



EDAPHOS

D6.4 Website Report

WP6 – Task 6.4

November 2023 (M3)

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Document information

Grant Agreement	n°101112768
Project Title	Advanced mapping, risk assessment and nature-based depollution methods are combined to accelerate the recovery of contaminated soils and ensure that ecological restoration enters mainstream business
Project Acronym	EDAPHOS
Project Coordinator	Prof. Michel Chalot, UBFC
Project Duration	1 September 2023 – 31 August 2027 (48 months)
Related Work Package	Work Package 6
Related Task(s)	/
Lead Organisation	LGI
Contributing Partner(s)	/
Due Date	November 30, 2023 (Website published)
Submission Date	November 30, 2023 (Website published) December 12, 2023 (Website report)
Dissemination level	Public

History

Date	Version	Submitted by	Reviewed by	Comments
30/11/2023	1.0	LGI	Michel Chalot – (UBFC)	The reviewers commented the content and design
20/12/2023	1.0	LGI	Mariana Terreros (LGI)	Quality Check review
18/02/2026	2.0	LGI	-	Screenshots modifications

Table of contents

- 1 The Project Website.....7
 - 1.1 Browser Compatibility7
 - 1.2 Monitoring7
- 2 Website Content.....8
 - 2.1 Home8
 - 2.2 About the Project.....10
 - 2.3 The Project Partners12
 - 2.4 Fellow Soil Projects12
 - 2.5 Case Studies13
 - 2.6 Results.....14
 - 2.7 Resources.....15
 - 2.8 News16
 - 2.9 Contact.....16

List of figures

- Figure 1: Home Page9
- Figure 2: EDPAHOS Newsletter Registration Page10
- Figure 3: About the Project Page11
- Figure 4: The Partners Page12
- Figure 5: Fellow Soil Projects13
- Figure 6: Case Studies14
- Figure 7: Results.....15
- Figure 8: Resources.....15
- Figure 9: Contact.....16

Summary

The EDAPHOS website serves as the primary information source for the project and will be where most stakeholders will go to find out more about its activities. The design is tailored to be accessible and appealing, and aligned with the project's communication objectives to engage stakeholders. The website was launched in November 2023. It will be continuously updated with news, events, communication items, deliverables, and results to keep frequent visitors and target audiences engaged. The website will evolve with the lifecycle of the project.

Keywords

Website, NBS, communication, dissemination, analytics, information, content

Abbreviations and acronyms

Acronym	Description
WP	Work Package
GDPR	General Data Protection Regulation
URL	Uniform Resource Locator

Introduction

This deliverable describes the main sections and characteristics of the EDAPHOS website, an indispensable tool for project communication, dissemination, and stakeholder engagement. It serves as the main channel for news and updates with the aim to address the key questions that external visitors are expected to have.

Purpose

The main purpose of this deliverable, D6.4 is to outline the main sections and technical characteristics of the EDAPHOS website. The target audiences that the consortium is aiming to reach through the activities carried out via the website, include citizens and key stakeholders of the project at local, national, and European levels.

Contributing Partners

As the leader of Task 6.4 Project Website, LGI is responsible for designing, managing, monitoring and regularly updating the public website throughout the duration of the project. The content and news featured on the website will largely depend on partner contributions and inputs. Their support will also be needed to write blog articles, relay the news and results published on the website. Partner contributions are summarised in the table below.

1 The Project Website

The EDAPHOS project website was launched in M3, in November 2023, at this website address: <https://edaphos.eu/>

The website will serve as the primary source of information for the project and will be where most stakeholders will go to find out more about its activities. The design has been intentionally tailored to be accessible and appealing, and aligned with the project's communication objectives to engage stakeholders. The website will be continuously updated with news, events, communication items, deliverables, and results to keep regular visitors and specified target audiences continuously engaged.

The website aims to make useful and relevant information available for online visitors. The website will disseminate information about the project that would most likely be of interest including:

- What the project is about.
- What the project is delivering and why.
- Who the project partners are.
- What the latest news and events of the project are.
- Where to find more information on the topic or related topics.

1.1 Browser Compatibility

The website will be compatible with web browsers on all common operating systems. These include various versions of Internet Explorer, Firefox, Safari, Opera and Chrome. The layout of the website will be responsive and adjusted based on the screen size of the device it is viewed on, regardless of whether the device used is a desktop computer, a tablet, or a mobile phone.

1.2 Monitoring

It is important to understand how the website is used by visitors, in order to shape information to the project's target audiences and build the project's online community. Therefore, a GDPR-compliant website analytics tool called Ionos will be used. This will provide insights regarding:

- How many times the website was visited.
- How many users visited the website.
- Which pages are viewed the most.

These results will enable the communications team to adapt its strategy to be more efficient and reach a wider audience by optimising its content.

The main sections will be used to communicate and disseminate information through the website:

- Newsroom: activities, milestones, and results, as well as news related to the project will be featured in articles and posts.
- Results: public deliverables, reports, and electronic newsletters will be made available for download.
- Resources: all promotional materials produced will be made available for download.

2 Website Content

The following content illustrates the main elements of the website that includes all relevant information about the project in order to appropriately disseminate information about the EDAPHOS project. All information on the website can be found using the navigation of the main menu, which appears on each page of the website as well as at the footer of each page. This allows visitors to easily navigate the website to find specific information. Therefore, visitors will have direct access to information on:

- **Home Page:** project summary, newsletter subscription, key figures relating to the project, latest news.
- **About the Project & the Objectives:** information about the project and key themes: its context, main objectives and expected impacts and goals.
- **Project Partners:** the partners involved in the project.
- **Fellow Soil Projects:** the other EU Soil projects funded under the same call.
- **Case Studies:** featuring information about the 7 case studies that are part of the project
- **Results:** public deliverables, reports, and electronic newsletters will be made available for download.
- **Resources:** all promotional materials produced will be made available for download.
- **News & Events:** an information section about project news, upcoming events and calendar activities.
- **Blogs:** presentation of a range of blog articles about EDAPHOS and initiatives that can feed into the project.
- **Contact page:** to get in touch with EDAPHOS representatives when needed.
- **Privacy Policy page:** an information page to explain what we do with the data, and who to contact in case they have any questions.

2.1 Home

Key information about the project can be directly found on the homepage under the header and in the different sections on the website. On the homepage, users will find information on the following:

- A summary of the project.
- Key figures relating to the project.
- Case Studies information
- Latest news.
- Newsletter subscription option, which opens on a separate page for registration (see figure 2).

In the footer of all pages on the website, users can find the EU funding emblem and statement, name of the coordinator, the project's email address, navigation to the entire website.

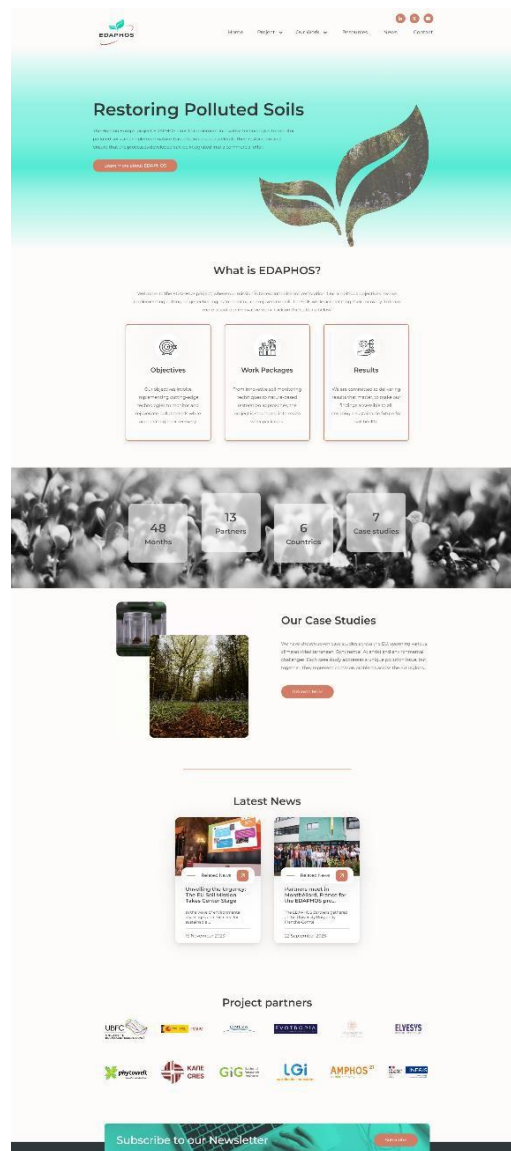


Figure 1: Home Page

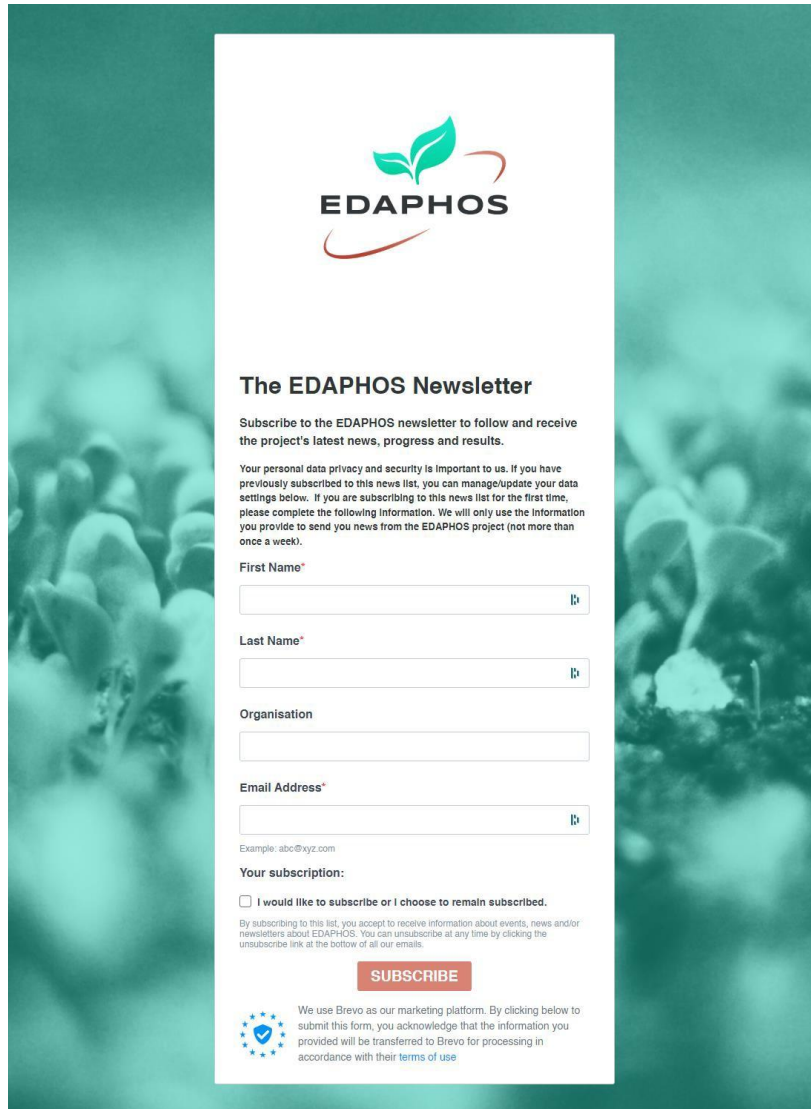


Figure 2: EDPAHOS Newsletter Registration Page

2.2 About the Project

The “About the Project” page, provides an overview of the EDAPHOS project. It explains the goals, the ambitions, and the challenges of the project. It presents how the project will be working and why it matters. Additionally, it also includes a description of the different WP, the WP leaders, and their contact information.



Figure 3: About the Project Page

2.3 The Project Partners

The project partners are displayed under the “Partners” page, which introduces all the partners involved with URL links that subsequently redirect the visitors onto each partners’ website.

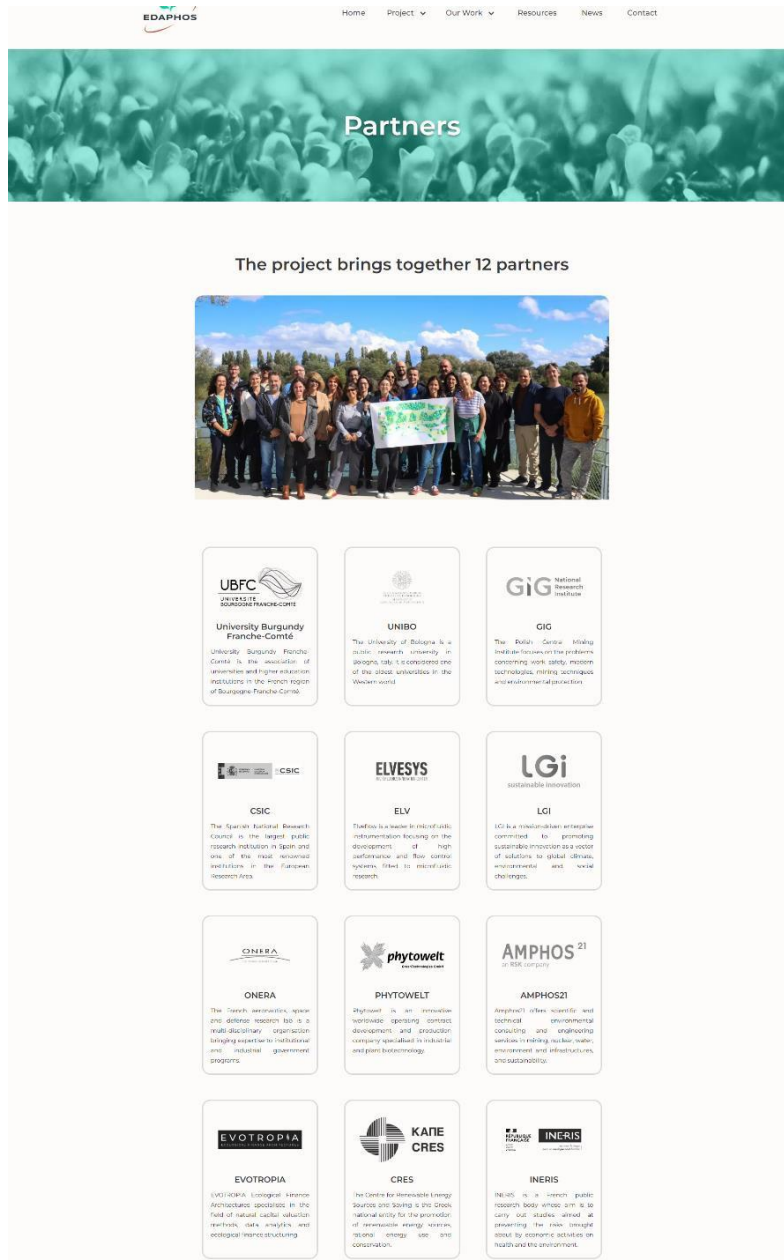


Figure 4: The Partners Page

2.4 Fellow Soil Projects

Other soil projects and platforms are featured under the “Fellow Soil Projects” page and present all URL links, which will redirect the visitors to each associated website.

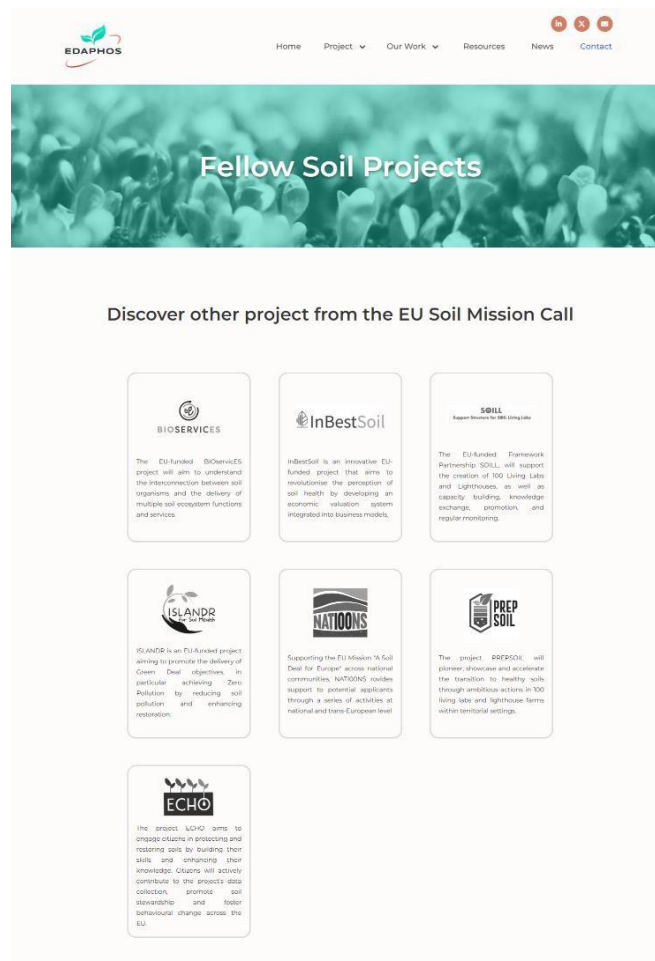


Figure 5: Fellow Soil Projects

2.5 Case Studies

The “Case Studies” section will give more information on the 7 case studies of the project, showing their location and detailing the objective of each one.

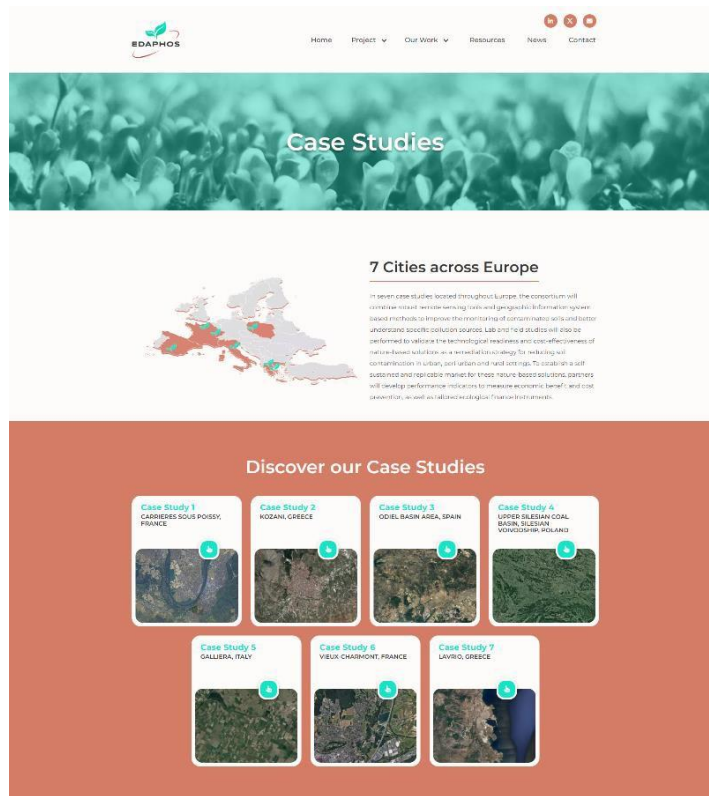


Figure 6: Case Studies

2.6 Results

The “Results” section presents the results of the project. This page will, as the project evolves, include the public reports and deliverables, as well as a description of the project case studies. Documents and publications produced during the project will be added to this page as they become available over the lifecycle of the project.

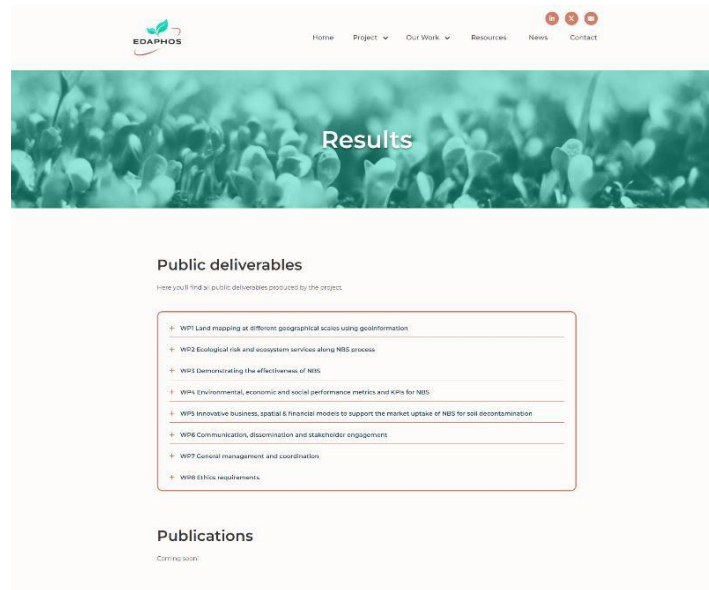


Figure 7: Results

2.7 Resources

The “Resources” section provides access to communication resources such as logos, posters, and flyers. Documents and materials produced during the project will be added to this section as they become available over the lifecycle of the project.



Figure 8: Resources

2.8 News

The “News” section will report on the news related to the EDAPHOS project and that would be of interest to the project’s key stakeholders. Individual news posts will contain links to redirect visitors and target audiences to core pages that would be of interest.

The “Events” page will showcase the key upcoming events relating to the EDAPHOS project and it will also include an events calendar.

2.9 Contact

The “Contact” page will allow visitors to send a message to contact@edpahos.eu that will be redirected to the coordinator of the EDAPHOS project, and to the WP lead of communication and dissemination.

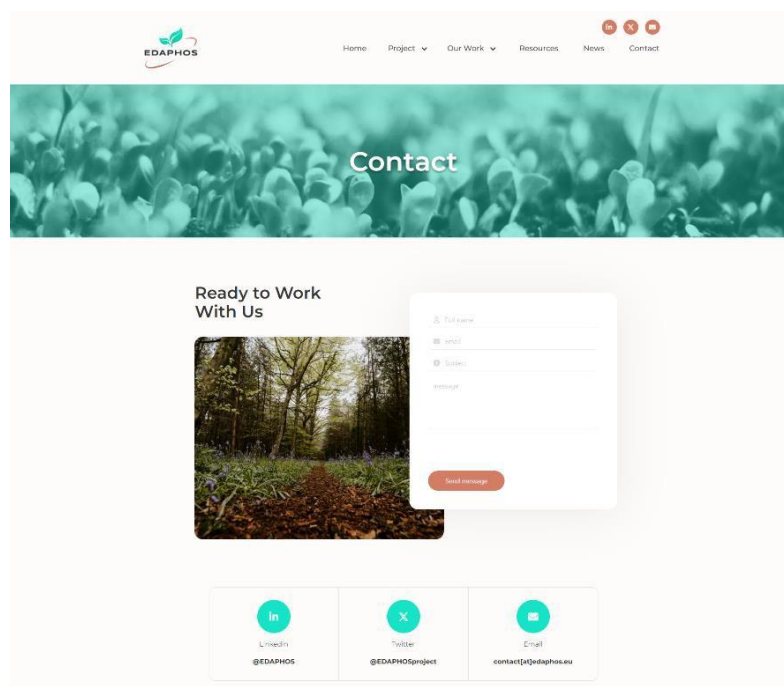


Figure 9: Contact

Conclusion

The project website is an essential communications tool for the communication and dissemination of the project. The website serves as the primary information source for the project and is where most

stakeholders are able to find out more about its activities. The website will be updated with relevant news, events, and project resources when available (public deliverables, publications, promotional materials). The public website aims to boost awareness on results and milestones achieved throughout the project, to disseminate key messages to target audiences, announce events, publications and activities, and foster consortium member engagement.