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B4EST

Adaptive BREEDING for productive, sustainable and resilient FORESTs under climate change

Deliverable D6.2

B4EST project website

Planned delivery date (as in DoA): M6

Actual submission date: example: 30/04/2018, month M12

Workpackage: WP6

Workpackage leader: EFI

Deliverable leader: EFI

Version: 1.0

Project co-funded by the European Commission within the Horizon 2020 Programme (2014 - 2020)	
Dissemination Level	
PU Public	**PU**
CI Classified, as referred to Commission Decision 2001/844/EC	
CO Confidential, only for members of the consortium (including the Commission Services)	

Research and Innovation action: GA no. 773383

Start date of the project: May 1st, 2018

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1 Summary

This Deliverable reports on the development of the B4EST project website, describing its technical specifications, design and architecture. It gives a snapshot of the current state of the website, which is online at the end of October 2018, and the plans for further phases.

2 Introduction

Background

The B4EST project website is a key channel for communicating with all the project's target audiences:

- Researchers/scientific community
- Forest tree breeders and plant producers (eg running seed orchards, nurseries)
- Forest managers and owners
- Forest associations, federations and advisors
- Industry and SMEs (wood, paper, and other forest-related sectors)
- Policy makers and environmental agencies (at regional, national and European levels)
- General public and media

As presented in D6.1 (Communications, Dissemination and Knowledge/Technology Exchange Plan), the website plays a key role in the following overall objectives:

- Raising awareness of the importance of adapting European forest production systems to the challenges posed by climate change and natural disturbances in Europe.
- Presenting the project's results, tools and strategies to end-users, and encouraging their adoption

Methodology

In the first phase of B4EST, the main emphasis in website development has been on presenting basic information about the project, and on its integration with the newly launched B4EST social media channel (Twitter).

The website showcases the project aims and objectives, and provides information about partners, workplan etc. News about ongoing activities (eg recruitments) is provided by a blog, events page, and the Twitter feed.

In phase 2, background information and context regarding tree breeding and operational forestry will be added, with the aim of raising awareness. This includes descriptions of the eight tree species focused on within the project, summaries of current breeding programmes, a glossary and FAQs.

In phase 3, the tools, models, guidelines, resources and results produced by the project will be made available from the website.

3 Results

3.1 Technical specifications

The development of the B4EST website has been managed by the lead contributor, EFI.

The website has been designed and built in WordPress 4.9.8 by an external company, FHDesiGn.fr which specialises in WordPress development. The WordPress CMS supports a simple set of user-friendly features, including blog and commenting functionality, and integral Twitter feed.

Google analytics are used to measure website metrics (eg number of visitors, where they arrive from, which pages they visit etc).

The B4EST website site is hosted and maintained by EFI on its Siteground platform. The domain name is www.b4est.eu

The content of the website is maintained by EFI, together with FR (blog). The website will be maintained by EFI for 5 years after the project ends.

3.2 Website development

The architecture, technical functionalities of the website and timetable for website development were identified and decided in July-August 2018, and published in *MS35, Specifications of project website* in August 2018 (month 4).

The design of the website was developed in September-October 2018, and phase 1 content added in October 2018.

Phase 1 of the B4EST website went live at the end of October 2018 (month 6).

Phase 2 is planned to be operational by the end of April 2019 (end of year 1). In this step, a section on tree breeding & operational forestry will be added.

Phase 3 is foreseen in years 2-4, when more resources and results (eg tools, publications, deliverables) are created by the project, and added in the appropriate sections.

3.2.1 Design

The design of the website makes use of three main elements:

The B4EST logo (developed by the B4EST ExCom with help of a design agency in July 2018).

The project brand colours (chosen by partners at the Kick-off meeting in Orleans, 26-28 June 2018)

An image representing the project (chosen in conjunction with the B4EST ExCom in September-October 2018, and purchased from the Fotolia stock photo agency). This image is also used on the B4EST poster and powerpoint templates.

The footer of the website contains the EU logo and text:
"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 773383".

3.2.2 Architecture

Three phases of website architecture are foreseen:

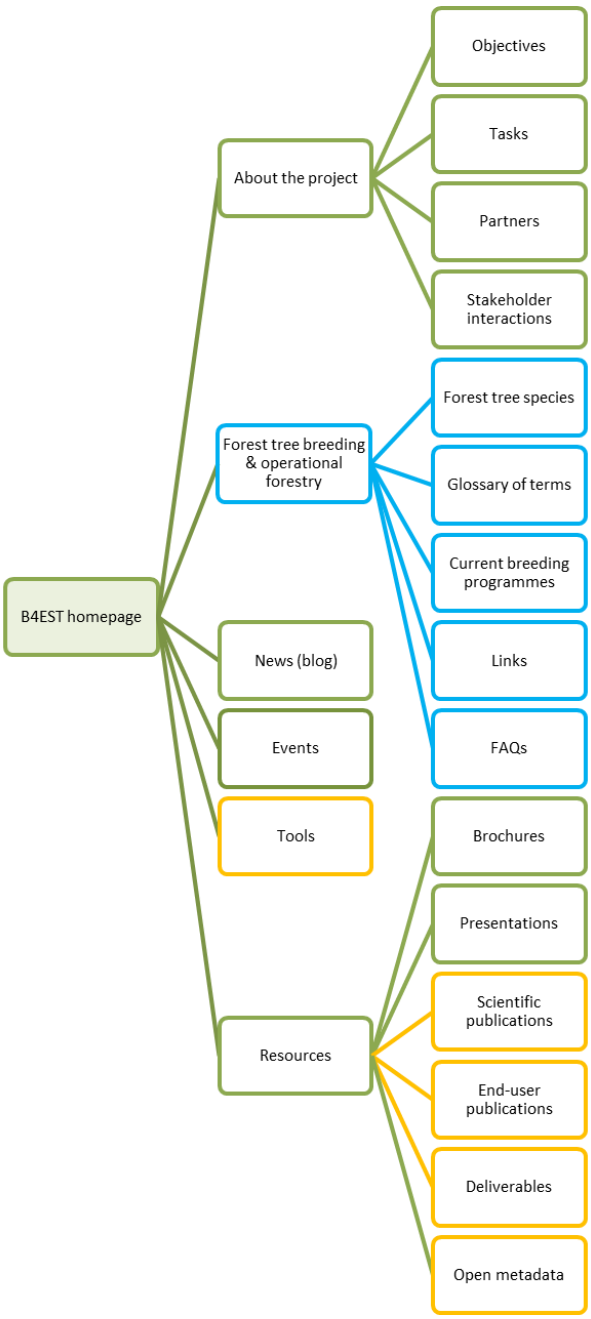
Phase 1: for launch (October 2018)
Phase 2: by end of year 1 (April 2019)
Phase 3 (2019-2022)

The architecture is flexible, and can be expanded if required as the project progresses.

The B4EST website is divided into 6 main areas:

- **About the project**: provides an overview of B4EST, its aims, objectives and partners.
- **Forest tree breeding & operational forestry**: contains background information about forest tree breeding, including a glossary of terms and Frequently Asked Questions.
- **News (blog)**: contains news items, notifications of recruitments, survey invitations etc.
- **Events**: contains project events, training workshops etc.
- **Tools**: contains links to tools, models, guidelines etc.
- **Resources**: contains brochures, presentations, scientific publications, public deliverables and links to open metadata.

A detailed description of individual pages was made available in *MS35*, reproduced here in *Annex 6.1*.

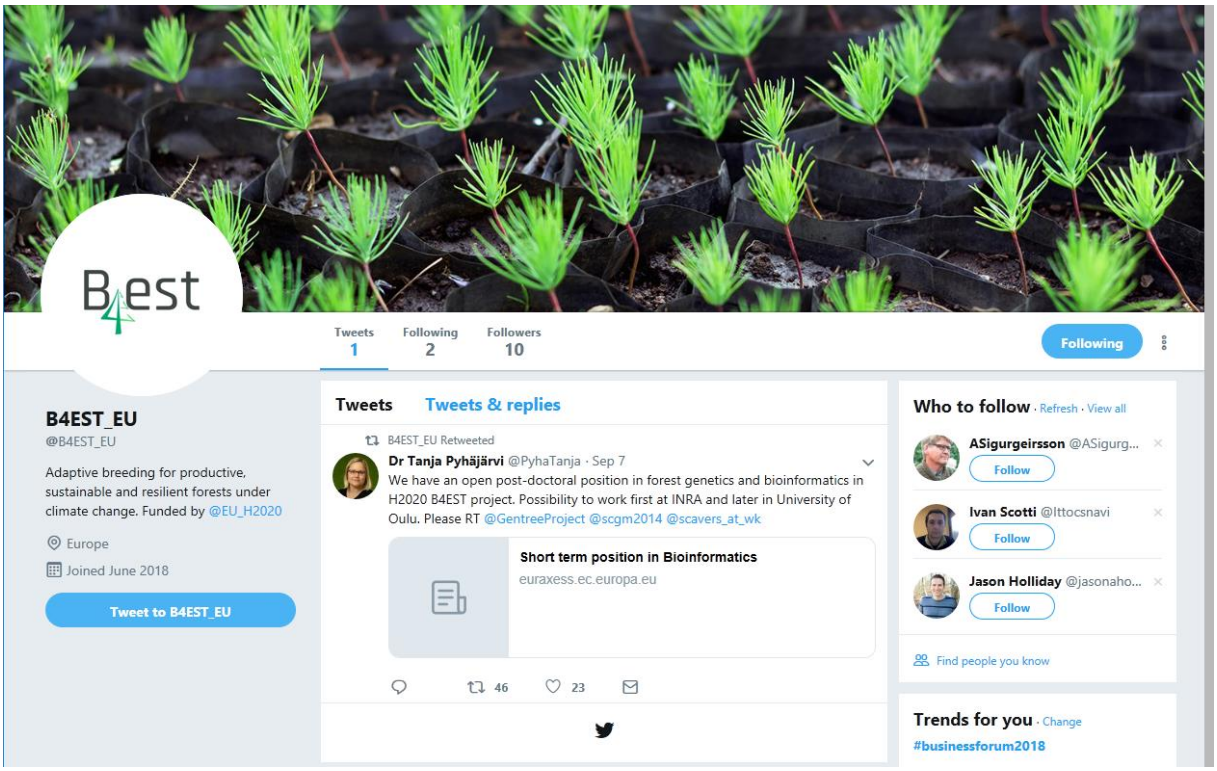


3.2.3 Content

The website content in phase 1 is based on the non-confidential information which was developed for the Description of Work, and on information provided by partners in the project.

The language of the website is English. Some documents will be available for download in project partner languages, to encourage national dissemination, and this will be flagged appropriately.

The website integrates content from the Twitter feed of the project (@B4EST_EU). The B4EST Twitter account was registered in June 2018, and became operational in October 2018. The account is managed by FR.



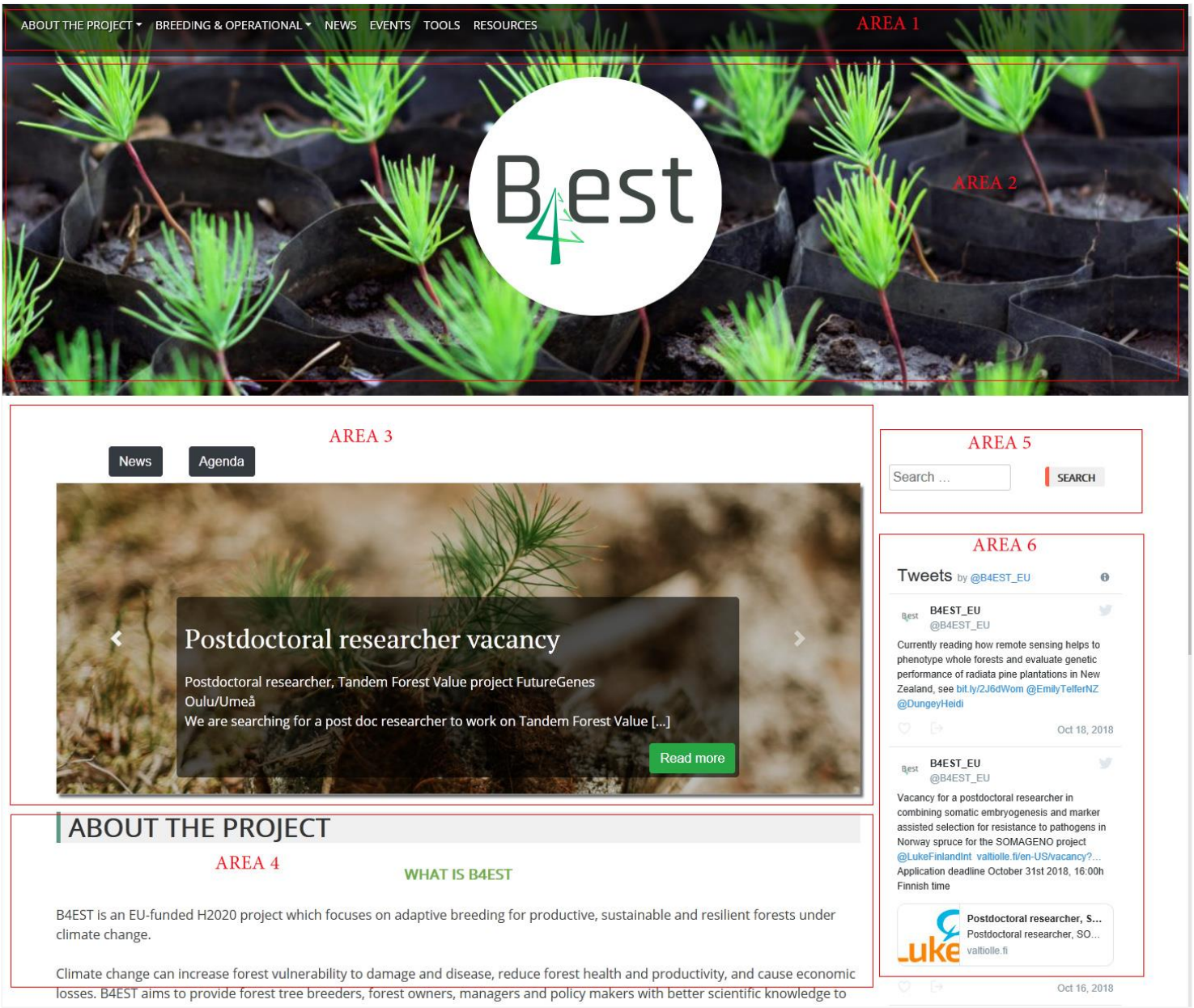
3.3 Presentation of the website

3.3.1 Home page

www.b4est.eu

The home page provides basic information about the project, an integrated Twitter feed, and easy access to the latest news and events.

Direct links to the B4EST website homepage will be created from partner organisation websites.



The top part of the homepage is divided into 6 areas:

Area 1: Navigation (common across all pages)

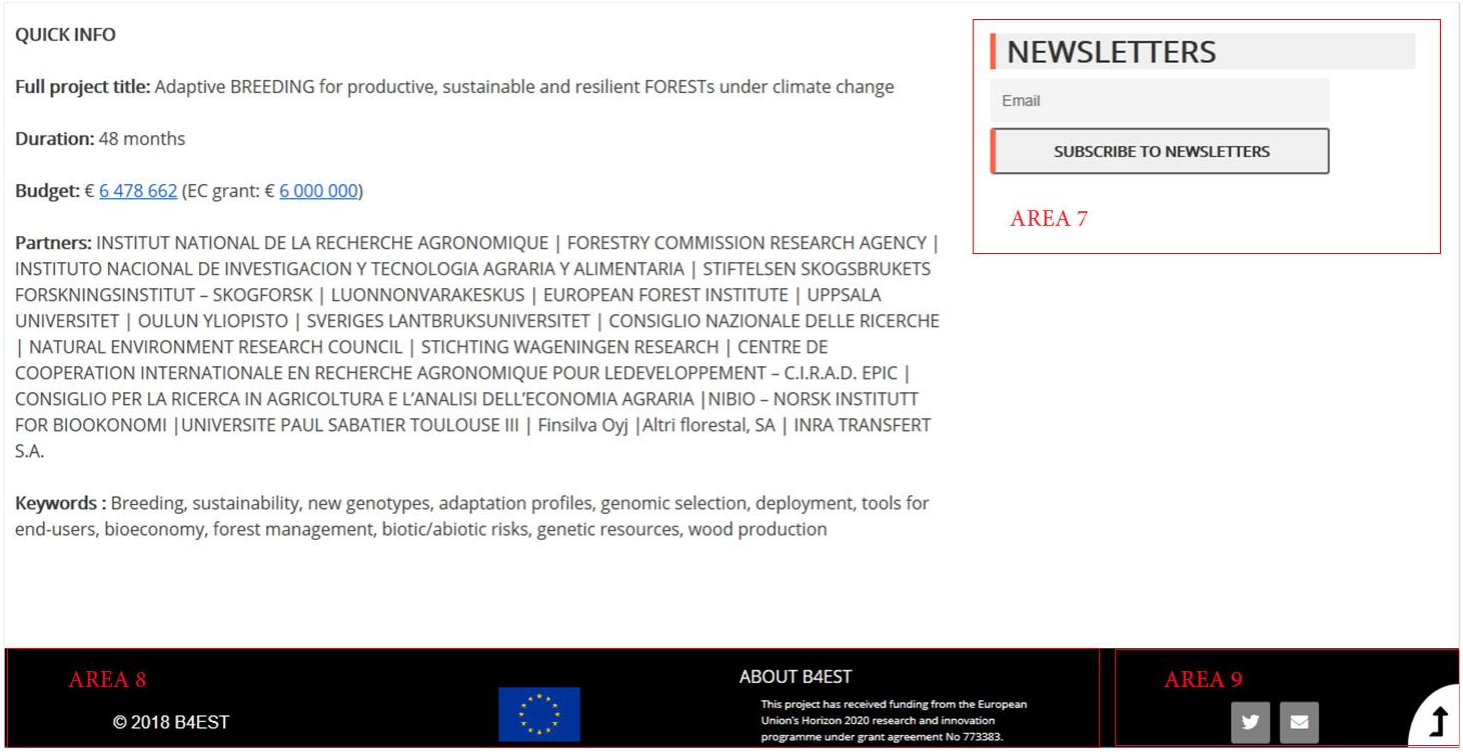
Area 2: Header image and B4EST logo (common across all pages)

Area 3: Image carousel, containing the latest news and events

Area 4: Quick information about the project

Area 5: Search function (common across all pages)

Area 6: B4EST Twitter feed (common across all pages)



The bottom part of the homepage is divided into a further 3 areas:

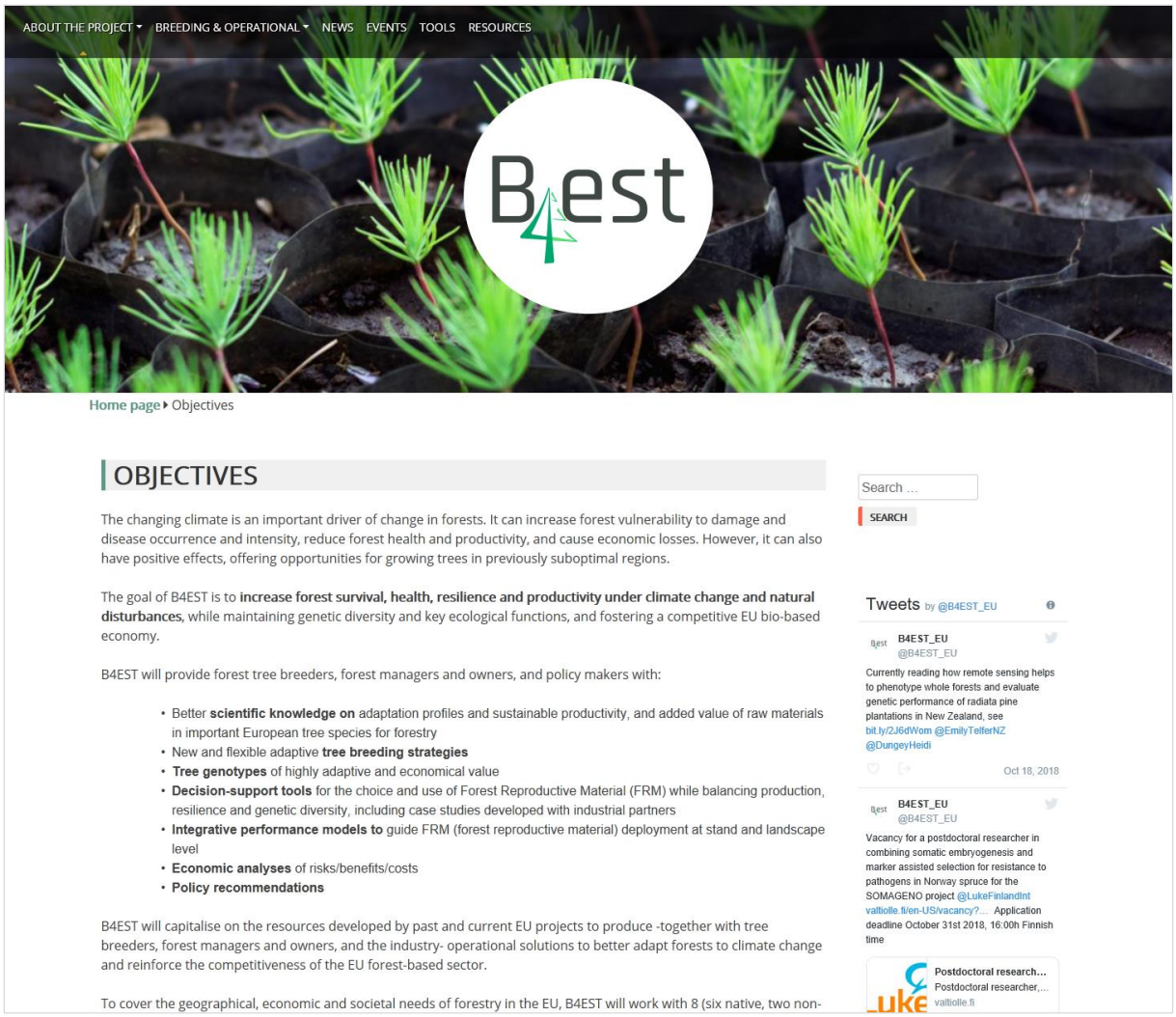
Area 7: Newsletter sign-up box (common across all pages)

Area 8: Footer area containing EU flag and disclaimer (common across all pages)

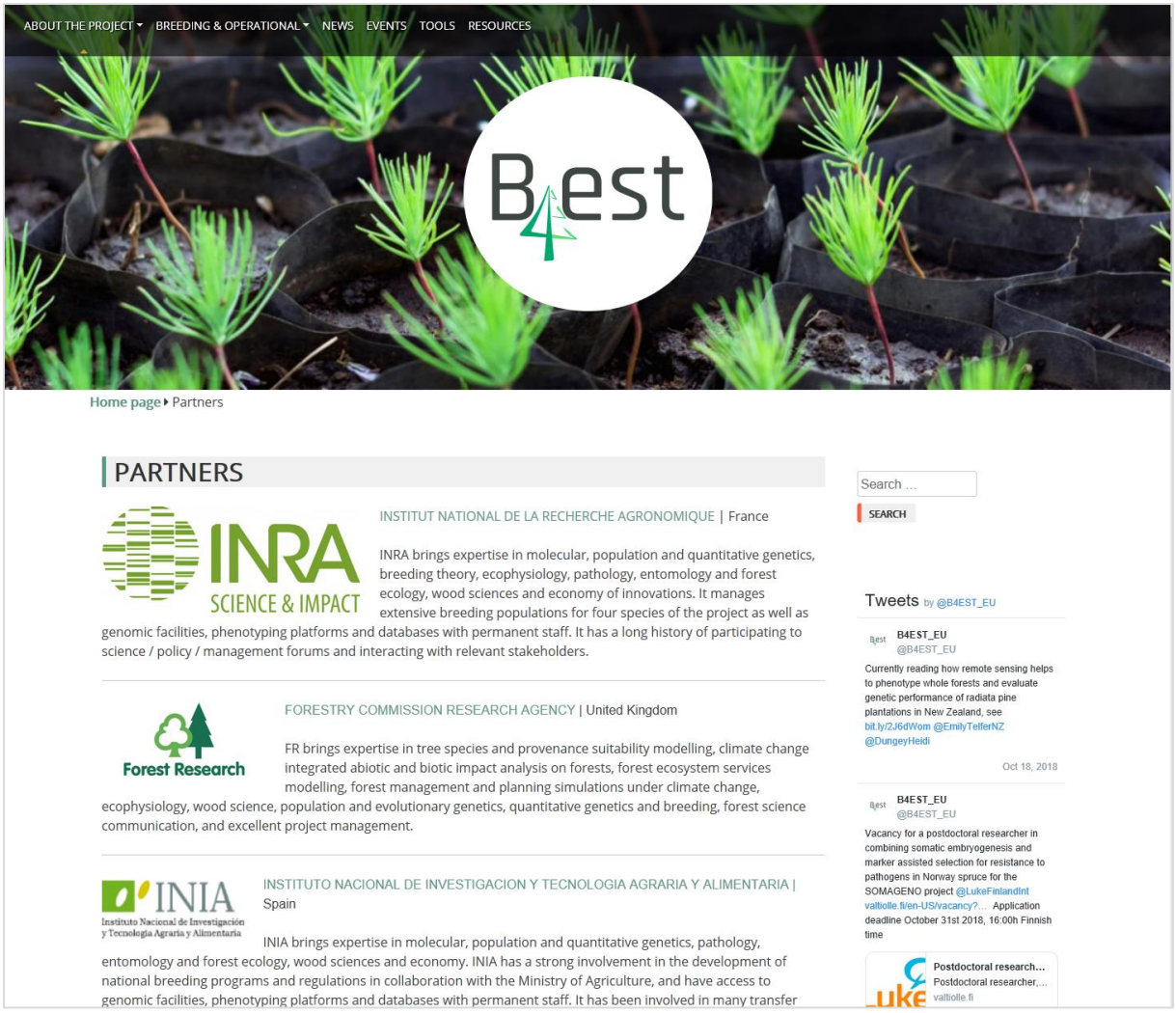
Area 9: Footer area containing contact information (common across all pages)

3.3.2 About the project

This section provides an overview of B4EST, its aims and objectives, together with information about the work packages and consortium partners. It will also contain information about stakeholder interactions.



http://b4est.eu/objectives



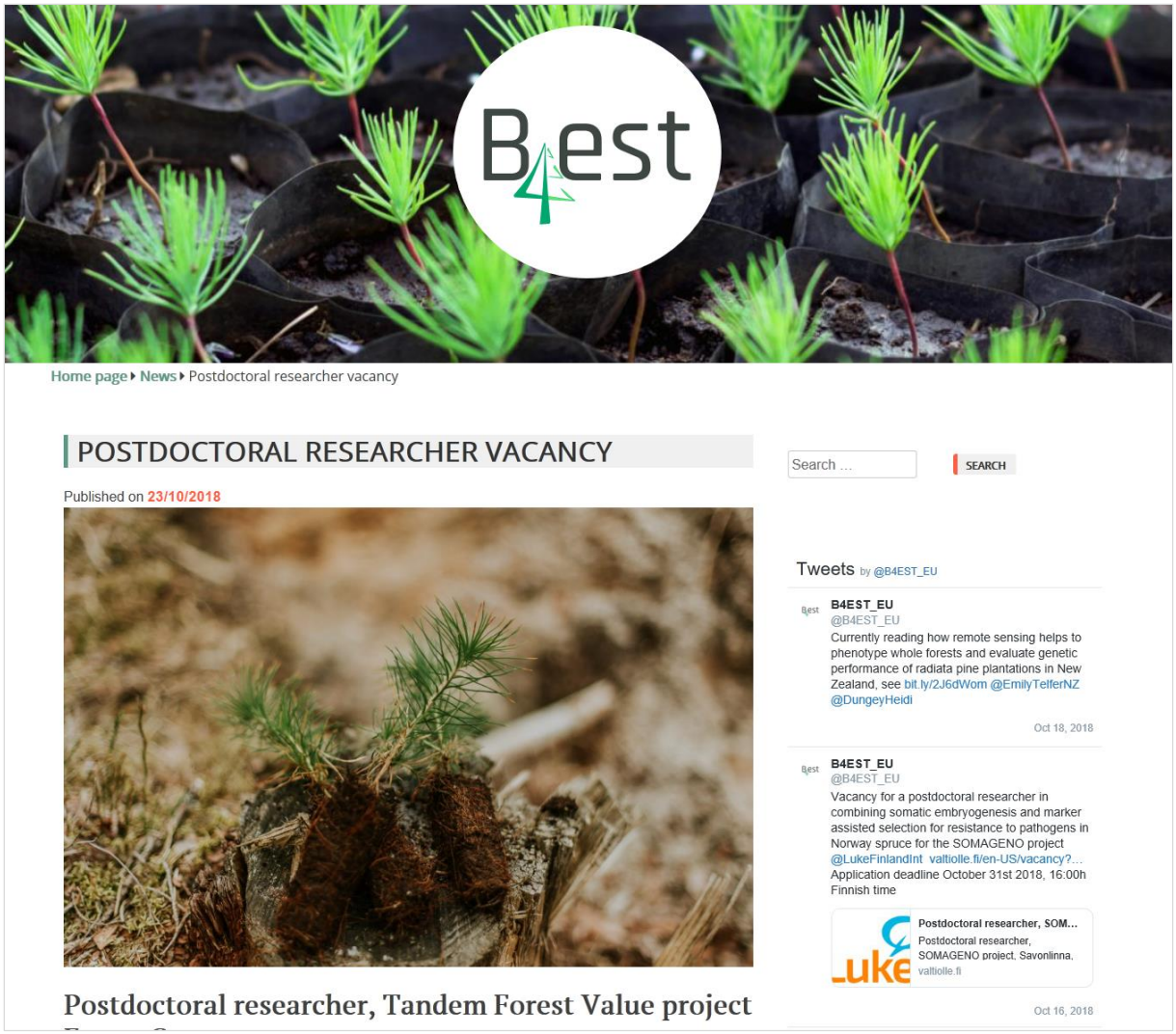
http://b4est.eu/partners

3.3.3 News (blog)

http://b4est.eu/category/news

Regular blog posts are published in this section, written by project partners, stakeholders and end-users. Subjects include project news, key findings and scientific results, as well as information about the wider subject of tree breeding.

An annual 'newsletter' blog post will be published with highlights of the project's activities across the year - additional updates will also be published (eg half-yearly) if more material is available.

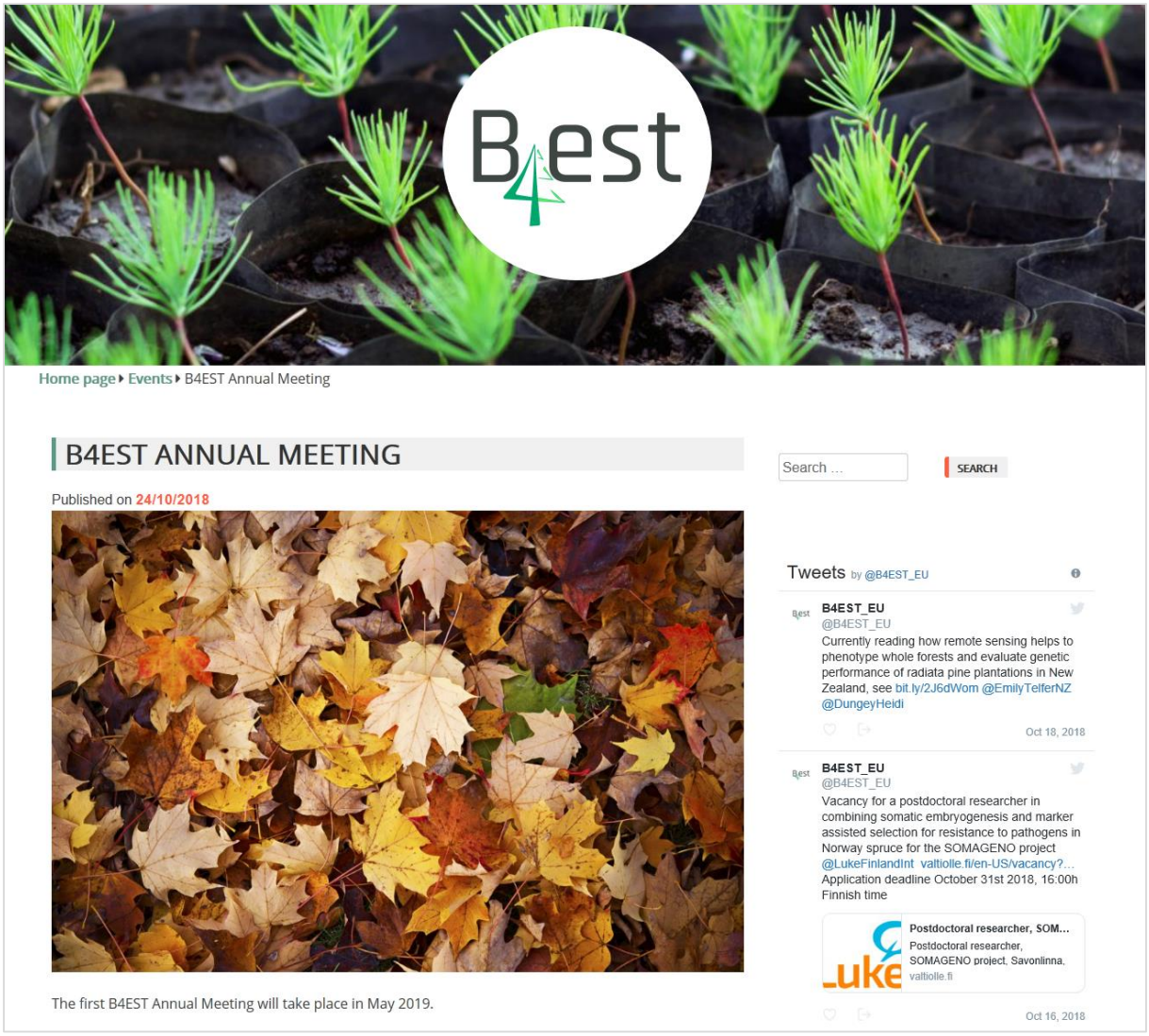


An example of a news posting.

3.3.4 Events

http://b4est.eu/category/events

This section will showcase events organised by the project, for example, knowledge transfer and training events held for forestry sector stakeholders. It also includes eg project or workpackage meetings.



An example of an events posting.

3.3.5 Resources

This section will be updated on a regular basis. It will contain brochures, presentations (for example given by project partners at scientific seminars), links to scientific publications and public deliverables produced by the project, and links to open metadata. Some documents will be available in project partner languages.

This section will be made publically available launched once eg the project brochure, general presentation and public deliverables are available (estimated Autumn 2018).

4 Conclusions

The B4EST website is a key element for communicating with all the project's target audiences. It will ensure the visibility of the project and facilitate the dissemination of the project results, as well as helping to raise awareness of the importance of adapting European forest production systems to the challenges posed by climate change and natural disturbances in Europe.

The website will be regularly updated with project news, findings and results as the project advances. Partners will be encouraged to submit information, and to link back to the website from their own organisation's website and social media.

At the end of the project, the website will be maintained by EFI for 5 years, to ensure the project's legacy of tools, resources and results remains available.

5 Partners involved in the work

EFI is the responsible partner for the B4EST website.

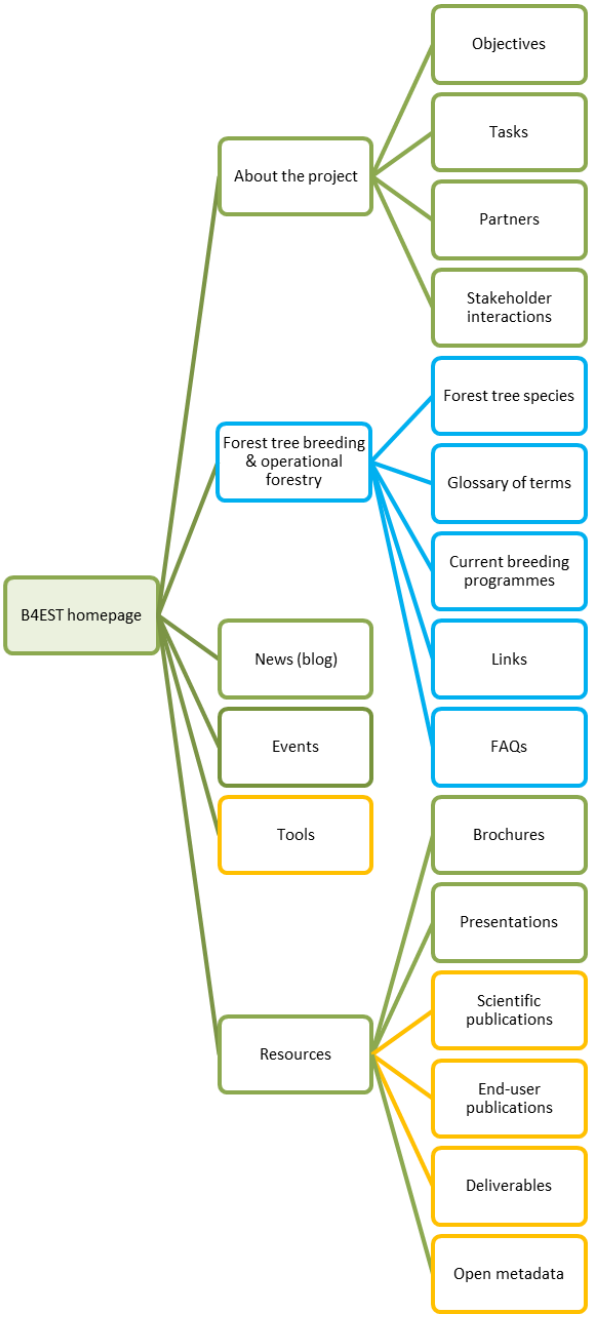
FR is the responsible partner for the B4EST blog and social media.

The Executive Committee gave feedback and comments on the architecture of the website, the design of the website elements (eg logo, photo) and the contents.

All partners will be involved in eg writing materials for the B4EST blog, submitting information about events, presentations given, recommending links to further information etc.

6 Annexes

6.1 Detailed website architecture



Homepage

Includes B4EST's social media presence (Twitter @B4EST_EU, ResearchGate).
Latest news items and events displayed
Project video
Links to resources in project partner languages will be promoted (eg using country flags)
Footer: contains contact information, acknowledgement of EU funding and flag

About the project

Overview of B4EST, its aims and objectives.

Objectives: Summary of the project objectives

Tasks**:** Basic information about the work packages (to illustrate, use either Figure 4 or Figure 5 from the Description of Work (p31/33)

Partners**:** A list, with a logo and link to each partner website.

Stakeholder interactions: Highlights all the stakeholder interactions which are planned / have taken place during the project

Forest tree breeding and operational forestry

Contains background information about forest tree breeding, including how forest tree breeding and guided use of improved forest reproductive material can respond to current challenges.

Forest tree species: one-page description for each of the eight species used in case studies in the project (importance in Europe, challenges)

Current breeding programmes: summaries of current breeding programmes by species and specific challenges in breeding and definition of transfer rules

Glossary of terms: to be developed by WP1 to WP5 with special emphasis on common definition of key breeding objectives (...resilience/resistance/vulnerability/risks/ phenotypic plasticity)

Links: links to other relevant EU or international forest initiatives and projects

Frequently Asked Questions: including a form which allows people to submit comments/questions.

News (blog)

Contains news items, notifications of recruitments, survey invitations etc.

Events calendar

Tools

Contains links to tools, models, guidelines etc.

Resources

Some documents will be available in project partner languages, to encourage national dissemination.

Brochures: including project leaflet, and project results leaflet

Presentations: given by project partners at seminars, conferences etc. Also includes general B4EST presentation.

Scientific publications: ie those written by project partners

End-user publications: eg policy briefs

Deliverables: public deliverables

Open metadata: links to databases where metadata and/or data produced by the project are made available to all publics.