

NoAW project



Innovative approaches to turn agricultural waste into ecological and economic assets

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Workpackage leader: CBHU

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1. Document Info

1.1. Author(s)

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1.2. Revision history

Version	Date	Modified by	Comments
1	27/01/2017		Starting version

1.3. Dissemination level

This deliverable is part of a project that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No	
Dissemination Level	
PU Public	x

2. Summary

<p>Background</p>	<p>Detailed dissemination/communication plan is under development. This plan includes tools and channels which are suitable to communicate the results of NoAW project. Official NoAW website is one of the main communication tools which was developed with in the first 4 month of the project.</p>
<p>Objectives</p>	<p>To develop a readily-accessible project website with two different levels of access. One is available for the general public with a dedicated part for young farmer’s career guidance. The second level is a restricted and only the NoAW Partners and KESP members get access to this dedicated part in order to share and exchange knowledge using the developed forum.</p>
<p>Methods</p>	<p>N/A</p>
<p>Results & implications</p>	<p>The official project website is available on the following URL link: www.noaw2020.eu.</p>

3. Introduction

The general objective of work package 7 is to ensure that the results of the project will be extensively communicated, disseminated and transferred to the main stakeholders: farmers and businesses: primary production sectors (agriculture, forestry, fisheries), European Innovation Partnership (EIP) operational groups, processing industries (food, biobased products, bioenergy); policy makers/regulators; researchers; consumers and NGOs.

The dissemination tasks will be performed in an easily-understandable format facilitating the practical application of project results.

The WP7 specific objectives include:

- To promote widely the communication of the project's research findings in dedicated events (e.g. conferences and workshops across Europe and Asia, project final open meeting etc.)
- To communicate the results in a targeted manner to the professional stakeholders and to the general public by means of factsheets, infographics, and dedicated communication tools;
- To develop training materials and organize training courses on the content of the best practice guide
- To organize webinars to national audiences

The main aim of Task 7.1 is to develop different tools to communicate continuously the NoAW project results to the different target audiences.

Within this task a readily-accessible project website was developed with two different levels of access.

The structure of the different levels was developed by CBHU and was circulated among the project coordination team and the project partners for confirmation. Based on this process the structures of each level are accepted by the consortium:

1. **Level 1** is the public-oriented part of the official NoAW website intended to disseminate the results of the project. Web-based dissemination will be enhanced by all Partners by actively propagating Internet links to the project website from relevant organizations. Short items (news) will be regularly inserted on the website. Also it includes a dedicated part in communicating career guidance for young farmers ('Platform for young farmers').
2. **Level 2 (Knowledge Exchange Stakeholder Platform; KESP Platform)** can be accessed by project partners and KESP members in order to share confidential results and information about the project outcomes and maintain continuous discussion by using the dedicated KESP Forum.

The website is a responsive website, so it can be used by a tablet or a smart phone as well. Visits of the website will be monitored by using Google Analytics.

4. Results

4.1. Creating and organizing the webpage content

Getting a domain for webpage

The domain name is used in URLs as the identification for NoAW website. The webpage domain can be found on the following web address www.noaw2020.eu.

Website structure:

Structure of the public website – LEVEL 1

The public website is designed to be the core source in terms of information about the project. This level has two main goals:

- provide the public essential information on the project results,
- ensure that the project members and the KESP members access shared information and provide a forum for web-based discussion.

1. Frontend structure

a) Header

Header contains the following items:

- logo (NoAW)
- full title of the project
- Login

b) Menu bar

The main navigation on the site is a horizontal menu bar with the following menu points (by clicking on the menu points, sub-pages are loaded accordingly):

- Home
- Partners (map, logo, brief descriptions, website)
- Management (figure and picture about the boards and committees, etc.)
- Methodology (WPs, WP relationships, WP descriptions, WP leaders)
- News and events (link with the News and Events folder)
- Results and available knowledge
- Information Hub
- Platform for young farmers and students
- Resources of NoAW Partners
- Contact

c) Content field

Below the menu bar, the content of the currently loaded down sub-page is displayed.

d) Footer

The footer contains links to official information about the project such as:

- About us
- Contact
- Copyright
- Logo of EU, H2020

2. Pages

a) Homepage

Homepage is a collection of the most relevant content of the whole website. Main parts of the homepage are:

- Topstory,
- News, events, deliverables boxes,
- Project overview,
- Social links (Twitter, LinkedIn)
- Link to collaborative workspace
- Access to KESP Platform (Level 2)

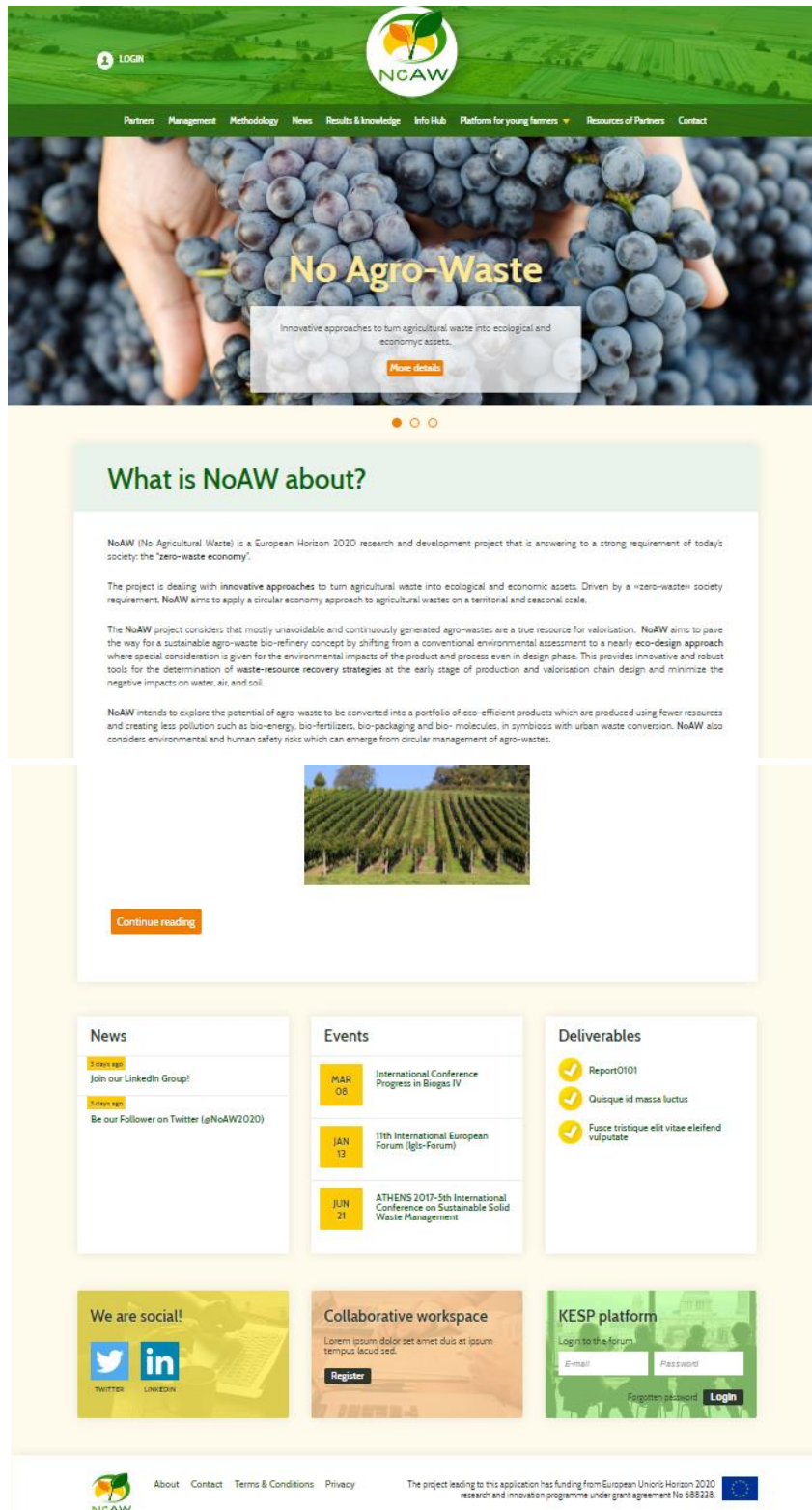


Figure 1. Planned interface of the homepage

General Information

The homepage will contain a description of the general goals of the project which can be managed by the admin. Top story itself consists of pictures of a pre-defined size, which are rotating according to the programmed rule. This site contains the explanations of the keywords of the project.

News box

The most up-to-date news are displayed in this box. The title and a short description (lead) will be displayed for each item.

Events box

Upcoming events will be displayed in this box. Date and title of the event will be displayed for each item.

Deliverables

Deliverables (PU) of the project will be stated in this box.

Social media sites

NoAW project has two social media sites, Twitter (@NoAW2020) and a group on LinkedIn (NoAW2020 project).

The aim of these sites is to reach out broader audience and disseminate the main results, events and news of the project.

Link to collaborative workspace

Link to collaborative workspace developed by INRA Transfer is provided here.

Access to KESP Platform (Level 2)

Access to the restricted Level 2 will be provided here as well. After logging in, the user is redirected to Level 2.

Project overview

This sub-page contains information about the whole project. The content itself is 'news type', therefore it can be fully managed by the administrator.

b) Partners

The partners sub-page contains the core information about project partners. At the top of the page a map is displayed. On the map, all countries are active where at least one partner is located. By clicking on the country, all partners which are located in that country are listed below the map. For each partner the following information is provided:

- logo
- name
- contact
- brief description
- link to company website

c) Management

Management sub-page is designed to introduce the leaders of the project. At the top of the page, a structure diagram is displayed. Below the diagram, the role of each project member is described.

Management



The overall management structure will endorse already existing links between NoAW partners and build and strengthen new interactions, especially by enabling and fostering the transfer of complementary expertise between the involved research and industry players and countries.

The Coordinator of the project is INRA, represented by Prof. Nathalie Gontard. Her primary role is to represent the Consortium to the European Commission, as well as to be the promoter and supervisor of the overall technical and scientific progress.

The General Assembly is the decision-making body of the project. Chaired by the project coordinator, it is composed of one representative per partner, each having one vote for decision making. The General Assembly will be responsible for the strategic and political orientation of the Project: overall direction of all activities – research, training and management – and re-orientation whenever necessary, budget revision, incorporation of new contractors, measures towards defaulting partners.

The Executive Committee (ExCom) is the decision-implementing body of the project. It is made up of the leaders of each workpackage and chaired by the coordinator. The ExCom will be in charge of the operational management of all the activities of the Project.

The ExCom is composed of the following persons (workpackage leaders):

- [Nathalie GONTARD](#), INRA, project coordinator WP8 leader
- [Burkhard SCHAER](#), ECOZ, WP1 leader
- [Ulf SONESSON](#), SP, WP2 leader
- David Bolzonella, INNOVEN, WP3 leader.
- [Annameria CELLI](#), UNIBO, WP4 Leader
- Jan Broeze, DLO-FBR, WP5 leader
- [Dr. Thomas HERFELLNER](#), FRAUNHOFER, WP6 leader
- [András SEBŐK](#), CBHU, WP7 leader

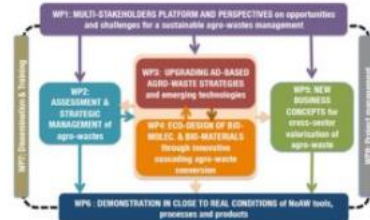
Figure 2. Planned interface of management structure subpage

d) Methodology

The purpose of this sub-page is to describe the project structure and methodology such as WPs, WP relationships, WP descriptions, WP Leaders. At the top, info graphics are shown about the topic described below.

Methodology and structure

NoAW strategy and methodology is based on 6 tightly connected workpackages, whose leaders have been selected for experience in transnational research activities, internationally recognized scientific knowledge in the area concerned, effective communication skills and enthusiasm.



WP1-Multi-stakeholders platform and perspectives on opportunities and challenges for a sustainable agro-waste management

WP leader: Burkhard Schoer (ECO2), and Hélène Couzy (UM) as deputy leader

WP1 is designed to open the dialogue between all concerned stakeholders to bring in their perspectives and views on challenges and opportunities on the route toward a more sustainable agricultural wastes management.

It aims to create opportunity to build and share resources, data, experiences, knowledge, skills and ideas, contributing to a more effective knowledge and data distribution and a better awareness and understanding within EU and China, while providing the right and necessary inputs to the others WPs and ensuring to tackle important points in the implementation phase of the NoAW project.

WP2- Assessment and strategic management of agro-waste in circular, territorial and seasonal perspectives through hybridized approaches and innovative decision support

WP leader: Ulf Sonesson (SR), and Morten Birlyvd (DTU) as deputy leader

The WP2 overall objective is to develop innovative and robust approaches and tools adapted to the assessment and determination of optimal agro-waste management strategies at appropriate (regional) scale and complexity levels, with consistent guidance.

WP3- Upgrading agro-waste management strategies on a regional basis around an existing technology the anaerobic digestion and connected emerging technologies

WP leader: David Balzonella (INNOVEN) and Mauro Majone (UNIROMA) as deputy leader

WP3 aims at providing in-depth knowledge on both "conventional anaerobic digestion" (AD) and advanced AD connected technologies to improve the efficiency of agro-waste management, by promoting wider application (pre-treatments and conversion of recalcitrant ligno-cellulosic streams), better performance (converting biogas into biomethane and biolythane either by post-conversion or two steps AD), safer reuse of digestate (improvement of microbial and chemical quality as well as optimal use) and advanced cascading conversion platform by connecting AD with the conversion of its residue stream into more valuable end-products such as bio-polymers.

WP4- Eco-design of innovative cascading agro-waste conversion into molecules and materials

WP leader: Annamaria Celli (UNIBO) and Hélène Fulcrand (INRA) as deputy leader

WP4 aims to increase opportunities for agro-waste valorization in strong interconnection with AD technology by rationally enlarging the spectrum of conversion process and product port-folio. Producing multiple products will enable to step up to an agro-waste bio-refinery strategy, in a manner that seeking zero waste producing, while maximizing the value derived from the agro-waste feedstock.

This objective implies to gain better knowledge and understanding of complex agro-waste conversion routes

- before the AD process, through the extraction or production of high value bio-chemicals which will be used as additives, building blocks for new macromolecular structures and fillers for biocomposite;
- to further exploit the digestate and upgrade the VFAs stream issued from AD into biofuels, soil amendment and bio-polymers.

WP5- New business & marketing concepts for cross-sector valorisation of agro-waste

WP leader: Jan Broeze (DLO-FBR) and Hugo de Vries (INRA) as deputy leader

WP5 has a fourfold objective:

- Understanding existing business models and key success and failure factors for cross-sector valorisation of waste streams.
- Identify feasible business opportunities for setting up new clusters based on effective use of energy, waste streams and by-products.
- Conceive collective and individual business and marketing strategies for valorizing agro-waste and by-products.
- Give policy recommendations for facilitating the development of clustered cross sector activities when optimizing energy, waste streams and by-products.

<p>WP6- Demonstration in close to real conditions</p> <p><i>WP leader: Thomas Herfellner (Fraunhofer)</i></p> <p>WP6 aims to prove the applicability of NoAW holistic/integrated approach for agro-wastes conversion in close to real conditions, and the availability of a new cascading conversion chain of agro-wastes (defined agro-wastes, area, season, technologies and targeted markets) ready to be demonstrated in full scale and real conditions with NoAW stakeholders and applicable industrial ecology concept</p>
<p>WP7- Dissemination and training</p> <p><i>WP leader: Campden BRI Magyarország Nonprofit Kft</i></p> <p>The aim of WP7 is to ensure the communication and effective take up of NoAW results and new knowledge by the stakeholders through relevant and adapted methods and tools, WP7 will thus promote the use of results and successful practices from the project among specific target groups.</p>
<p>WP8- Project Management</p> <p><i>WP leader: Nathalie Gontard (INRA)</i></p> <p>The overall management plan is aimed at achieving three main objectives:</p> <ul style="list-style-type: none">• At the strategic level, it will steer the project to address all unexpected situations, be these scientific, technological, environmental or political.• At the operational level, it will ensure that the project progresses in conformity with the work plan with regard to overall progress, milestones, deliverables, and planned resources. <p>At the organisational level, it will optimise the infrastructural set-up to support the project, with special attention paid to financial, logistics, information, coordination issues and in terms of quality and conformity to EC rules and procedures.</p>

Figure 3. Planned interface of Methodology and structure of the subpage

e) News and events

At this page all news and events are displayed under each other. Title and short description (lead) are displayed for each item. By clicking on a single news/events item, the user is redirected to the single news/events page.

f) Results and available knowledge

The uploaded documents, white papers, publications will be listed in this area. The documents will be available after registration which enable the admins to monitor who is interested in certain documents.

Downloads will be registered in a database by using Google Analytics.

g) Information Hub

This sub-page's purpose is to collect all information which may be interesting for all targeted stakeholders (e.g. farms, converters, industry and consumers) of the NoAW project.

It will include project presentation, brochures, posters, flyers, websites, and links to the other relevant scientific websites.

Also this section is dedicated to assess the needs of stakeholders. It will include a questionnaire for that.

h) Platform for young farmers

This part of the website is dedicated to career guidance for young farmers. It includes career and training opportunities and interesting news.

Furthermore, there will be an option for young farmers to insert their applications and CVs. A database generated by these data will be available in the Level 2 for the project partners.

i) Resources of NoAW Partners

In this sub-page, hyperlinks will be listed which lead to those services of the NoAW Partners which are related to the work of NoAW.

j) Contact

Contact page will contain online and/or offline contact details of the key project members such as the project coordinator and the project managers.

3. Content types

All the pages and sub-pages of the website are built up of the below stated content types. What is described below will be implemented to the site and can be used where relevant.

a) News/articles

Most of the contents of the site will be 'news type'. This type of content can be used to describe a topic with text, picture and video.

The following content types can be added to news:

- text
- embedded video (video should be uploaded to Youtube prior embedding)
- picture
- attachment (link to download any type of document)

b) Events

Events is basically an extended 'news type' content. By uploading news to the site, it can be defined that the news should be treated as an event.

Following content types can be added to news:

- text
- embedded video (video should be uploaded to Youtube prior embedding)
- picture
- attachment (link to download any type of document)
- date

c) Embedded PDF document

Embedded PDF document is displayed directly in the web browser. The content is the document itself.

d) Automatically generated content

The homepage will be working with automatically generated by pre-defined rules (e.g. the upcoming events will be displayed in Events box.). The structure of these contents cannot be modified later by the administrator however the displayed items can be set.

e) HTML content

Some pages, such as Methodology will be an HTML content based sub-page. The administrator can edit its content similar to a Word document.

Structure of the restructured web-site for the KESP LEVEL 2

The Level 2 is designed to be a platform for the project members and KESP members. It can be accessed by logging in through public website. The main functions of Level 2 are the following:

- provide project members and KESP members with essential internal information,
- allow discussion between project partners and KESP members by using the Forum.

KESP Forum will be accessible for only the Project Partners and KESP members who have already signed the Confidentiality Agreement.

With this Forum, there is a platform where further discussions can be facilitated between KESP members and PPs, without breaching the confidentiality of the project results

1. Frontend structure

a) Header

Header contains the following items:

- logo
- full title of the project
- Log Out (redirecting user to public website)
- Username (redirecting user to his own profile)

b) Menu bar

The main navigation on the site is a horizontal menu bar with the following menu points. By clicking on the menu points, sub-menus are shown in dropdown field. If the sub-sub-menu also exists, pages will be grouped in the dropdown content accordingly.

- Home
- General info
- Results and available knowledge
- Platform for young farmers
- KESP Platform
- Help

c) Footer

The footer contains links to official information about the project such as:

- Contact
- Copyright
- EU flag, H2020

2. Pages

a) Homepage

The main parts of the homepage are the three boxes with the following content

- News (4-5 news listed in the box, redirects to News page when clicked):
- Events (4-5 events listed in the box)
- Deliverables (4-5 events listed in the box)

Structure allows CBHU to manually create and edit more boxes below according to project needs.

b) General information

Contact lists

This page contains basic contact information of the project members. The contact list contains a search field, where the users can search the contact details of partners.

News and events

At this page all internal news are displayed under each other. Title and short description (lead) are displayed for each item. By clicking on a single news/events item, the user is redirected to the single news/events page.

c) Results and available knowledge

This sub-chapter collects those fact sheets, guidelines, research summary sheets, webinars which are targeted to raise the interest of the KESP Partners and project partners.

d) Platform for young farmers

The following sub-pages will be added to their platform:

- Uploaded CVs: The list of CV provided by the young farmers can be exported to an EXCEL file and it will be available only for the project partners.
- Career and training opportunities

e) KESP Platform

This section enables consultation for the KSP members who have already signed the confidentiality agreement. Materials provided by the Project Partners shall be commented and discussed by the KESP members.

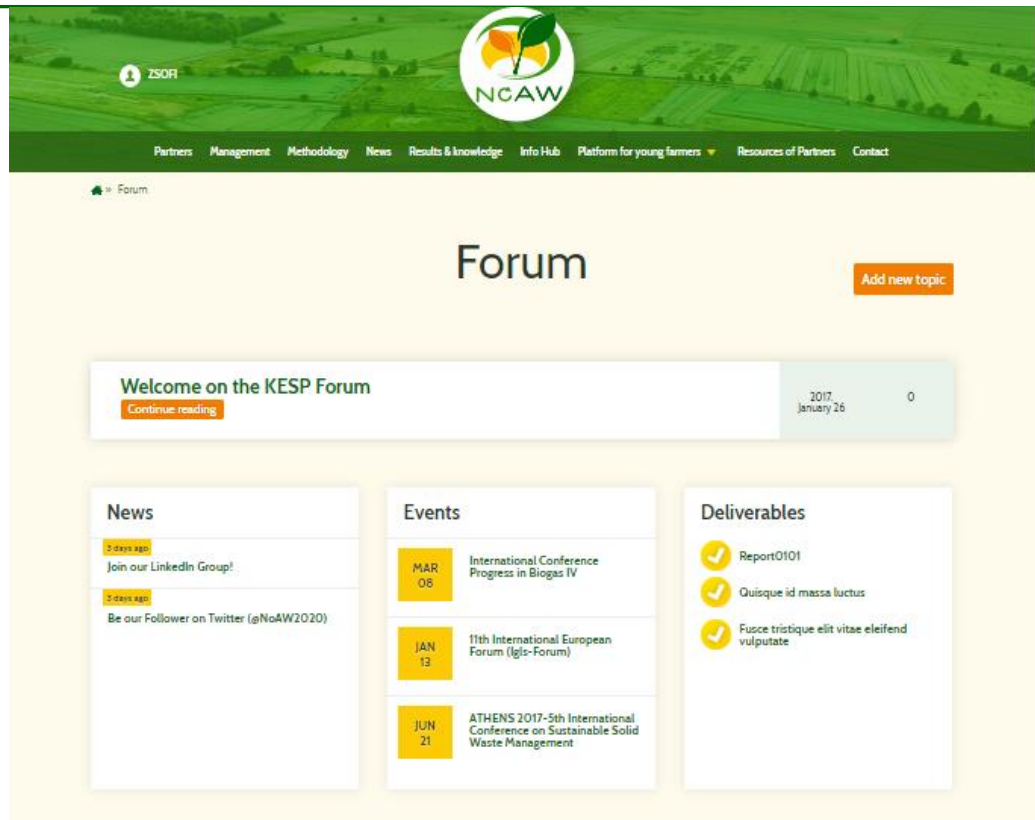


Figure 4. Planned interface of the KESP Forum

f) Help

This subpage is the user guide of the Level 2.

1. Creation/Edit of an article

Creation or editing of an article can be done either by approved editor users or users with super administrator permission. If the user has the permission to create/edit an article, then on the top of the blog a "Create a new article" link will be shown, by clicking on it the user will be redirected to the article editing page.

The following information will be shown:

- title
- content (WYSIWYG editor)
- attachments (the name of an attachment is automatically generated from the filename)
- category (dropdown field with the existing categories)

After saving the article it will be automatically shown as a public article and the comments will be automatically enabled.

The public articles can be edited or deleted by the owner of the article and by the super administrators. They have an extra link on the page of the article for these functions.

By clicking on edit link the user is redirected to the editor site, where he is able to edit the content.

2. Edit categories

The categories can be edited only by super administrators. For those users on the right side bar a „Add a new category” link will be shown, and the end of each category section a “Edit” link with which the existing categories can be edited. Deletion of a category is only possible when empty.

3. Permissions

The following 4 different permissions roles will be defined for the website:

1. Public (level1): only the public part of the website will be seen
2. Guest (level2): has access to the content of sub-page ‘results and available knowledge’
3. Project partner (level3): has access to Level 2
4. KESP member (level3): has access to Level 2
5. Administrators (level4)

5. Next steps in Task 7.1

The following subtasks are in progress within Task 7.1.

- Creating of communication tools such as, presentation template, template for research summary sheet, poster, and factsheets. These tools will be reported in details in D7.2 (M6).
- The structure and the design of the project website including two levels (public, KESP Platform) was specified, which are already accepted by the project partners.

The website (www.noaw2020.eu) will be online for the project partners and for the public users from end of January 2017 and there will be a test period (about two weeks) and within this time the project partners can test the using and operation of the developed website and the identified problems could be managed during this test period.

6. Partners involved in the work

The structure of the web page was developed by CBHU. All project partners were invited to comment the different functions and provide content for the different sub-pages.