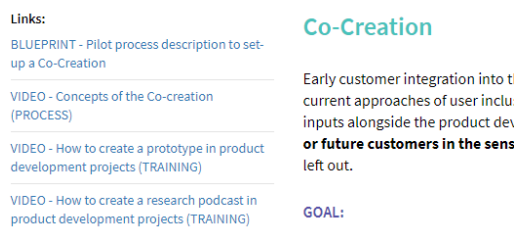


Figure 16: Links to PROCESS videos and TRAINING videos in a the Co-Creation pilot.

5.2 Portal statistics

In order to measure the impact of the website, Google Analytics will be used for the constant monitoring of project's website traffic. Moreover, Google Analytics provides information per-specific page, pages visits, how much time is spent in each page, and the flow of user clicks in the website. This information is very important to the dissemination methodology, as it is used to adapt the website based on user behaviour, in order to maximize dissemination results.

6 CONCLUSIONS

The S2S website has been developed taking into account all the aspects that constitute a good website: a simple, clear and easy look and feel that follows the graphic identity of the project, well-structured contents that cover different target groups, a fast and easy way to update content and information and finally a good level of accessibility that will be increased during the life of the project. The portal includes a knowledge database and a contacts database.

7 REFERENCES

- [1] Deliverable D4.3 Project Visual Identity (S2S_D4.3_Project_Visual_Identity_Final.docx)
- [2] Description of Work of the Science2Society project (Grant Agreement-693651-Science2Society.pdf)
- [3] Reply to the final review report and previous resubmissions of this report

A. ABBREVIATIONS AND DEFINITIONS

Term	Definition
ATOS	Atos Spain
SD	Spirit Design
S2S	Science2Society
T	Task
WP	Work Package