

#### TRANSAT

Research and Innovation Action (RIA)

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# **Project website**

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#### Summary

The TRANSAT public website was designed and developed to serve as a dynamic information and Communication tool, as well as a platform for the project team. The website URL is: http://transat-h2020.eu/ It acts as the main channel for news and updates with the aim to address the key questions that external visitors are expected to have, such as what the project is about, what it will deliver and why, who the partners are, and what the main advancements are. Google Analytics is used as the main tool to monitor the statistics of the website and make changes to the content architecture if necessary. The TRANSAT website was officially launched in December 2017. It will be continuously updated and will evolve with the lifecycle of the project, according to the dissemination and communication policy of the project.

Approval		
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### Abbreviations

EC DG RTD	European Commission – Directorate General for Research and Innovation
PQP	Project Quality Plan
DoA	Description of Action
WP	Work package
WPL	Work package leader
GB	Governing Board
PAR	Periodic activity report
PMR	Periodic management report
PR	Periodic report
QA	Quality assurance
PMO	Project Management Office
ECCP	Electronic Collaborative Content Platform

# **Summary**

The TRANSAT public website was designed and developed to serve as a dynamic information and Communication tool, as well as a platform for the project team.

The website URL is: http://transat-h2020.eu/

It acts as the main channel for news and updates with the aim to address the key questions that external visitors are expected to have, these include:

- What is the project about?
- What will the project deliver and why?
- Who are the partners of the project?
- What are the main advancements of the TRANSAT project?

Google Analytics is used as the main tool to monitor the statistics of the website and make changes to the content architecture if necessary.

The TRANSAT website was officially launched in December 2017. It will be continuously updated and will evolve with the lifecycle of the project, according to the dissemination and communication policy of the project.



# **1** Introduction

The key objectives of TRANSAT in terms of public communication are to:

- To promote the project's activities, objectives and the uptake of its results;
- To disseminate the knowledge produced in the project and to communicate it to the project's target audiences: scientists, researchers, policy-makers, regulators, etc.
- To engage in a two-way dialogue with the project's stakeholders

The public website for TRANSAT will contribute to achieving these objectives by serving as the main channel for news and updates, as well as a repository for all the project's public deliverables such as reports and communication and promotional material (flyer, poster, etc.)

The website URL is: <u>http://transat-h2020.eu/</u>

It also provides access to the private area for TRANSAT partners. This platform allows partners to share documents and work in a collaborative way.

This document outlines the main sections and technical characteristics of the website.

# 2 Content

The public TRANSAT website will promote the European and international visibility of the project, communicate on the progress achieved and disseminate the results stemming from the project.

To make useful and relevant information available to the general public, it was decided that the website should address the needs and the questions that would most likely interest external stakeholders or visitors, such as:

What the project is about

- What the project will deliver, and why
- Who the partners of the project are
- What the main advancements of the project will be

### 2.1 Homepage

All of the important information on the project can be accessed directly from the homepage and highlights of each section or topic are displayed.

It represents the central point of information and aims to provide general information about the project and the expected results and impacts.

Therefore, visitors have direct access to information on:

- The project's overview and key numbers
- The project's impact
- The latest news and events
- All published resources, including results and deliverables (public)
- The partners of the consortium



### • The link to the partner area



Figure 1: Homepage



# 2.2 About TRANSAT

The *"About TRANSAT"* page presents the main objectives of the project and the main challenges associated with Tritium.

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Figure 2: About TRANSAT page



# 2.3 Impact

The *"Impact"* page presents the main impacts of the project. Additional impacts such as environmental, economic and societal will be added in the months to come.

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Figure 3: Impact page

### 2.4 Latest news and events

The *"News and events"* section reports on the news and events relating to TRANSAT, as well as related projects, or news and events of interest to the project's key stakeholders.

D5.7 Project website



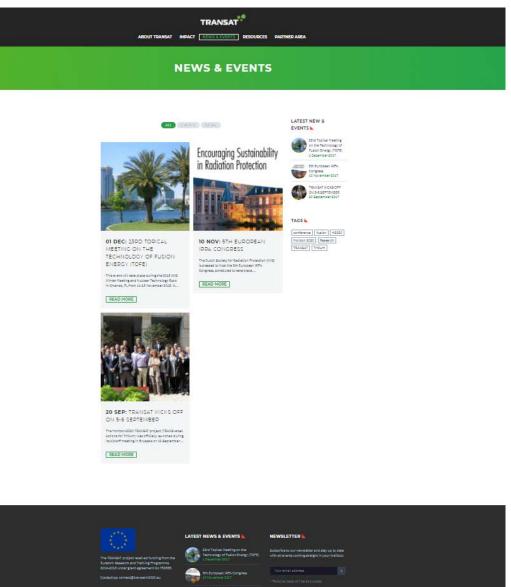


Figure 4: News page

### 2.5 Resources

The *"Resources"* section gives access to the project's resources, such as the public deliverables, press releases, photo galleries and promotional materials (brochures and flyers).



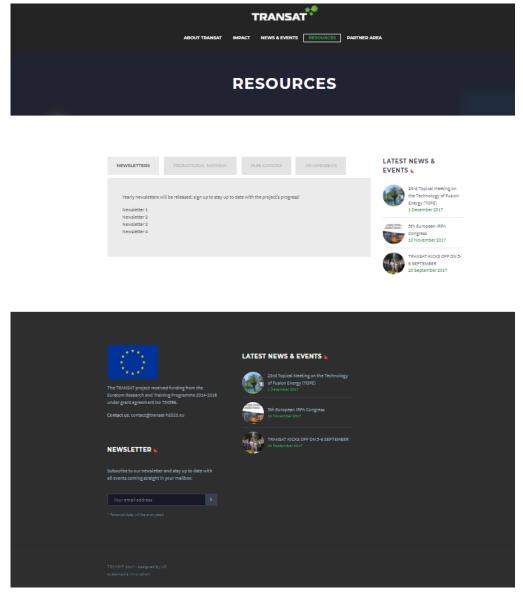


Figure 5: Resources page

# 2.6 Partner area

The "Partner area" section is dedicated to the partners. This platform allows partners to share documents and work in a collaborative way. It provides an online repository for information about the management of the project, contacts, results from the meetings, as well as internal work documents related to different WPs that are required to be shared. All documents and files are saved and organised in one place and can be shared at any time, from any location or device.

# 2.7 Other considerations

#### **Browser compatibility**

The website is compatible with the common web browsers on all common operating systems. These include various versions of Internet Explorer, Firefox, Safari, Opera and Chrome.

The layout of the website is also responsive: it adjusts the design display based on the screen size of the device it's viewed on, regardless of whether it is viewed on a desktop, tablet or mobile.



### **Google analytics**

To understand how the website is used by visitors, a Google Analytics account will be registered for TRANSAT. The reports will give a clear idea on:

- How many users are visiting the site
- Which pages are the most viewed
- The geographic location of visitors

#### Update of the webpage

Updates will be made every 4 - 6 months so that it continues to adapt to the important milestones (e.g. the completion of each demonstration). This is to ensure that the website remains a dynamic and useful tool to spread the knowledge acquired during the project.

# 3 Conclusions

The TRANSAT website has been prepared during the first stage of the project, and was launched in December 2017 according to specific needs and aims to maximise the impact of the project. It also aims to boost the awareness on the results and milestones to be accomplished during the project. The TRANSAT website will be updated regularly and will remain a flexible tool, content and structure may evolve if necessary.