BATModel

better agri-food trade modelling for policy analysis

Deliverable 8.2

PROJECT WEBSITE

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Project funded under the Horizon 2020 Research and Innovation Programme.

Dissemination Level

P	Public	X
CO	Confidential, only for members of the consortium (including the Commission Services)	
CI	Classified, as referred to Commission Decision 2001/844/EC	

Type

R	Document, Report	
DEM	Demonstrator, Pilot, Prototype	
DEC	Websites, Patent Fillings, Videos, etc	X
Other	(Please describe the type)	

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Summary

Project Number: 861932

Project: BATModel

Topic: RUR-04-2018-2019-2 | Rural Renaissance
Analytical tools and models to support policies related to agriculture and food

Duration: 48 Months

Start date of Project: 1st September 2020

End date of the Project: 31st August 2024

Coordinator: INRAE

Deliverable: D8.2 – Project Website

Due date of deliverable: 31/12/2020 (the first version of this deliverable was submitted by this date)

Actual submission date: 28/06/2022

Work package number: WP8

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Person in charge of the deliverable (name and organisation): Carolina Mendes | CONSULAI

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Version: 02

The BATModel project (Grant Agreement No.: 861932) has received funding from the European union' Horizon 2020 Research and Innovation Programme. The views and opinions expressed in this report does not represent the official position of the European Commission and is entirely the responsibility of the authors.

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EXECUTIVE SUMMARY

Nowadays, any kind of information must be easily available if we want to draw the attention of our target audiences. The digitalization continues to transform lives, the way we communicate and the way we receive information. Therefore, a website is crucial to determine the impact of a project, not only because it allows to regularly and easily communicate but also because it permits the project partners to receive valuable information and feedback from the expected audience. Therefore, a website ensures that the convenient information is always available and accessible, guaranteeing the dissemination of the work performed within the project and increasing the visibility of BATModel.

BATModel's website was developed to be the repository of information about the project. This platform was designed to communicate, disseminate and exploit BATModel's results. Also, this online platform was developed taking into consideration all the target audiences needs and specifications.

This report aims to explain the organisation behind the new version of the BATModel's website, its structure and its management, updating and monitoring processes.

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INTRODUCTION

BATModel's website was launched in January 2021. However, as the project changed the WP8 Leader and after the feedback of the EC periodic review meeting in May 2022 and a deep analysis of all the communication of the project, the new leaders decided that it was from the best interest of the project, to develop a new website.

This decision was made having in consideration the rebranding of the project's corporate image, the website user-experience navigation, the modernity and ensuring that the relevant project information would be displayed on the website in an easy and appealing way to the target audiences.

The main objectives for the new version of the website are:

1. Improving the awareness and credibility of the project;
2. Ensure a broad communication and dissemination of the project, once having a website makes it possible for anyone in the world which means that the project can easily reach the audiences outside the project partners countries;
3. Generating leads – which means, boosting the interaction between the project and its target groups;
4. Create a repository of all the project's work and results, guaranteeing the communication consistency and transparency of the project.

This report will approach the transition from the actual website to the new one, the new structure and a look and feel of the updated version. The definitive version of the website will be ready at the end of July 2022. Then, the project will make use of its database and digital channels to promote the new website, making sure that the target audiences recognise it.

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DESCRIPTION OF THE PROJECT WEBSITE

The first version of the project website (www.batmodel.org) did not reflect the work done in the first 18 months of the project, nor the novelty of the project scope. Therefore, it was agreed between partners to update the website so that it would better reflect the objectives of the project and ensure the greatest possible impact.

The first version had the following structure (by the order of the main pages):

- Homepage
    - Having one latest new
    - An explanatory video of the project
    - Partners
    - Contacts section
    - Links to the project's social media pages
- News & Events
    - News
    - Events
- About
    - BATModel
    - Project Team
    - Advisory board
    - Privacy Policy
- Scientific results
    - Deliverables
    - Publications
    - Presentations
- Newsletter
- Links
- Contacts/Intranet
    - Contact
    - Intranet

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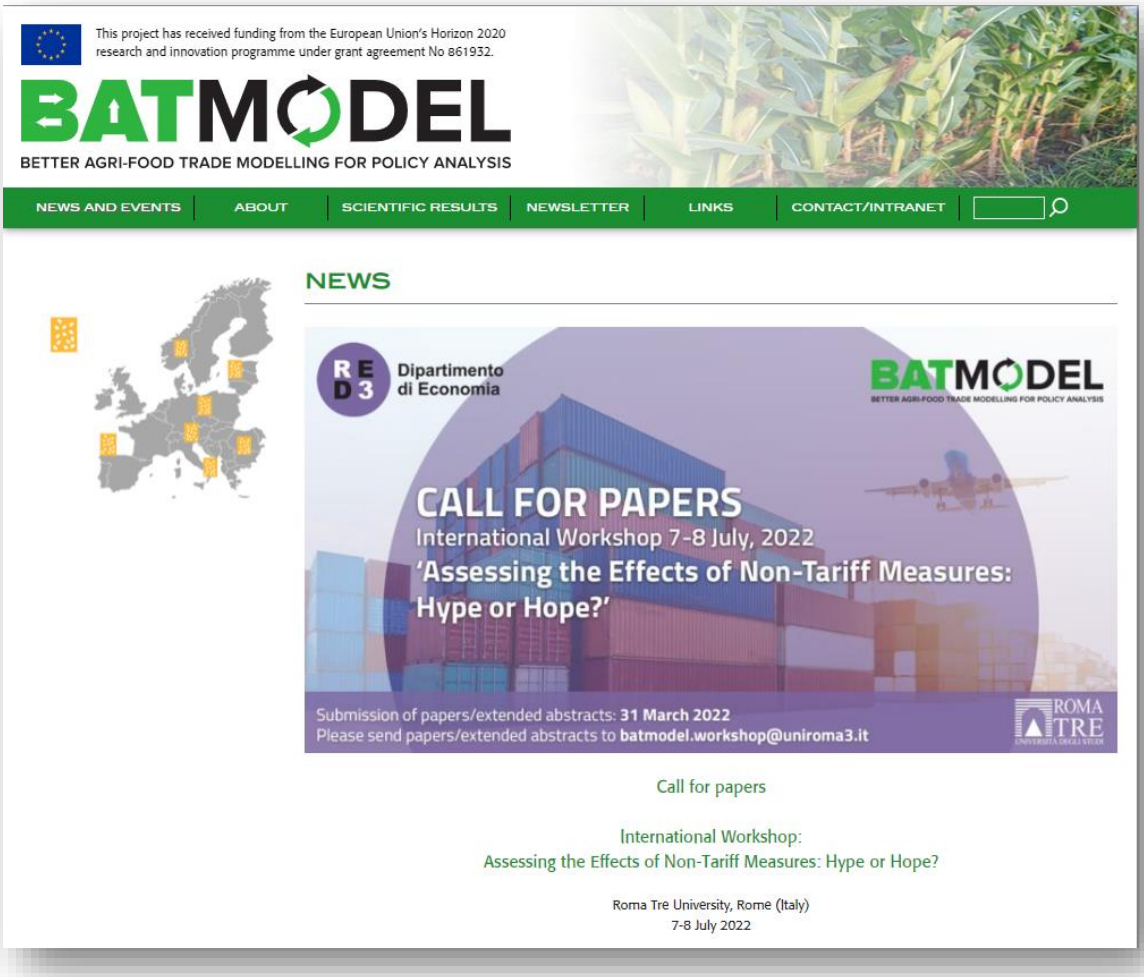

Figure 1 - Website's first version (Homepage)

To guarantee a smooth transition between the past website communication and the new version, a communication campaign will be performed, throughout the project and the partner's channels. The previous URL will still be associated with the new version of the website, however, the WP8 also bought www.batmodel.eu and www.batmodel.com domains to associate to the project's website, and will start to communicate the www.batmodel.eu to ensure that the target groups link BATModel to the European Commission funded projects. All three URLs will redirect to the new website, avoiding any misunderstandings.

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NEW STRUCTURE

As one of the main purposes of WP8 is to tailor the communication to the project's target audiences, a plug-in with an identification form has been developed, to identify the users of the website. This tool consists of a drop-down menu that automatically appears when a user go to the website, with the target groups options to choose.

To ensure the quality of the user-experience and the visibility of all the relevant information on the project to communicate and disseminate a new structure has been developed, as the following layout:

- **Homepage**
  - This page is the "face" of the website, therefore must reflects – in a summarised way – the latest news and developments of BATModel's work.
  - It will have **rotating banners** with internal links that redirect to other pages of the website ensuring its optimization. At the first stage, this banners will consist of (1) a banner redirecting to the "About the project" page, creating awareness on the project scope and objectives; (2) a banner with a call-to-action for users to subscribe the project's newsletter, aiming to start developing continuous interaction with the target audiences; and (3) a banner encouraging the end-users to find out more about the work carried out within the project and redirecting to the "Main results" page.
  - This page will have a section sharing the project's scope explanatory video (as it is already in the first version).
  - The homepage will also have displayed the **latest news, latest events** and the **feed of one of the social media pages** to preserve the multi-actor approach.
  - Finally, this page will display the project partners logos (with the links to their websites) and a section with a contact form, also providing the project's contacts.
- **Project**
  - This page aims to briefly explain the project scope and objectives, to share the information about the consortium and all the relevant and more theoretical information about BATModel. It will also have a dedicated section with the links to the related projects.

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- **Main results**
  - This page will have four subpages:
    - **Deliverables** – to share all the public deliverables of the project.
    - **Factsheets & Papers** – to share all the scientific papers, factsheets and policy briefs produced by the project's partners within BATModel's scope.
    - **Presentations** – to display all the posters and presentations that partners produced to disseminate the project and/or share its results.
    - **Training materials** – to disseminate all the training materials that will be produced in the project.
- **Summer School/Course Module**
  - This page will only be made available in a later stage of the project, when the organisation of the Summer School has progressed. This page will contain:
    - All the relevant information about the Summer School (scope, programme, details, registration, materials).
    - It will also have the course module available for all end-users.
    - When public, the sub-page of the training materials will also be associated with this page.
- **News & Events**
  - **News** – about the project's development and on the relevant information about the project's topic
  - **Events** – will display the all the relevant events (whether organised by the project or not)
  - **Newsletters** – All the public newsletters sent by the project, will be made available in this page, ensuring the longevity of the information that is communicated and disseminated by the project.
- **Contacts and links for the project's social media channels**
  - This section will also be on the main header to ensure that the target audiences can easily reach the project partners and following its activities.

Below is possible to find the first draft of the look & feel of this new version of the website:

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Figure 2 - New layout of BATModel's website

MANAGING AND UPDATING

CONSULAI will manage and update the project's website to ensure that it shows the most up-to-date information. The idea is for the website to be the main source of BATModel's information and after that replicate the adapted information for all the other channels that the project uses. This boosts the multi-channel approach and maximises the impact of what is meant to communicate and disseminate.

There will be a content calendar available on the internal platform, where all partners can provide their inputs to the contents to share. This content calendar will be updated monthly and will also be the source to collect and monitor all the partner's communication and dissemination activities.

Besides this tool, an email will be sent to all partners once every three months reminding them about this tool and asking them for their collaboration in providing relevant contents to share.

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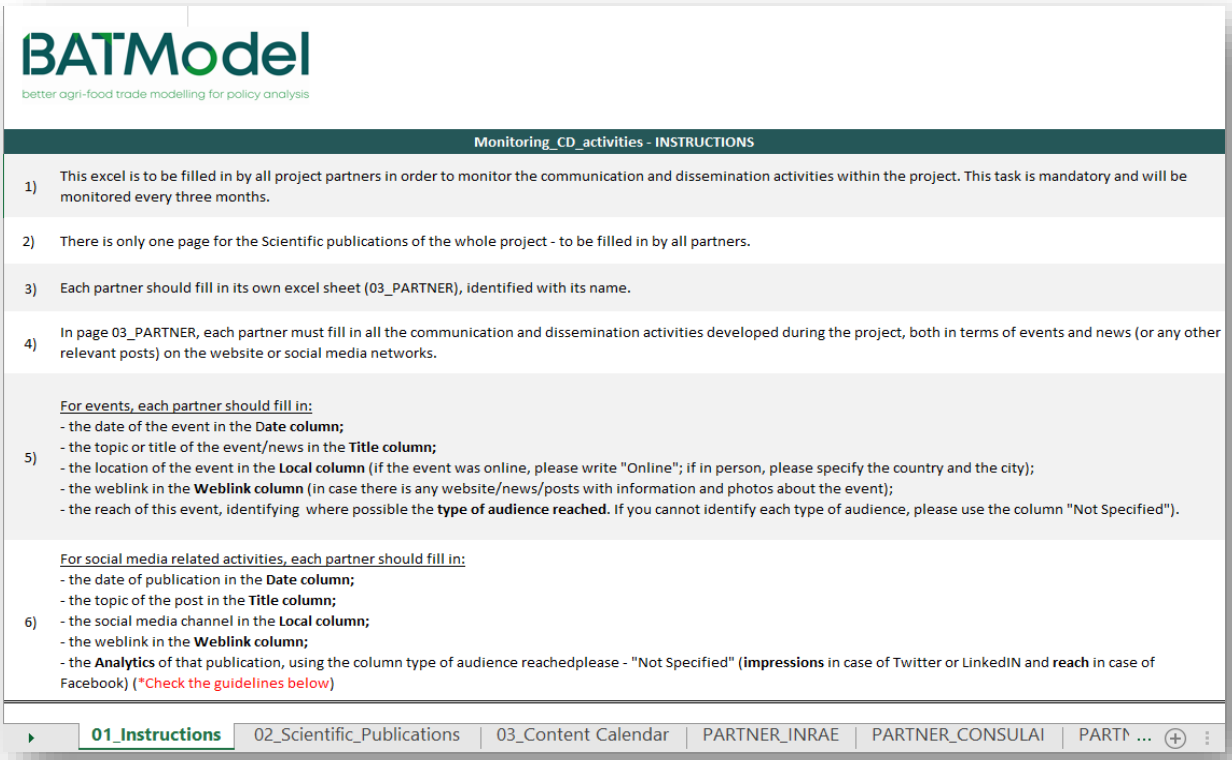

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Monitoring_CD_activities - INSTRUCTIONS

1) This excel is to be filled in by all project partners in order to monitor the communication and dissemination activities within the project. This task is mandatory and will be monitored every three months.

2) There is only one page for the Scientific publications of the whole project - to be filled in by all partners.

3) Each partner should fill in its own excel sheet (03_PARTNER), identified with its name.

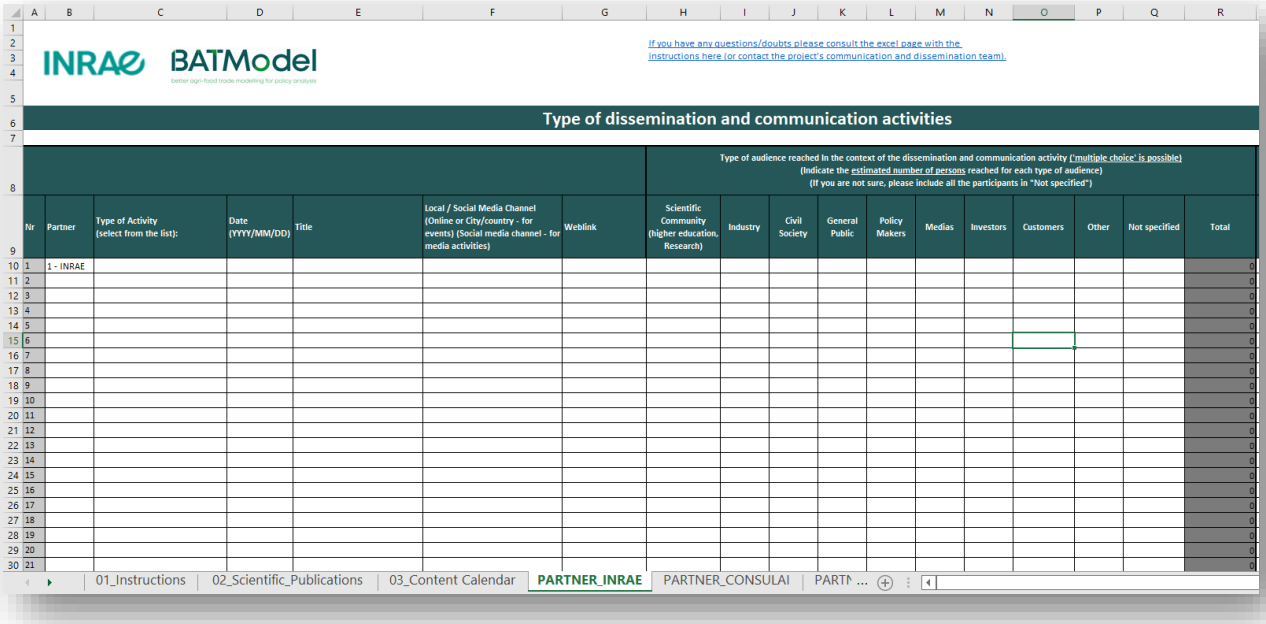
4) In page 03_PARTNER, each partner must fill in all the communication and dissemination activities developed during the project, both in terms of events and news (or any other relevant posts) on the website or social media networks.

5) For events, each partner should fill in:
- the date of the event in the **Date column;**
- the topic or title of the event/news in the **Title column;**
- the location of the event in the **Local column** (if the event was online, please write "Online"; if in person, please specify the country and the city);
- the weblink in the **Weblink column** (in case there is any website/news/posts with information and photos about the event);
- the reach of this event, identifying where possible the **type of audience reached.** If you cannot identify each type of audience, please use the column "Not Specified").

6) For social media related activities, each partner should fill in:
- the date of publication in the **Date column;**
- the topic of the post in the **Title column;**
- the social media channel in the **Local column;**
- the weblink in the **Weblink column;**
- the **Analytics** of that publication, using the column type of audience reachedplease - "Not Specified" (**impressions** in case of Twitter or LinkedIN and **reach** in case of Facebook) (*Check the guidelines below)

01_Instructions | 02_Scientific_Publications | 03_Content Calendar | PARTNER_INRAE | PARTNER_CONSULAI | PARTI ...

Figure 3 - Content Calendar & Monitoring (Excel)



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If you have any questions/doubts please consult the excel page with the instructions here (or contact the project's communication and dissemination team).

Type of dissemination and communication activities

Nr	Partner	Type of Activity (select from the list):	Date (YYYY/MM/DD)	Title	Local / Social Media Channel (Online or City/country - for events) (Social media channel - for media activities)	Weblink	Type of audience reached in the context of the dissemination and communication activity ('multiple choice' is possible) (Indicate the estimated number of persons reached for each type of audience) (If you are not sure, please include all the participants in "Not specified")										
							Scientific Community (higher education, Research)	Industry	Civil Society	General Public	Policy Makers	Medias	Investors	Customers	Other	Not specified	Total
1	1 - INRAE																0
2																	0
3																	0
4																	0
5																	0
6																	0
7																	0
8																	0
9																	0
10																	0
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01_Instructions | 02_Scientific_Publications | 03_Content Calendar | PARTNER_INRAE | PARTNER_CONSULAI | PARTI ...

Figure 4 - Content Calendar & Monitoring (Excel)

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KPIs AND MONITORING

To better analyse the performance of the website and to evaluate the impact of the project communication and dissemination it is crucial to define Key Performance Indicators and analyse them during the project.

Therefore, the indicators and expected impact at the end of the project are:

INDICATORS	EXPECTED IMPACT
Website pageviews	50 000
Number of users	1500
Three most visited pages	(1) Homepage; (2) Main results and (3) Project

These indicators will be monitored and analysed every three months and an evaluation will be made on the D8.3 and D8.4 at the C,D&E Plan updates (M34 and M46). This monitoring will help the project to understand better the users' needs and the website audience. If needed, a new strategy will be defined by WP8 to ensure the wider impact of BATModel's communication and dissemination.

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CONCLUSION

By the exposed in this document, BATModel's new website will be available in July 2022. This new website arises from the need to improve the communication and dissemination of the project and to ensure a wider impact not only among the target groups but also, among the stakeholders.

This platform aims to aggregate all the project's stakeholders by providing relevant information in an appealing way to guarantee that the defined communication and dissemination strategy is achieved.

A backup of all the information that the first version of the website contained was made, in order to ensure that all the information collected, when it was online, is safe during the whole project duration.

The website will be managed and updated by CONSULAI monthly reflecting the dynamic of the project's activities. CONSULAI will also monitor its performance every three months and evaluate it on D8.3 and D8.4.

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