
IMAGE

Innovative Management of Animal Genetic Resources

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Horizon 2020 FRAMEWORK PROGRAMME

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DELIVERABLE D7.1

Deliverable title: Website

Abstract: Project website - providing information on the partners, the work programme, the conferences, the publications, training and pointing towards the data portal.

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Start date of the project: March 1st, 2016

Organisation name of lead contractor: INRA

Contributors: All participants

Dissemination level: **PU**

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Actual submission date: Month **9**

Duration: 48 months

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Executive Summary

Background	This deliverable documents the development of the project website, which is available at: www.imageh2020.eu
Objectives	The project website is designed to serve as the main communication path to the general public, and to establish a bridge between the scientific teams involved in the project and the various stakeholders.
Methods	The website was designed with a clean but attractive look, providing objective information on the project goals and achievements, and allowing easy updating as the project evolves. It was also designed to be 'responsive' meaning that the size and appearance adapts to a smartphone screen.
Results & implications	The first version of the website is fully functional and available to the public.

1. Introduction

The IMAGE website is part of Work Package 7 – Outreach, which is led by University of Lisbon, aims to make available to the general public the scientific and technological results of the project.

The IMAGE website is a major dissemination tool intended to facilitate the spread of project information to different stakeholder groups, including scientists within or outside the project, germplasm bank managers, breeding companies, animal farmers, NGO's and policy makers, biotech companies, as well as the general public.

The website will play a specific role to promote the dialogue forum, which is an original approach developed by IMAGE to involve stakeholders from the beginning.

This website is designed to disseminate the outputs of the project both in the EU and globally, in particular to third countries participating in the project (Egypt, Morocco, Colombia, Argentina) with the goals of:

- increasing awareness about project activities,
- inform about ongoing research, and project results and achievements,
- receive feedback from stakeholders and others interested,
- promote the diffusion and adoption of project results.

This deliverable provides a general presentation of the website and describes the format, design, technology used, development process and functionalities.

2. General information

2.1. Website setup

The content of the IMAGE public website has been defined and prepared by ULISBOA, in coordination with INRA and other project partners. The website has been designed and developed by RURALBIT, as part of its service contract activities to ULISBOA.

The access to the website is open to the general public and the official registration of the domain name is: www.imageh2020.eu

Given the need for specific design and the technological issues in developing the website, the company RURALBIT was chosen among three possible candidates, on the basis of its cost and experience in technical development of websites, particularly those aimed at animal breeding programs.

Prior to the conception and development phases, a benchmark of similar websites presenting European projects has been made at month 3. The contents and functionalities of the external website were identified at month 4 in collaboration with the other partners of the project.

2.2. Website development

The website content was developed in July and August 2016, in close consultation between ULisboa and INRA, and all partners were requested to actively collaborate to update the information displayed on the website.

The Beta version of the website was fully functional in open access for the First IMAGE Dialogue Forum, which took place in Belfast on August 28th, 2016.

The following 12 months of the project will be dedicated to test and to improve the content of the website, as well as to give more visibility to the website by enhancing its ranking in search engines.

3. Website Content

From the beginning, the website was designed to be:

- freely available to the public
- permanently updated as the project evolves
- informative
- visually attractive.

Therefore, the content of the website is flexible, and will be adjusted as needed to better suit the goals of the project and its partners.

In the initial version, the website is structured as follows.

- Top Menu containing links to

- Homepage
- Objectives
- Project overview
- Consortium
- Work plan (with submenus)
- Case studies
- Deliverables (only Public deliverables will be published)
- Contacts
- Intranet access

- Leftside menu containing:

- Newsletter
- Upcoming events
- Publications
- Training opportunities
- Dialogue forum

- Body

- Display the content of the link chosen

- Slideshow

- Different slides displaying images related to IMAGE topics

- Bottom menu

- Links to upcoming events

Examples of some of the website screens are shown in the Appendix.

4. Conclusions

The online IMAGE Website is a key element of the project's dissemination strategy, and its contents will be mainly focused on the presentation of the project goals and results. The website will be updated according to the scientific and technical developments of the project, making available to the general public the publications, resources and results obtained in the project.

At the end of the project, the Website will be a repository of the various findings and achievements obtained throughout. After the project is over, the website will be maintained by the Project and WP7 leaders, particularly to disseminate the publications which may still take place. Ultimately, it could also be integrated into the EUGENA portal of animal gene banks, which will be maintained by the European Regional Focal Point for animal genetic resources.

5. APPENDIX

Example Screen shots

