GRASS CEILING

D6.10

Website Creation

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Dissemination Level

☒	**PU:**	Public
☐	**CO:**	Confidential, only for members of the consortium (including the Commission Services)

Abstract

This document describes the establishment of GRASS CEILING website and social media and its relation with the communication strategy. These activities refer to Tasks 6.1 and 6.2 of the GRASS CEILING project.

As a foundation of the future effective communication activities, it is crucial to establish a sound set of working dissemination tools and materials within the first few months of the project. Accordingly, a project logo and a web platform comprising an external website and intranet were developed in the first 3 months to form the backbone of both project internal communication and public visibility.

In addition, various dissemination materials, such as a brochure and a poster, have been produced for awareness-raising at events. The material is also going to be uploaded to the website, to be available to anyone interested.

Templates have also been produced and uploaded to the intranet to be available to the consortium and facilitate future dissemination and reporting activities, such as letters, reports, deliverables, PowerPoint presentations, etc.

Accounts have been set up in 5 social media channels (Twitter, Facebook, LinkedIn, Instagram and YouTube) to ensure the widest possible impact and outreach of GRASS CEILING related results, news and events and to engage stakeholders in a virtual community.

The longer-term impact of the project's results will be secured by maintaining the website for a minimum of 5 years after the closure of the project.

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01 Introduction

Most people seek information online to help them make smarter decisions; in fact, 88 % of the population researches information through websites.

Lack of online presence generates distrust, so it is vital to have a website and social media profiles where people can go to ask questions and interact on a variety of topics.

The importance of a website to generate credibility is also something that brands must take into account. In today's digital marketplace, companies that do not have a website are seen as less credible.

The website offers information about an institution or project and shows results, services, and products, etc. It also sets out objectives, mission, vision and values.

Having a website with a responsive design is very important. It is greatly appreciated by the public, since most Internet searches are done from a smartphone and therefore a website should be easily visible and adapt to different devices (PC, tablet or smartphone). A website that does not meet these requirements leads to fewer users, fewer visits, less visibility on Google and fewer conversions. It should be taken into account that around 80 % of traffic comes from mobile devices, so a design that caters for these devices helps to improve positioning and usability.

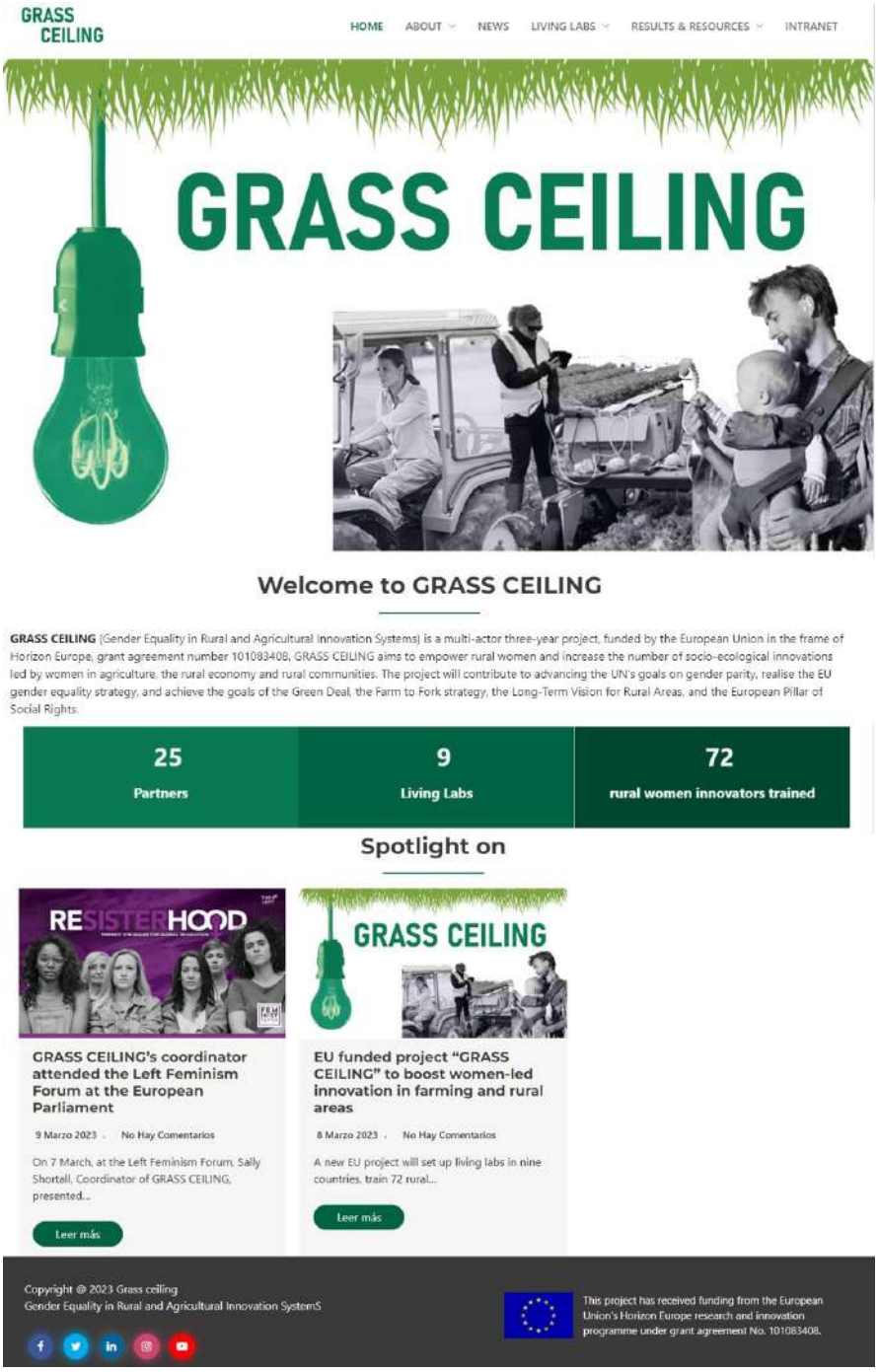
A simple, user-friendly design is essential for readers to stay on the website for as long as possible, to find the information they are looking for without difficulty and for their experience to be positive. If the aesthetics and user experience are not pleasant, it is very likely that they will abandon the page before time, so it is crucial to find a balance between simple navigation and an attractive website.

A website should be a clear and faithful representation of a brand's branding, so that elements such as corporate colours, logos and icons, corporate images, type and tone of language and even the brand's philosophy should be reflected clearly on the website.

02 GRASS CEILING website

2.1. Introduction

The GRASS CEILING website (http://www.grassceiling.eu/) is the main channel for dissemination of project reports and outcomes. The website includes a range of information and tools to achieve the aims of the communication, dissemination and impact strategy.

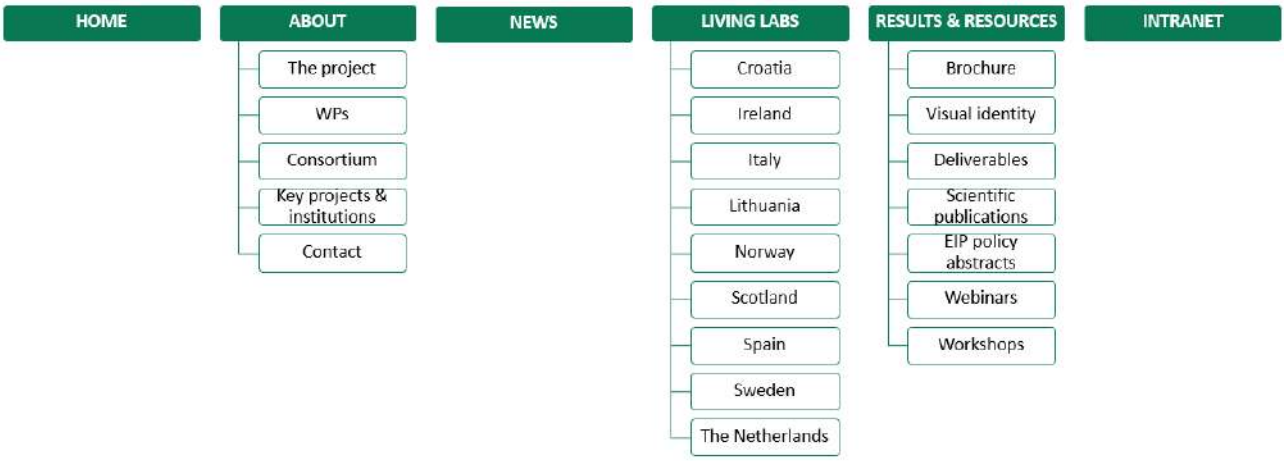


2.2. Website administration

CIHEAM Zaragoza will have access to the details of the GRASS CEILING website administration, and will be in charge of ensuring the project site security and consistency of design.

2.3. Sections

The GRASS CEILING website is intended to be a major channel of communication and dissemination of the findings, intermediate and final results, as well as project recommendations. There will be a number of ways to populate or feed into sections of the website with information and material updates. These are summarised below:



2.3.1. HOME

The home page contains a brief description of GRASS CEILING goals, key figures about partners, living labs and training of rural women innovators, the latest highlights of the project and a footer with the EU disclaimers and links to social media accounts.

2.3.2. ABOUT

This section contains information about the project, its main objectives, activities and impacts, as well as the information about each work package, how to contact the project and alliances with other relevant projects and institutions related with the aim of GRASS CEILING.

Furthermore, the GRASS CEILING website is also a means of communicating with project partners. To this end, links to the 25 partner organisations are available on a dedicated page of the website so that partners can redirect stakeholders to the website with their own contact details.

2.3.3. NEWS

This section will be used to:

- Announce upcoming workshops, meetings and other events well in advance;
- Report on recent events or meetings, providing a summary to be published on the website, preferably with photographs from events;
- Highlighting GRASS CEILING's publications and deliverables that are available to the public;

- Highlighting when/if GRASS CEILING is mentioned in news items or other media.

2.3.4. LIVING LABS

Each Living Lab will have its own website containing relevant LL information, objectives, stakeholders, LL news and other sections.

Living Lab pages will be created by CIHEAM Zaragoza but it will be managed and updated by each LL leader.

2.3.5. RESULTS & RESOURCES

This section will contain the most information on all the results, deliverables, publications, as well as dissemination tools such as webinars, workshops, brochures, etc. The subsections that this tab will contain are:

- Brochure
- Visual identity
- Key deliverables
- EIP policy abstracts
- Conferences: GRASS CEILING presentations and articles from meetings and events
- Meetings & Activities: There are three subsections: Annual Meetings, Workshops and Training. This section contains relevant information of all activities organised by GRASS CEILING. The objective is to complete as much information as possible (objectives, agenda, participants, etc.) to publicise the project and its activities to the target audience.
- Webinars
- Workshops
- Repository: It will contain all the publications (scientific articles, deliverables, participation in conferences, reports, etc.)

2.3.6. INTRANET

The website contains an Intranet that acts as a tool and platform for internal communication, sharing of documents, drafts etc. and to deposit final deliverables that can be accessed by all GRASS CEILING partners with user name and password via the webpage.

2.4. Other relevant information

The website will be continuously updated. CIHEAM Zaragoza, the WP6 leader, hosts the website and is responsible for its public and internal viewing. The website provides downloadable results and will be maintained for up to 5 years following the completion of GRASS CEILING.

There will be frequent referral from the social media accounts to the GRASS CEILING website. The website will therefore facilitate the effective and efficient dissemination and communication activities of the project especially with external parties, including other research consortia, stakeholders and other relevant networks.

03 Social media

To further enhance the interactive nature of the project and to extend the outreach of the project's activities and findings, social media will be used actively to communicate wider about GRASS CEILING upcoming events, outcomes and relevant key messages. Social media activities will involve:

- Twitter account: https://twitter.com/GRASSCEILING_EU
- Facebook account: https://www.facebook.com/GRASSCEILING/
- LinkedIn account: https://www.linkedin.com/company/grass-ceiling-project/
- Instagram account: https://www.instagram.com/grassceiling_eu/
- YouTube channel: https://www.youtube.com/@GRASSCEILING/

The social media accounts for GRASS CEILING will enable the project to:

- Engage with a wide range of stakeholders.
- Communicate and disseminate the results to a wide audience.
- Generate discussion and debate among users and feed ideas and knowledge back into the project.
- Improve expected results of the project thereby increasing its final impact.

The presence of GRASS CEILING on various social media ensures that a wider range of target groups are reached. Twitter, Facebook and LinkedIn in particular will ensure that key messages from events/conferences are fed back rapidly – or even live – to the interested community of social media users who in turn can react and shape the debate, ask questions and provide feedbacks.

References to GRASS CEILING Twitter feed, Facebook and LinkedIn accounts, as well as to the website, are made in the template of all communication materials to encourage partners and the audience to be active on social media during the events.

Given their public exposure, messages communicated by individual partners on behalf of GRASS CEILING, i.e. the GRASS CEILING project, must follow some common rules to ensure consistency and relevance, but also integrity of the announcements published online. The GRASS CEILING communication team has therefore developed detailed rules for all partners to use these social media accounts that are explained in Deliverable 6.1 (Communication, Dissemination and Exploitation Plan).

Contributions from all partners will be sought to populate the social media platforms. For the other tools available on the website, i.e. blog, news, calendar, it is anticipated that the WP6 leaders will play an active role in requesting and promoting partners' contributions and in placing these inputs on-line, on their behalf, given the more comprehensive overview they have of the communication activities and timetable.