

BRANCHES

Boosting RurAl bioeconomy Networks following multi-actors approaCHES

(No. 101000375)

Deliverable

D5.2 PROJECT WEBSITE

Deliverable Lead: Luke

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Document Control Page

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Contributors	Routa, J., Muhonen, T., Del Lungo, A., Lombardini, C., Monni, M.
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DISCLAIMER



The sole responsibility for the content of this publication lies with the BRANCHES project and in no way reflects the views of the European Union.

1 Executive summary

The present document is a report on the real outcome of the project that is the BRANCHES project website: <http://www.branchesproject.eu>. This report aims at explaining several aspects related to the website design and implementation up to the end of May 2021.

The project website is the main showcase of the project and serves as channel for external audience to access the project information and results. Furthermore, the website is the document repository for all the project achievements including newsletters, practice abstracts, videos, workshops, showcase reports, etc. It ensures that project results are available to target groups. Moreover, it represents a secondary tool to exchange information among practitioners, and to share knowledge to general public.

2 Deliverable Description

Purpose of the document

The present document is a report on the real outcome of the project that is the BRANCHES project website: <http://www.branchesproject.eu>. This report aims at explaining aspects related to the website design and implementation up to the end of May 2021.

Purpose of the BRANCHES project website

The project website is the main channel for external audience to introduce the project, is the document repository for all project activities and allows external users to access the project information and results (mainly public deliverables). Furthermore, the website is to ensure that the project results and achievements reach the target groups and represents a secondary tool to exchange information among the practitioners. Due to its important role, the website is available at an early stage of the project and it is maintained all over the duration of the project and beyond.

The primary objectives of the website are:

- to raise awareness of BRANCHES project among the potential users,
- to serve as a contact point to the project,
- to highlight the results of the BRANCHES project and disseminate them,
- to foster cooperation among related projects and initiatives and
- to serve as a project document repository.

3 Design Aspects

Graphical Identity

BRANCHES logo

A strong graphic identity strengthens the project's image, creating a positive and lasting impression. It also contributes to an effective, consistently and correctly communication of BRANCHES main concepts and ideas. The starting point to create this graphical identity is the project logo.



BOOSTING RURAL BIOECONOMY
NETWORKS FOLLOWING
MULTI-ACTOR APPROACHES



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Figure 1. BRANCHES logo.

Website images

Apart from the project logo, the website contains a certain amount of images aiming at a fast conveyance of information. These images are mainly based on an own production, though some logos (European Union flag are taken from reference pages). In the future, we also ponder the use of royalty free images, free for commercial and personal use that are available on Internet.

Web domain

The domain name requested to be selected carefully. The idea was to report the project name but also to create a domain easy to read and remember. It was decided for “*branchesproject.eu*”. The domain is short enough and written in all lower-case letters to prevent mistyping when making an online search. Additionally, the “eu” domain allows to link the project to its European essence.

Design principles

The usability and the utility, above the visual design, determine the success of a website.

Effective visual communication is based on three fundamental principles:

1. Organization: providing the user with a clear and consistent conceptual structure. This principle is related to the screen layout, relationships and navigability through the website.
2. Economization: doing the most with the least number of cues. This principle is related to concepts such as “simplicity”, “clarity”, “distinctiveness”, and “emphasis”.
3. Communication: matching the presentation to the capabilities of the user. This principle relates to keeping in balance legibility, readability, typography, symbolism, multiple views, and colours or textures in order to communicate successfully.

BRANCHES website has been constructed according to these criteria. The overall structure consists of three main regions: the navigation menu and highlighted content on the top, the main content of the active page in the middle and bottom region offers additional information to the project.

Target audience

The target audience of the website is another key for its development. In principle the BRANCHES website is not foreseen as a collaborative tool, as the project will rely on other tools for that purpose. Therefore the target audience will consist majorly by visitors, this is, any person

accessing the website to obtain information without further involvement. The overall group of visitor can represent a heterogeneous mixture, but BRANCHES will target just the following groups:

- Industrial visitors, such as small to mediumscale enterprises, bioenergy sector actors (harvesting and chipper entrepreneurs, transport, biofuel users, heat and electricity producers)
- Academia, researchers, and other related R&D projects and initiatives
- European Commission (EC)
- BRANCHES partners
- General public

When creating the website, the informational needs of these groups have been taken into account. Mainly these are the types of information:

- Practical Abstracts;
- Video materials produced in project;
- Dissemination material: project presentations, brochures and press releases;
- Articles or publications by BRANCHES partners;
- Information about BRANCHES events;
- Information about clustering activities;
- BRANCHES news.

3 Website structure

General structure of the website

The structure of the website is a relevant factor when determining the visit rate and rating in the search engines. Therefore, the layout of the website is designed in a clear and simple way, so that visitors can easily find all information in which they may be interested. Page contains changing pictures with lots of information about the project aims and topics. Also, linkages to the Twitter account of the project (BRANCHES H2020 Project) and to the YouTube dedicated project channel (Branches Project), have been entered.

The general structure of the website is made up of the following parts:

- Left area: the navigating menu containing the linkages to the most important sections of the website that are available at any time when navigating website;
- Bottom area (footer): project logo, Twitter and YouTube linkable logos;
- Central area: the main content related to the active section of the navigation menu.

Figure 2 (2.1, 2.2, 2.3) provides an overview of the general structure of the website.

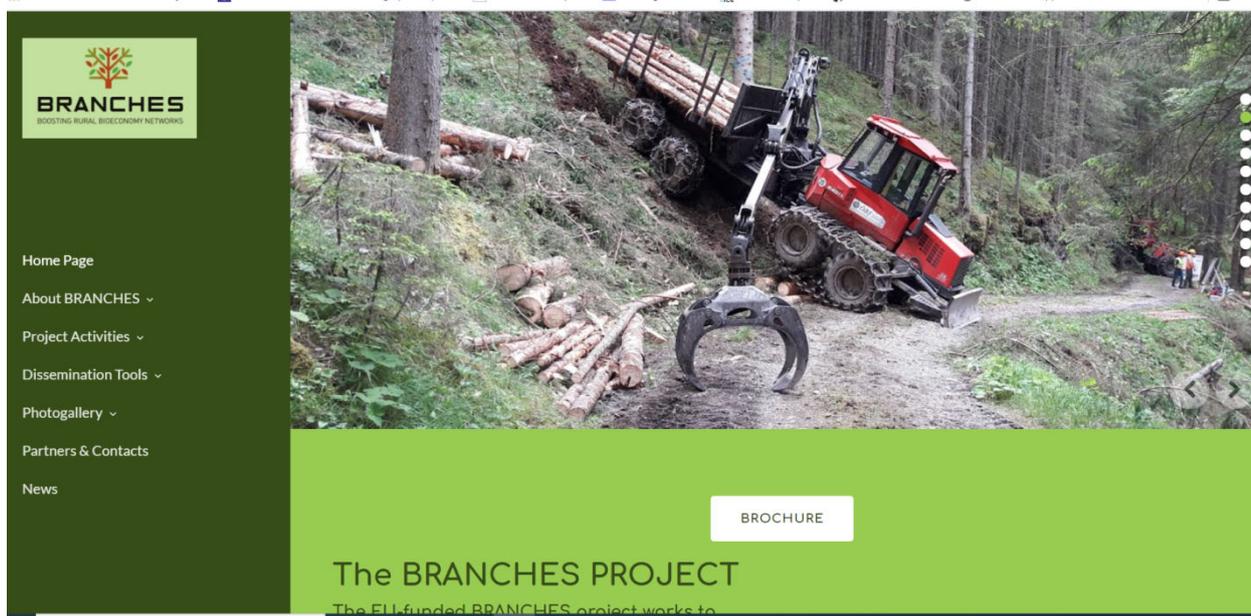


Figure 2.1 BRANCHES webpage general structure

Still in the main page, just under the main project introduction text, an area has been dedicated to report and shows the latest Twitters related to project as reported in Figure 2 here below.



Figure 2.2 BRANCHES webpage general structure

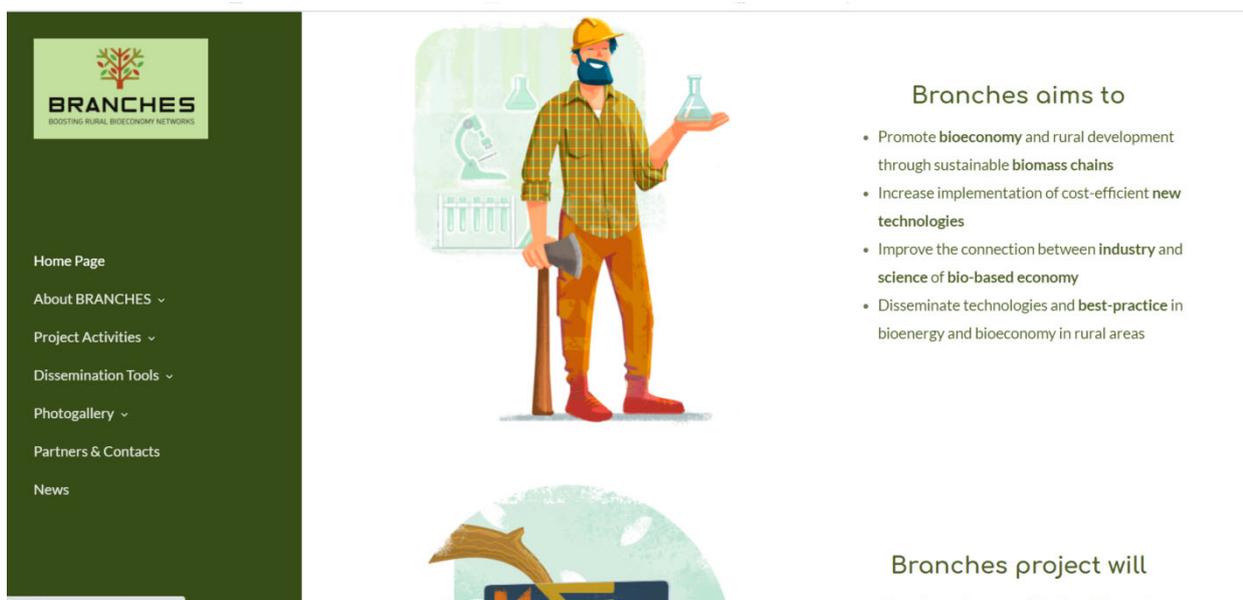


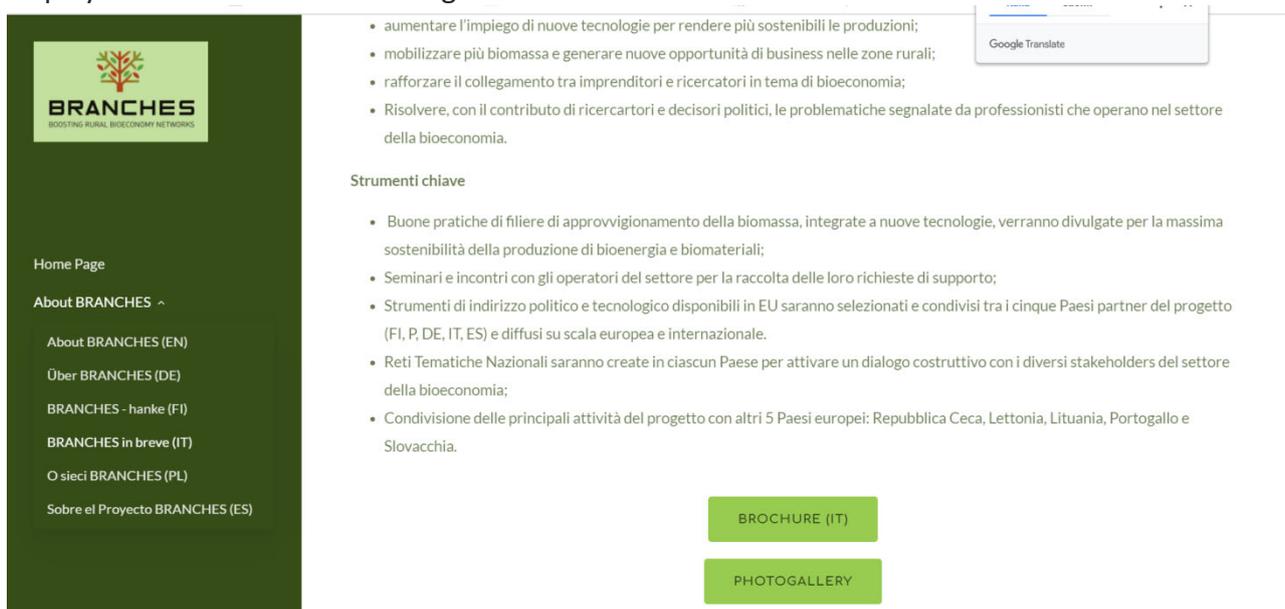
Figure 2.3 BRANCHES webpage general structure

Contents of the web portal:

About BRANCHES

The “About BRANCHES Page” is written in English and is also translated in all the languages of the project partners (EN, DE, FI, IT, PL, ES), provided in separated webpages.

Text and structure of the About BRANCHES pages is the same in the different languages. The central area highlights motivation and objectives of the BRANCHES project, so that the visitor can receive a first impact by entering the page. Page also contains the abstract of the project, links to project brochure in local languages and link to a country Photo gallery divided into three main project themes: forests, mechanization and bioenergy plants. The navigation menu remains displayed on the left area allowing the user to access all other sections.

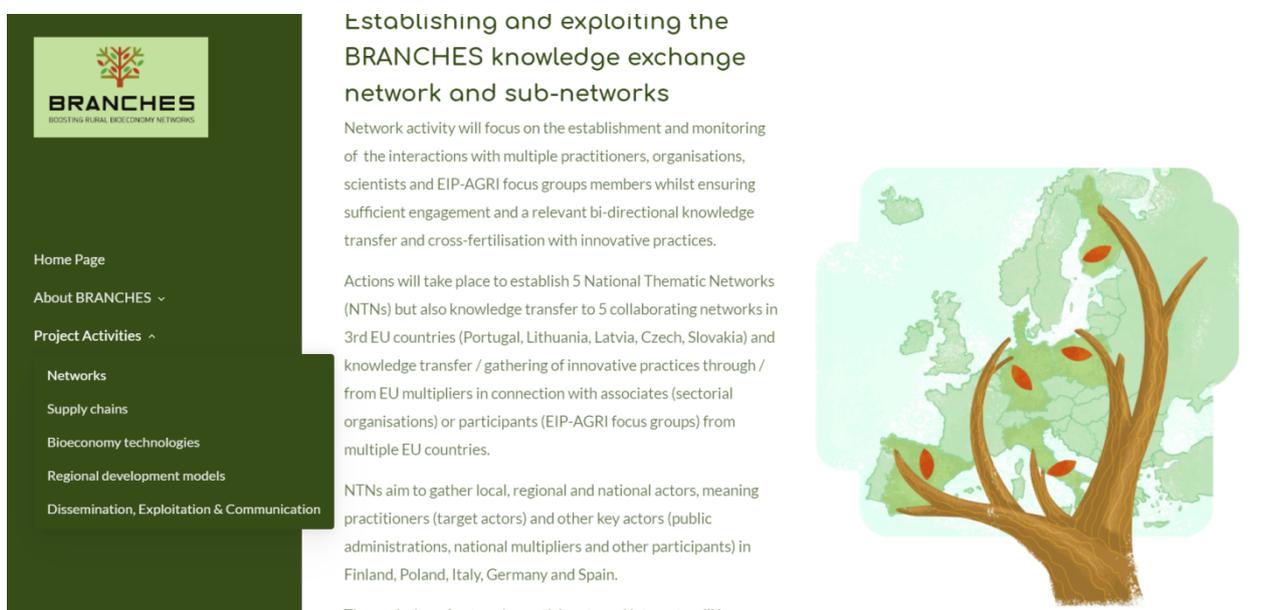


Project Activities

The “Project Activities” aims at reporting on the activities of the first five project work packages and include its main targets and contacts and names for each work package.

The Project Activities are the following:

- ✓ Networks, referring to WP1;
- ✓ Supply Chains, referring to WP2;
- ✓ Bioeconomy technologies, referring to WP3;
- ✓ Regional Development Models, referring to WP4;
- ✓ Dissemination, Exploitation & Communication, referring to WP5.



Establishing and exploiting the BRANCHES knowledge exchange network and sub-networks

Network activity will focus on the establishment and monitoring of the interactions with multiple practitioners, organisations, scientists and EIP-AGRI focus groups members whilst ensuring sufficient engagement and a relevant bi-directional knowledge transfer and cross-fertilisation with innovative practices.

Actions will take place to establish 5 National Thematic Networks (NTNs) but also knowledge transfer to 5 collaborating networks in 3rd EU countries (Portugal, Lithuania, Latvia, Czech, Slovakia) and knowledge transfer / gathering of innovative practices through / from EU multipliers in connection with associates (sectorial organisations) or participants (EIP-AGRI focus groups) from multiple EU countries.

NTNs aim to gather local, regional and national actors, meaning practitioners (target actors) and other key actors (public administrations, national multipliers and other participants) in Finland, Poland, Italy, Germany and Spain.

Dissemination Tools

Dissemination and Communication are the main tools to share project results and ensure that they effectively reach farmers, foresters, entrepreneurs, policy makers in bioeconomy sector and all other private and public stakeholders, related to rural areas, as widely as possible. Dissemination Tools page includes the following sections:

- ✓ Newsletters
- ✓ Videos
- ✓ Practice Abstracts and Factsheets
- ✓ Brochure
- ✓ Presentations and Workshops

Pages are updated immediately after a new result is published. BRANCHES will produce and share more than 50 identified case studies, reported as Best Practices. The selected case studies will be summarized in Practice Abstracts (PAs), documents tailored for practitioners, shared through the project media and also collected and archived on BRANCHES website.



BRANCHES
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- Home Page
- About BRANCHES ▾
- Project Activities ▾
- Dissemination Tools ▾
- Newsletters
- Videos
- Practice Abstracts and Factsheets
- Brochure
- Presentations and workshops

practitioners, shared through the project media and collected on this webpage. The numbering of the PAs only refers to chronological order of uploading. Enjoy your reading!

PA N°1

IN PLANNING



PA N°2

IN PLANNING



PA N°3

IN PLANNING



PA N°4

IN PLANNING

PA N°5

IN PLANNING

PA N°6

IN PLANNING



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FOUR-MONTHLY ISSUE
CONTRIBUTION FROM ALL PROJECT PARTNERS

NEWSLETTER #0

IN PLANNING



NEWSLETTER #1

IN PLANNING



NEWSLETTER #2

IN PLANNING



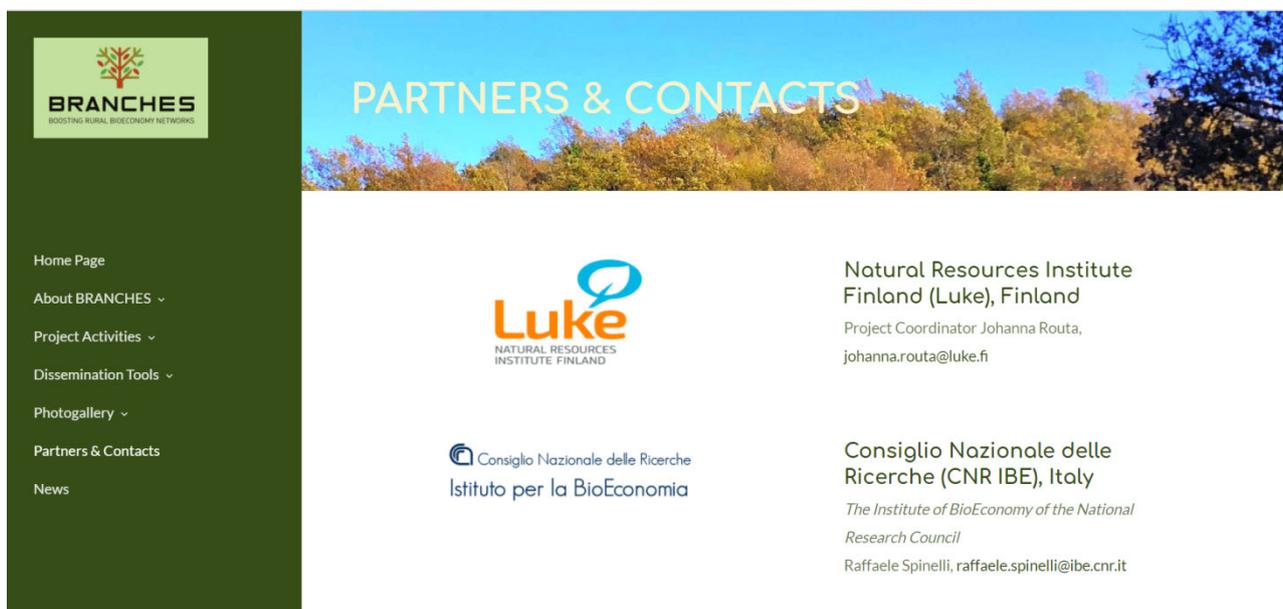
Photogallery

Photogallery contains photos of each project countries (Germany, Finland, Italy, Spain, Poland) grouped in tree different categories (Forest & Rural areas, Mechanization, Bioenergy plants).



Partners & Contacts

This page includes all the contact information of participants in the BRANCHES project including names, e-mail addresses and links to organizations Websites.



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PARTNERS & CONTACTS



Luke
NATURAL RESOURCES
INSTITUTE FINLAND

Natural Resources Institute Finland (Luke), Finland
Project Coordinator Johanna Routa,
johanna.routa@luke.fi

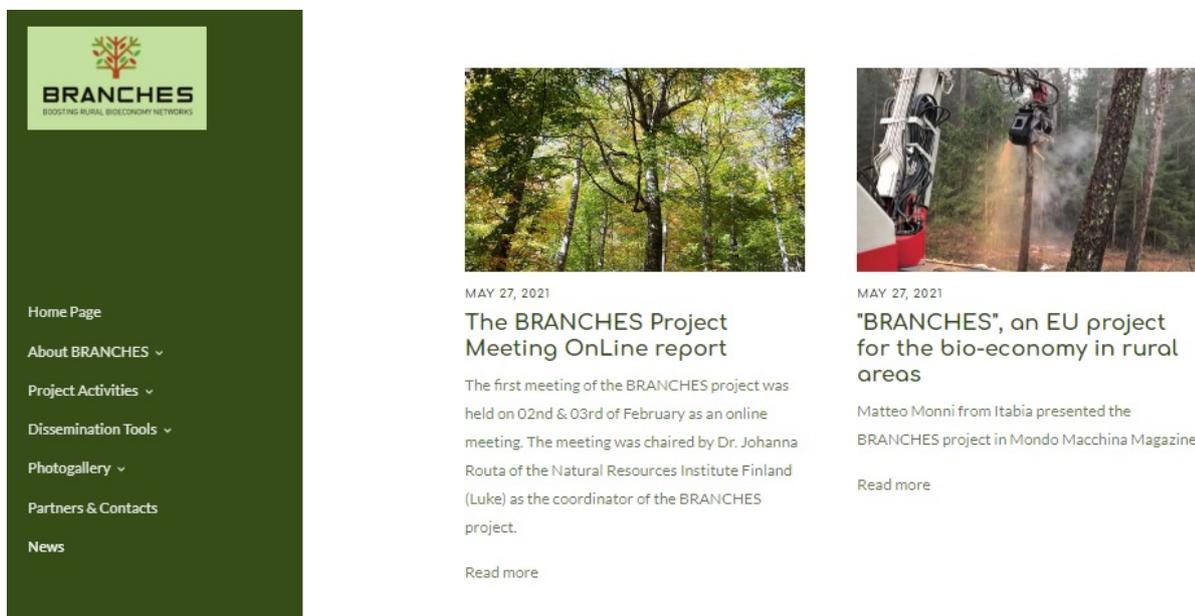


Consiglio Nazionale delle Ricerche
Istituto per la BioEconomia

Consiglio Nazionale delle Ricerche (CNR IBE), Italy
The Institute of BioEconomy of the National Research Council
Raffaele Spinelli, raffaele.spinelli@ibe.cnr.it

News

The “News” page includes press releases and articles produced by the BRANCHES project. It will also include invitations to events and other news relevant to the project research topics.



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MAY 27, 2021

The BRANCHES Project Meeting OnLine report

The first meeting of the BRANCHES project was held on 02nd & 03rd of February as an online meeting. The meeting was chaired by Dr. Johanna Routa of the Natural Resources Institute Finland (Luke) as the coordinator of the BRANCHES project.

[Read more](#)



MAY 27, 2021

"BRANCHES", an EU project for the bio-economy in rural areas

Matteo Monni from Itabia presented the BRANCHES project in Mondo Macchina Magazine

[Read more](#)



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