



**Environmental crimes' intelligence and investigation protocol based on multiple data sources**

**D6.1**

# **Project web portal**



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## List of abbreviations

Abbreviation	Definition
AI	Artificial intelligence
API	Application programming interface
BG	Border guard
C&D / Comm & Diss	Communication and dissemination
CMS	Content Management System
CoP	Community of practices
CSS	Cascading Style Sheets
CT	Communication Team
EC	European Commission



EU	European Union
EUCI	EU classified information
FCT	Fighting crime and terrorism
GA	Grant Agreement
GDPR	General Data Protection Regulation
HTML	HyperText Markup Language
IPR	Intellectual property rights
KPI	Key performance indicator
LEA	Law enforcement authority
MS	Member State
NGO	Non-governmental organisations
OA	Open access
PC	Project coordinator
PM	Person month
POC	Point of contact
ROI	Return of investment
SEO	Search engine optimisation
SME	Small and medium enterprises
SOA	State of the art
SSL	Secure Sockets Layer
TA	Target audience
UX	User experience
UC	Use case
WP	Work package
WS	Workstream



## 1. Executive Summary

The present document represents Deliverable 6.1 – Project web portal of the **EMERITUS** project. It has been developed as part of Work Package 6 – Dissemination, Communication and Exploitation, and it consists of a description of the website [www.emeritusproject.eu](http://www.emeritusproject.eu) created for the project. The **EMERITUS** website is the main tool of the Communication and dissemination plan and strategy (D6.2).

The website is essential to reflect all the developments and results of the project, to disseminate continuous updates throughout the project duration and to collect all the Communication and Dissemination (Comm & Diss) actions. Therefore, its design, management, maintenance, and generation of content are key activities to maintain the stakeholders' engagement with the project.

This report describes the overall website and defines the strategy that will be followed.

It is organised into 7 parts:

1. Introduction to the website.
2. A definition of the Digital Marketing strategy related to the website.
3. The description of the technical characteristics of the website.
4. The overall website structure and its sections.
5. Responsibilities of the consortium regarding the website.
6. The monitoring tools that will be used to measure website results and improve the strategy.
7. Conclusions.

## 2. Introduction

The **EMERITUS** website is a meeting place for all the stakeholders, the media and the general public: on one hand, it is the entry point for external stakeholders to look for information about the activities the project is developing or to learn about the subject of the project. On the other hand, the website functions as a meeting place for all the individuals and organisations involved in the project.

The site operates under the domain [www.emeritusproject.eu](http://www.emeritusproject.eu) and gathers all the official information about the project: its goals, activities, and results. The website is in English.

The creation of the **EMERITUS** website started in the first month of the project and was launched officially in the fourth month, after being revised by the coordinators.

The website includes the following sections:

- **Homepage**: general information about the project, objectives and main results to be achieved.
- **About the Project**: ambition and aim of the project, methodology, and main results to be achieved.
- **Work packages**: management structure related to the Work Packages (WP).
- **Consortium**: composition of the consortium.
- **Resources**: public project's deliverables, newsletters, links to of re-useable artefacts, scientific/technical publications and other resources.
- **Press corner**: press releases and press clippings.
- **News**: it will be the space where all the news and updates related to the project can be updated.
- **Events**: in this area the events related to the project will be listed.
- **Photo gallery**: photo of events and subjects related to the project.
- **Video gallery**: audio-visual material.
- **EMERITUS platform**: description of and regular updates/articles about the platform the project will implement.
- **Trainings**: description of and regular updates/articles about the training that will be organised and audio-visual material.
- **Community of practices**: description of and regular updates/articles about the community of practices.

Moreover, the footer section displays what follows:

- Appropriate acknowledgement and reference to the funding received from the European Union's Horizon Europe Framework Programme.
- Personal data policy, cookie policy, terms and conditions in compliance with the EU General Data protection Regulation (GDPR).
- Social media (Twitter, LinkedIn, YouTube) widgets and links.

The **EMERITUS** website has its specific objectives, which respond to the Comm & Diss needs of the project. Among them, the most highlighted are the following:





- Providing the stakeholders with updates on the progress and news related to the project: the website will include news pieces and events created by this project, public deliverables, and scientific/technical publications.
- Giving visibility to the project itself: the content on the website, which will be periodically updated, will be shared on social media, through which visitors will be directed or attracted to the website.
- Promoting the visual identity of the **EMERITUS** project, which will make it a recognisable brand in the eyes of the public.
- Involving the consortium members: the partners are requested to identify communication opportunities and offer information that enables the creation and publication of articles on the website. Each of the partners must help providing complimentary materials (such as news items, audio/visual material from workshops and events, etc.), which can be later used for communication activities.

Dissemination and communication strategies and campaigns developed online and offline will be complementary and will aim to direct visitors to the website.



### 3. Digital Marketing Strategy

The **EMERITUS** website is the central part of the digital marketing strategy that is deployed within the Communication and dissemination plan and strategy of the project. The main pillars of the digital strategy regarding the website are the following:

#### 3.1 The use of Search Engine Optimisation (SEO)

Search Engine Optimisation, or SEO, is the process of having a website well-ranked or positioned in search engines like Google. It is the best long-term method of traffic generation because it can be done with no budget and generates passive scalable results.

Keyword research is essential to SEO success and the keywords related to the project will be analysed, improved, and updated for frequent usage. The proposed keywords for the **EMERITUS** project are the following:

- **EMERITUS**
- Horizon Europe
- HEU
- HEU European Commission
- Environmental crime
- Environmental security
- Investigation
- Police
- Law enforcement
- Border guards
- Detection
- Waste trafficking
- Innovation
- European Project.

#### 3.2 Content Marketing

**SEO** is not only about ranking. It is about driving more traffic to the website and increasing engagement. It is more difficult to read content that is not attractive, even if it is highly ranked in search engines.

To connect with online visitors, copywriting is important. **EMERITUS** will work on creating quality content for the “News” and the “Community of Practices” sections, as a content marketing strategy to engage with the website’s audience.

Website visitors will be more engaged with the content if they can read and understand it effortlessly. If at some point they feel like the text is too burdensome to read, they will “bounce”. Google’s own definition of **bounce rate** is: “The percentage of single-page sessions” (i.e. sessions in which the person left the site without

interacting further with your site”.<sup>1</sup> The bounce rate is an important metric that will be considered, as it is useful for assessing user engagement.

**EMERITUS** website aims at creating effortless reading material, and this begins with the way in which the content is designed.

The articles published on the website will be created based on the following ASMR formula:

- Annotations – Adding notes, sidenotes, and other elements like blockquotes and call-out boxes help break up the monotony of the post.
- Short sentences and paragraphs.
- Multimedia elements such as videos, images, and GIFs. Including these can help illustrate ideas and themes without having to use extra words.
- Reading the copy out loud to pinpoint areas where the content does not flow smoothly.

Moreover, from a SEO perspective, providing readers with the information they are looking for, without them having to work for it, may help to reduce pogo-sticking (bouncing and forth between pages).

Therefore, to improve engagement, the inverted pyramid method (see Figure 1) will be implemented. This is a technique used by journalists that offers the most important information and answers the main questions found in the introduction.

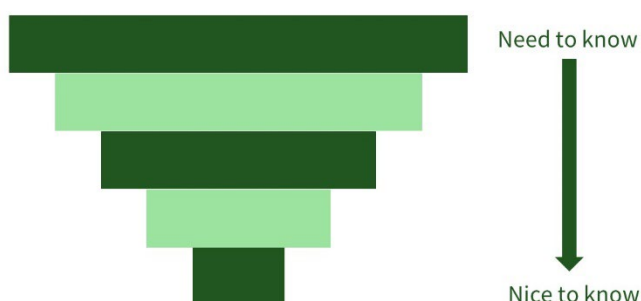


Figure 1. Inverted Pyramid Method

### 3.3 Link building

Once quality content is created, it is important to begin building backlink to it. A **backlink** is simply a link back to our website from another page. It is seen as an indicator of how important, or useful, the content is by search engines, and having a high number of quality backlinks is a big influential factor in ranking highly on search engines. According to Google, links are one of their top three ranking factors, which means there is a clear correlation between links and organic traffic.

For this reason, the project will create synergies between **EMERITUS** website and the partners' websites, as well as with the social media channels or other relevant agents of the sector or other Horizon Europe projects in the

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<sup>1</sup> See: [Bounce rate, Google Analytics](#).

same field. This will encourage the exchange of links and content promotion (both internally and from external sites).

First, the web portal will establish backlinks with the websites of the partners, as well as with all their own communication channels, such as social media profiles. Partners will receive a factsheet that sums up the main information to include on their websites, previously validated by the coordinators (Figure 2):

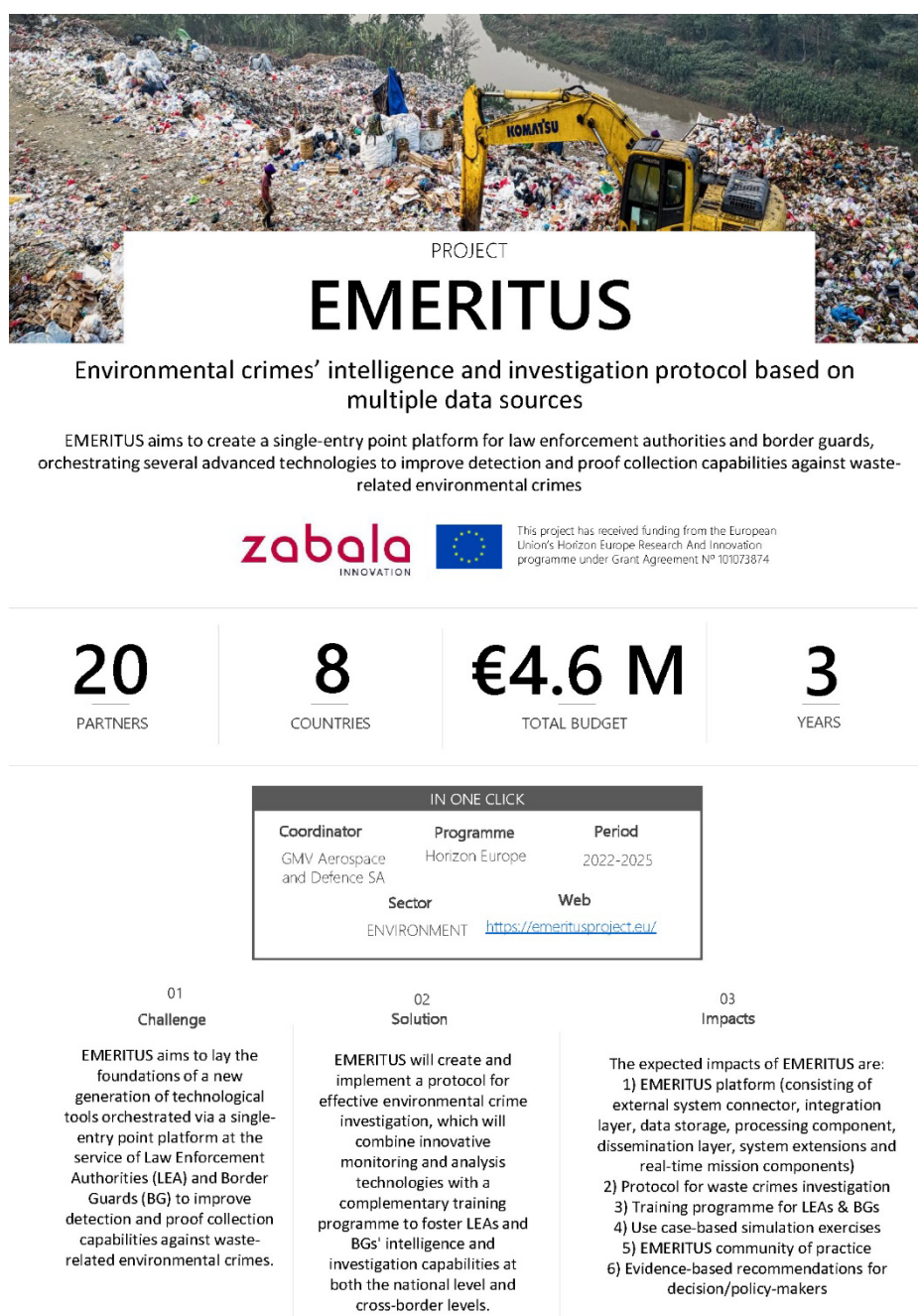


Figure 2. Project factsheet

As for social media channels, they are essential to attract visitors to the website. They will be used mainly to inform the audience about the new updates available on the website (including the direct link) to assure that all public outputs of the project reach their online dissemination potential.

## 4. Technical characteristics

### 4.1 Full Responsive Content

**Responsive Web Design** is about using HyperText Markup Language (HTML) and Cascading Style Sheets (CSS) to resize, hide, shrink, enlarge, or move the content to make it fit nicely on any screen. This responsive design allows **EMERITUS'** website theme to be adapted to all devices (desktops, tablets, and phones).

The incorporation of state-of-the-art techniques in web design also creates a quick and intuitive user experience for users browsing the website.

### 4.2 Built using WordPress CMS

The website is designed using **WordPress**, the most popular **Content Management System (CMS)**. For this reason, it is probably the easiest and most powerful blogging tool and CMS.

**EMERITUS'** website has been constructed through a custom WordPress theme, an option in which a WordPress template is created and adapted to a specific design, using code.

Some of the advantages and main reasons for choosing WordPress are the following:

- **Design:** This option allows more freedom in designs as it can be customised, and visual effects can be added. WordPress allows for the creation and modification of layouts and applications.
- **Scaling up:** Plugins are computer software that add new functions to a host programme without altering the host programme itself, which help extend the functionalities of the WordPress site without additional programming. There are over 10,000 available plugins with all kinds of functionalities, such as social media sharing, SEO, photo slideshows, and much more. There are also plenty of excellent membership plugins that convert part of the site into a whole community. Together with the CMS, software used to manage the creation and modification of digital content, they will be regularly updated.
- **Low page weight:** Low weight webpages can be loaded faster.
- **Easy to use for non-developers:** WordPress is an easy-to-use platform that allows the communication team to easily update the website. Once an article is set up, it can be updated anytime.
- **Attractive & user-friendly:** The elements in WordPress are easy to read and attractive for users, encouraging visitors to stay browsing for longer periods of time.
- **It supports numerous types of media:** The list of accepted file types for WordPress is long, and the main categories are accepted (images, documents, audio, video), essential to communicate **EMERITUS'** messages.
- **SEO friendly:** WordPress is known for having SEO built into the platform. It automatically generates title tags and meta descriptions for all the pages and posts. This fosters web positioning as it lets search engines know about the content, and it will get the website indexed and potentially moved up in the rankings. The Yoast SEO plugin is also a must-have for any WordPress site.

### 4.3 Connection & data exchange protected under SSL Certificate

**Secure Sockets Layer (SSL)** is a security protocol; a standard security technology for establishing an encrypted link between a server and a client. SSL allows sensitive information (credit card numbers, social security numbers, and login credentials) to be transmitted securely.

Normally, data sent between browsers and web servers is sent in plain text – leaving you vulnerable to eavesdropping. To create a secure connection, an SSL certificate is installed on a web server and serves two functions:

- It authenticates the identity of the website;
- it encrypts the data that is being transmitted.

## 5. Project website structure

The website has been designed to address the stakeholders and individuals interested in the research activities of the **EMERITUS** project in the most effective way. It is the easiest way to ensure the visibility of the project.

For this reason, it has been designed as an interactive tool, as well as a training and learning one, for public information and communication among the partners and the people interested in the project. It will also be a repository for public documents, materials and useful information related to the project. The structure of the website is the following (Figure 4):

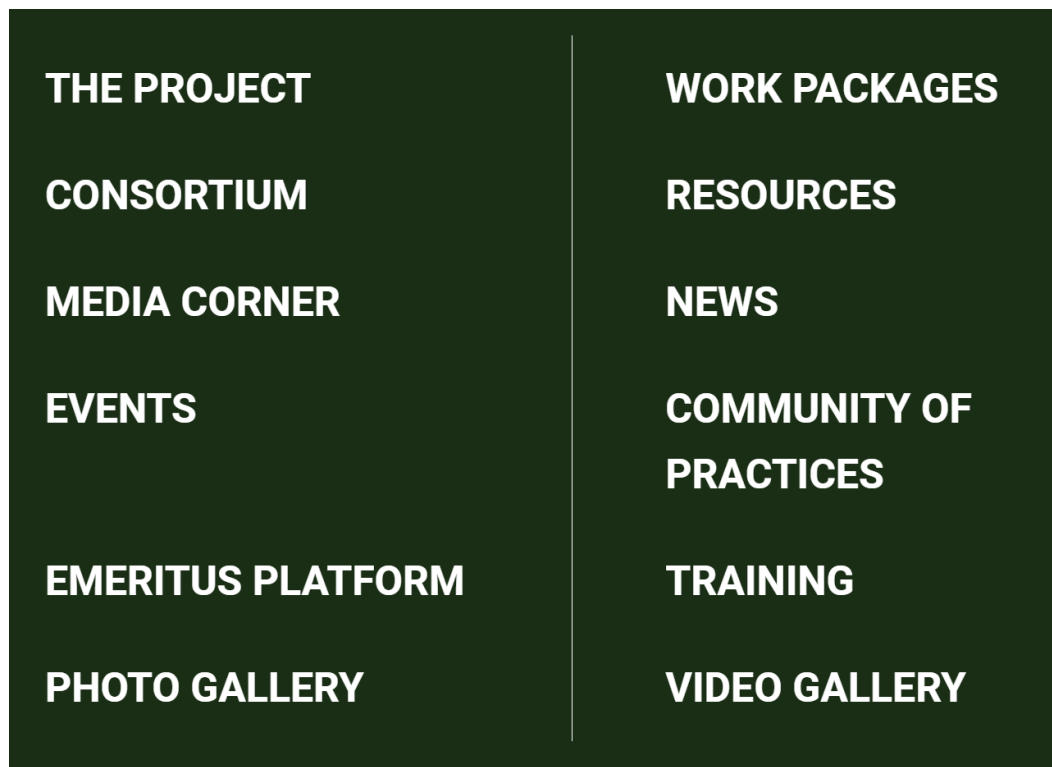


Figure 3. Structure of the website-menu

- **Homepage:**
  - general information about the project,
  - objectives,
  - main results to be achieved,
  - work packages,
  - news.
- **About the Project:**
  - ambition of the project,
  - aim of the project,
  - methodology,

- main results to be achieved.
- **Work packages:**
  - management structure related to the Work Packages (WP).
- **Consortium:**
  - composition of the consortium.
- **Resources:**
  - public project's deliverables,
  - newsletters,
  - links to re-useable artefacts,
  - scientific/technical publications,
  - other resources.
- **Press corner:**
  - press releases,
  - press clippings.
- **Media corner:**
  - Project's visual guidelines and templates.
- **News.**
- **Events.**
- **Photo gallery.**
- **Video gallery.**
- **EMERITUS platform:**
  - description of and regular updates/articles about the platform the project will implement.
- **Trainings:**
  - description of and regular updates/articles about the training that will be organised and audio-visual material.
- **Community of practices:**
  - description of and regular updates/articles about the community of practices.

## 5.1 Home

The main objective of the homepage of **EMERITUS'** website is to attract the attention of the users and to invite them to learn more about the project.

When visitors enter the website, the first thing that they see is the full name of the project and a summary with the main intention:

**"EMERITUS aims to create a single-entry point platform for law enforcement authorities and border guards to improve investigative proof collection capabilities against environmental waste crimes".**

It contains the keywords of the project and a background video of ground and aerial footage showing waste scenes and pollution to help visitors understand what the website is about at first glance.





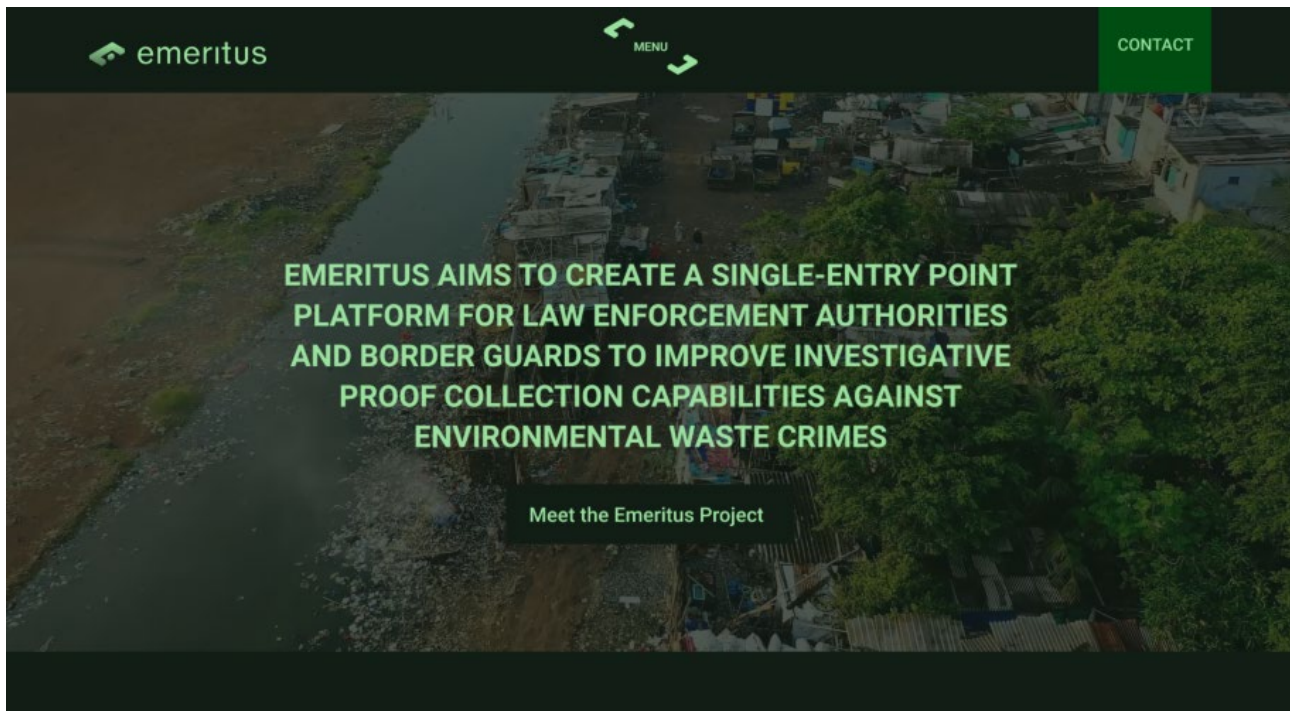


Figure 4. Homepage

When scrolled down, the homepage provides a summary of the project including the following elements:

- A short project description that directs to the page “About the project”. (Figure 5).
- Simple infographic displaying project’s figures such as number of partners, countries of origin, funding received, and length of the project (Figure 6).
- An infographic with the six main results to be achieved (Figure 7).
- Work package section that directs to the respective webpage (Figure 8).
- An access to news section (Figure 9).
- Consortium logos (Figure 10).
- Contact form and social media (Figure 11).
- Footer (Figure 12).

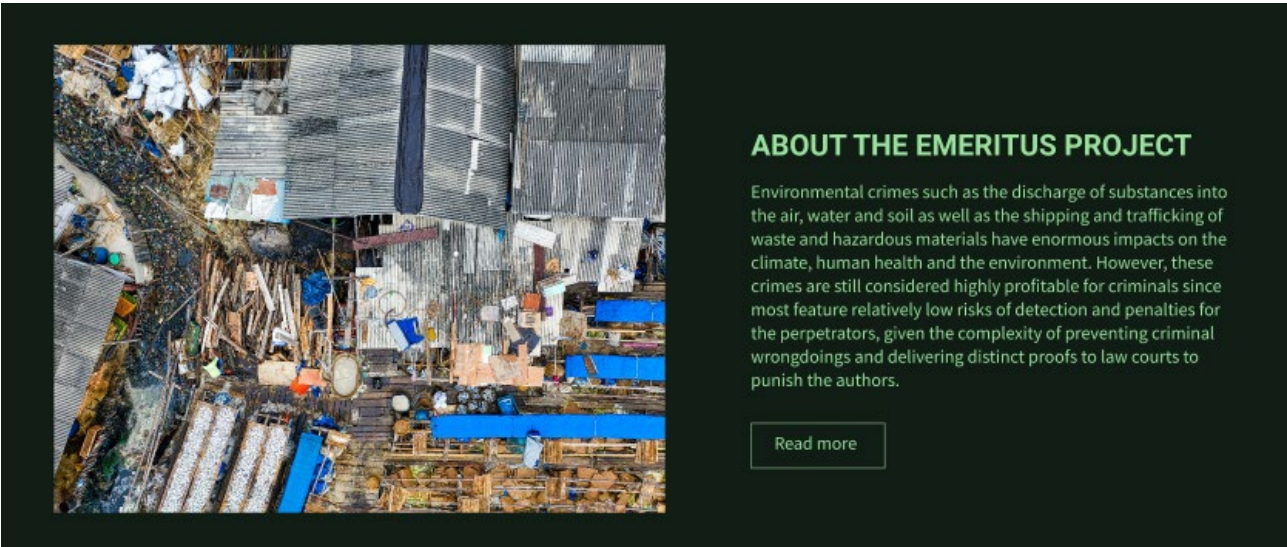


Figure 5. Project description

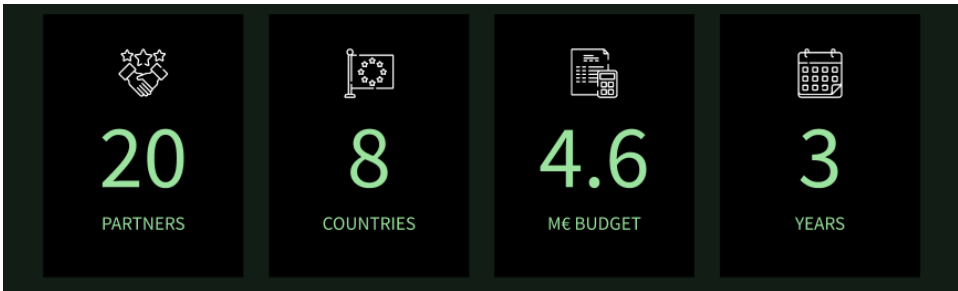


Figure 6. Project - About the project



Figure 7. Main results

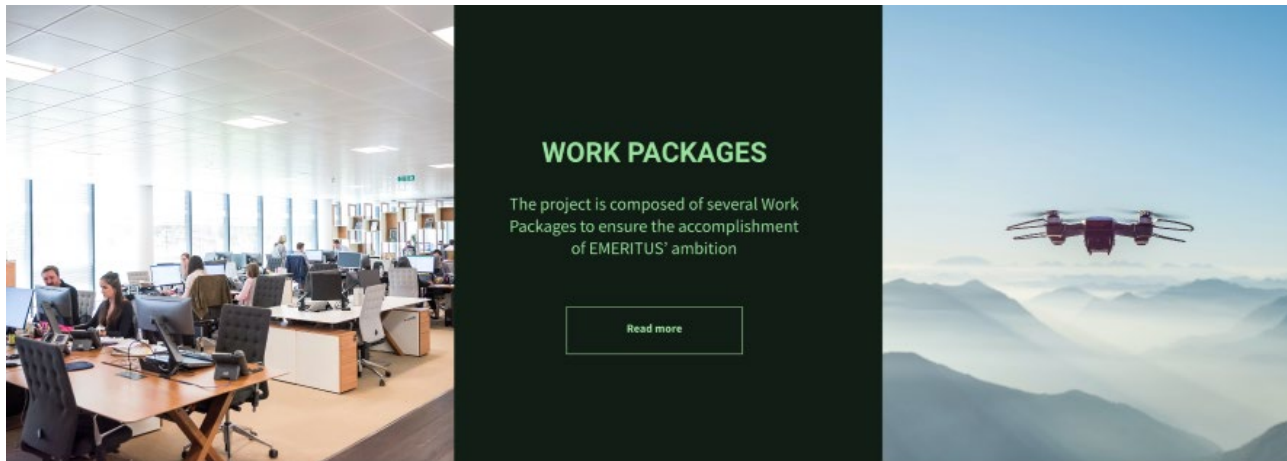


Figure 8. Work packages

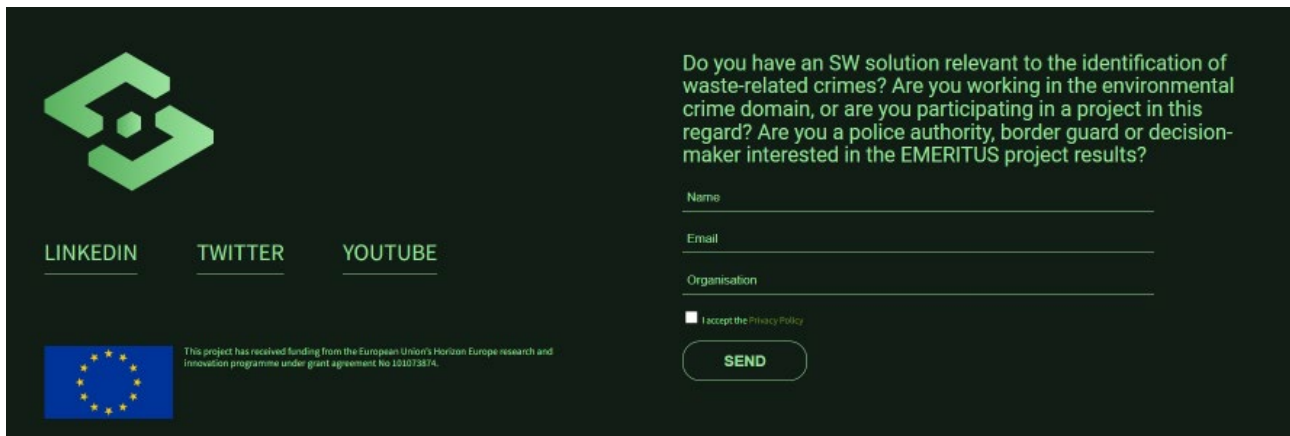


Figure 9. News section



Figure 10. Consortium logos





The contact form is located on the right side of the page. It includes a heading asking if the user has a SW solution relevant to waste-related crimes, is working in the environmental crime domain, or is participating in a project in this regard. Below the heading are input fields for Name, Email, and Organisation. A checkbox for 'I accept the Privacy Policy' is present, followed by a 'SEND' button. On the left side, there are links for LinkedIn, Twitter, and YouTube, and a European Union flag with a disclaimer about funding from the Horizon Europe research and innovation programme under grant agreement No 101073874.

Figure 11. Contact form and social media

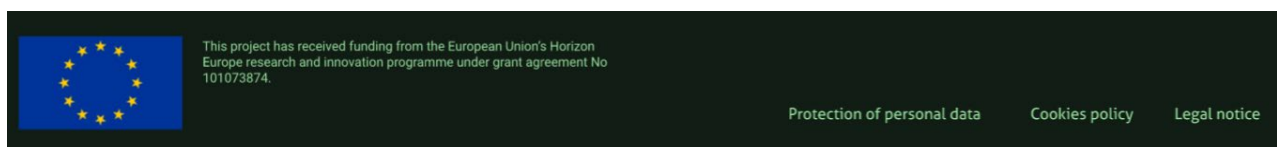


Figure 12. Footer

All the content on the homepage is linked, directing users to the content that can be found on other pages of the website and inviting the user to read more about the project.

In the same way, in the footer, all sections provide a link to the project's social media channels, references to the Horizon Europe Programme and the European Commission's (EC) support and a disclaimer excluding EC responsibility and the protection of personal data mention, the cookies policy and legal notice.

## 5.2 About the project

This section presents the project and its details in more technical way, and it is mainly directed to more specialised stakeholders that might be interested in the details of the project organisation. It is divided into the following parts:

### 5.2.1 About the project

In this section the basic information about **EMERITUS** can be found. It follows a section with the ambition of the project (Figure 13).

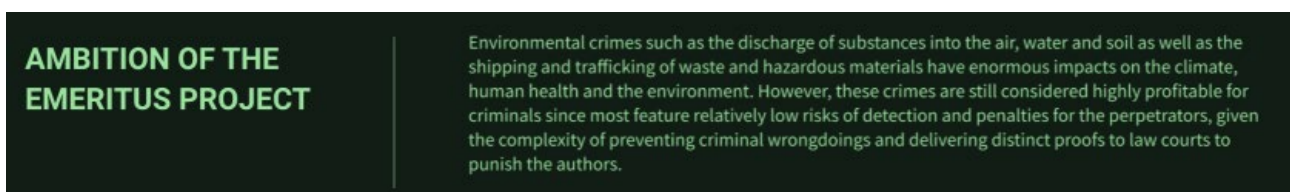


Figure 13. Ambition of the EMERITUS project

It also includes a description of project's aim and the key results and milestones (Figure 14).

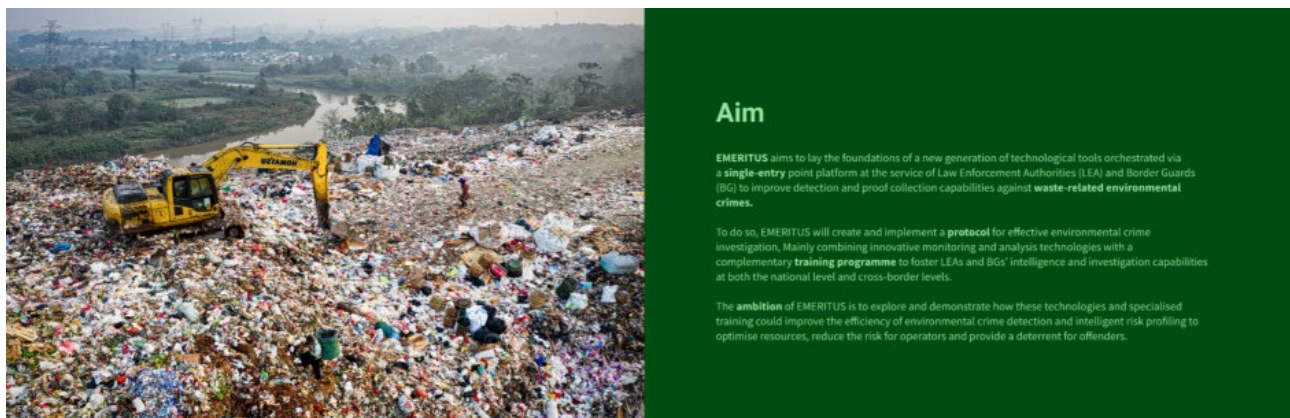


Figure 14. Aim of the project

Furthermore, a double infographic depicts the methodology that will be followed and its four workstreams (WS) (Figure 16) as well as the four use cases (UC) the WS will leverage on (Figure 15).

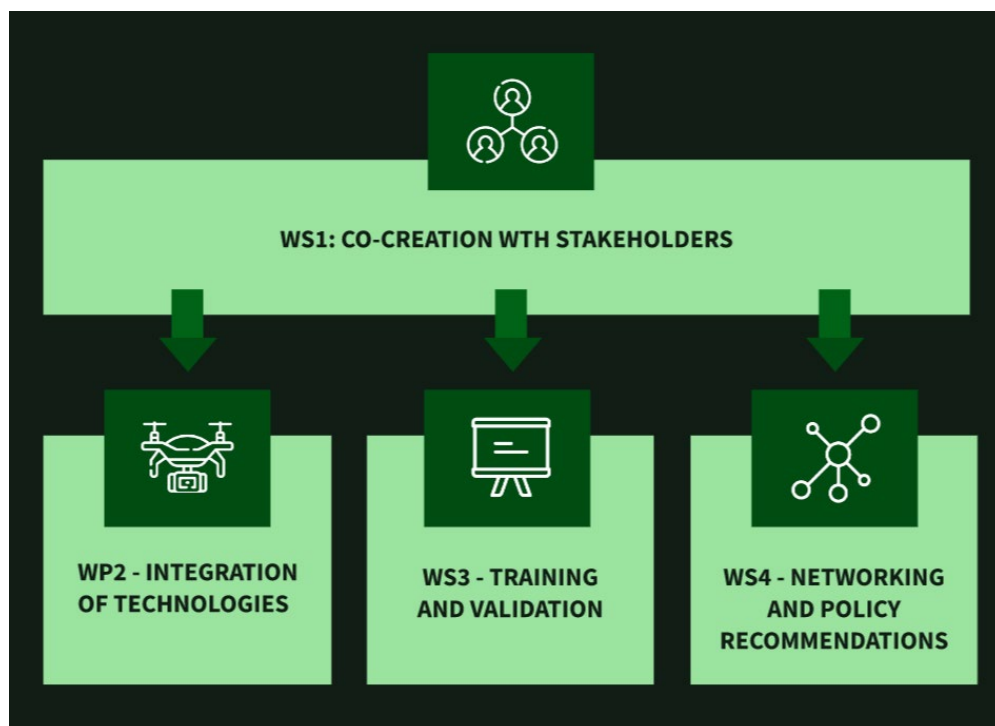


Figure 15. Methodology and workstreams

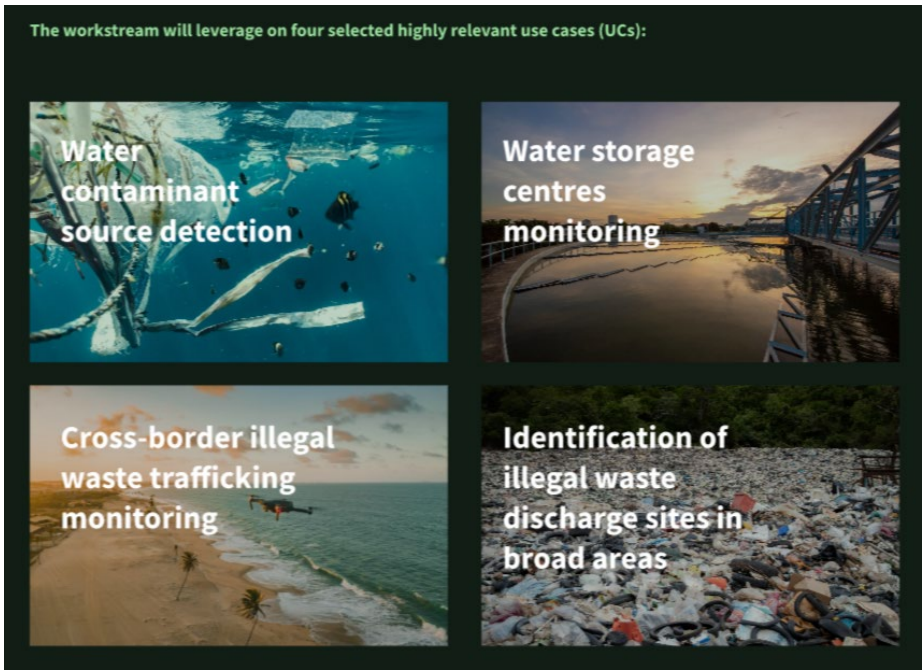


Figure 16. Use cases

The page terminates with the main results infographic (Figure 7).

5.2.2 Work Packages

This section is focused on explaining the main goal of the WPs. It gives the users a general idea about how the project is structured (Figure 17).

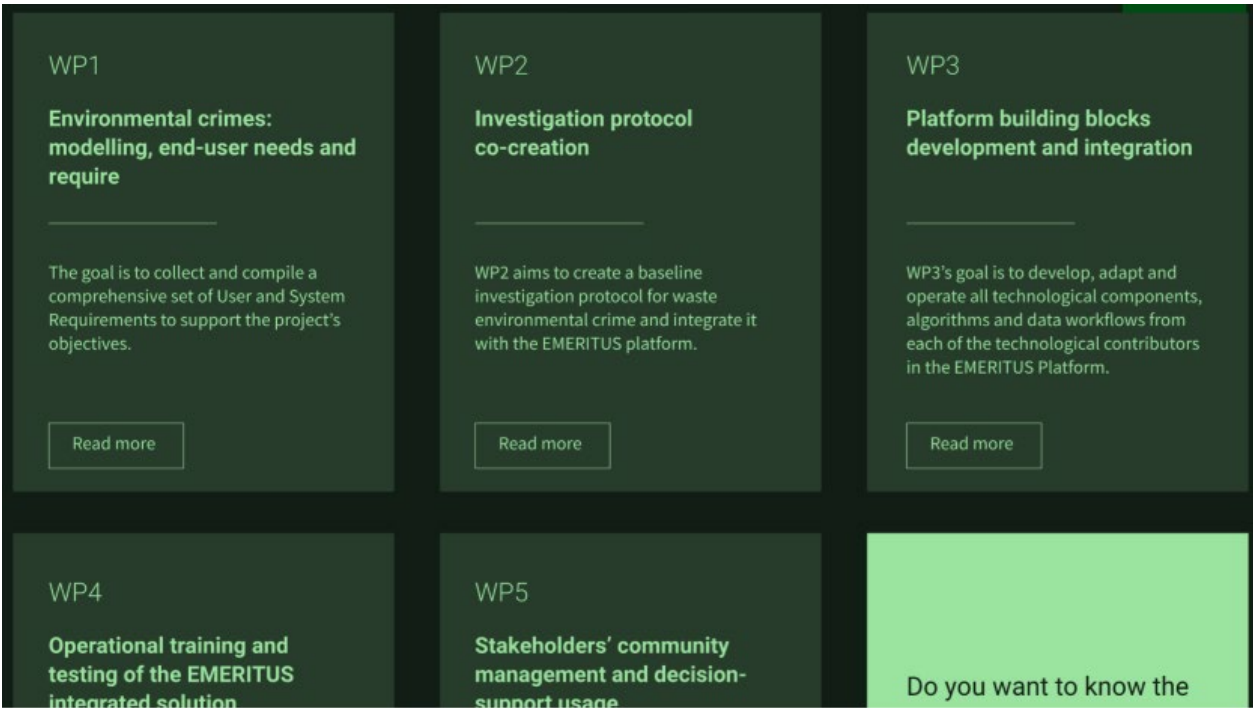


Figure 17. Project - Work Packages



### 5.2.3 Consortium

This section provides a list of all partners involved in the project with brief descriptions and links to their websites (Figure 18).

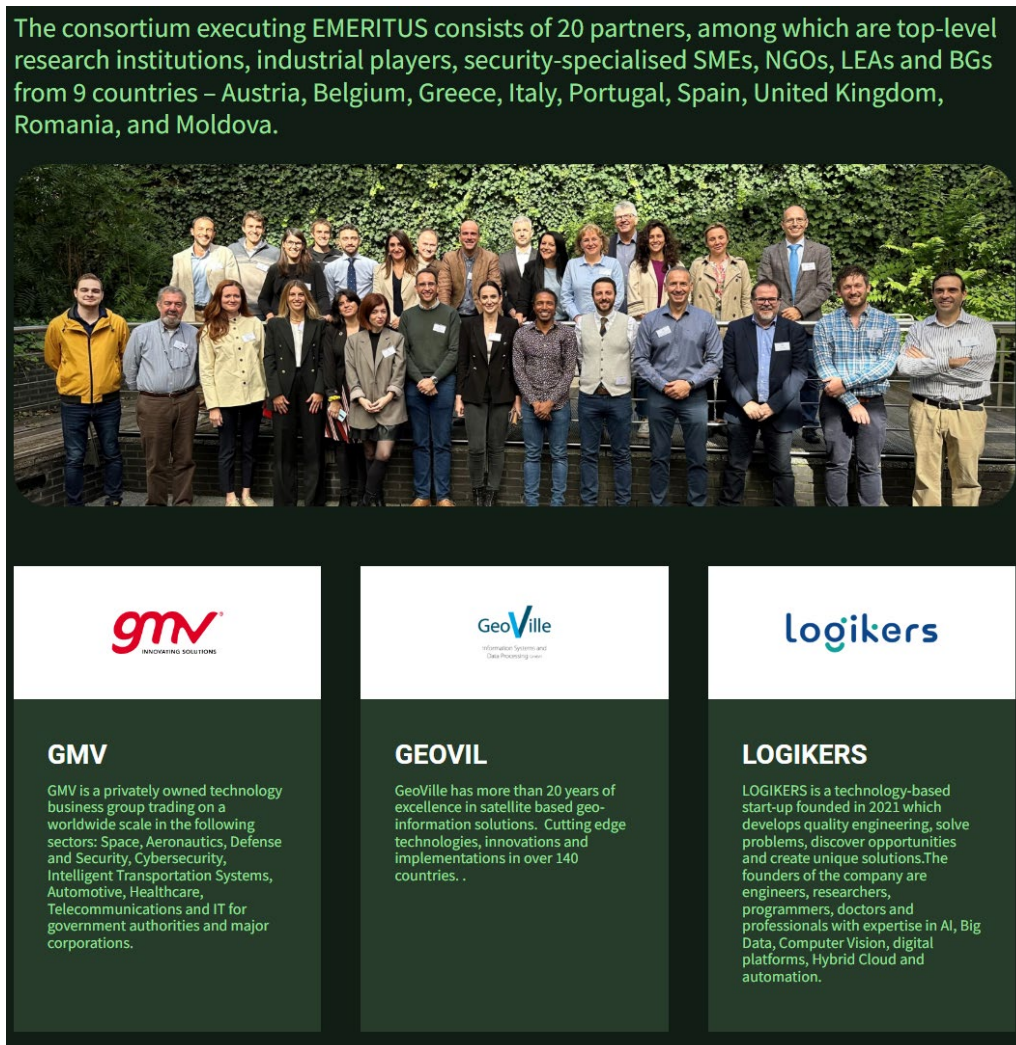


Figure 18. Consortium

Detailing the consortium members on the website is a way of showing transparency to users, which build trust.

## 5.3 Other

### 5.3.1 Resources

This section of the website will be constantly updated with public project's deliverables (accepted by EC), newsletters, links to of re-useable artefacts, scientific/technical publications and other resources.

### 5.3.2 News and events

**EMERITUS** will regularly publish content on the website to obtain high search results and direct traffic to the website. To build up audience loyalty, the news part of the website will be periodically updated (Figure 19).

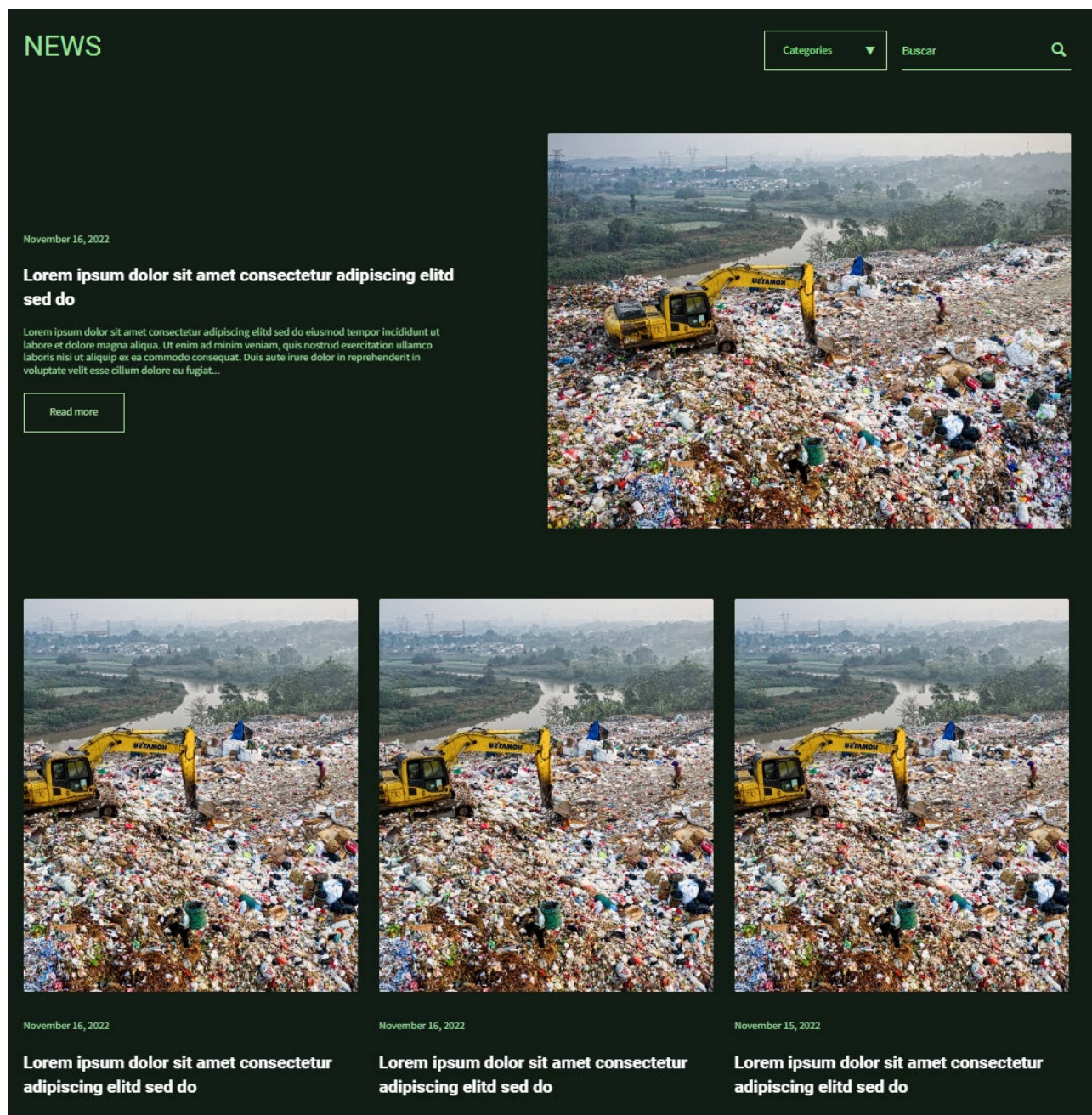


Figure 19. News and events

The project will release expert opinion articles, news and press releases about the progress of the main milestones, news related to European policies, organisations involved in the project, interviews with partners, specialised publications, videos, infographics, webinars that can attract visitors to the website, etc. The Social Media channels will be used to promote it.

This section is also dedicated to information related to conferences, meetings, events, and workshops in which **EMERITUS** takes part or that are organised by the project.



The articles published on the website will be written either by the Communication Team or the **EMERITUS** Consortium members and will be reviewed by the WP6 leader.

### 5.3.3 Press Corner

#### 5.3.3.1 Press releases

The press releases will be prepared by ZABALA and reviewed by the Communication Team within the fixed deadline. Once revised, they will be sent to the media by the WP6 managers and the communication departments of the consortium member organisations. The specific communication procedures are included in the [D6.2 Communication and dissemination plan and strategy](#).

After submission, all press releases will be posted on the website. The media are also one of the target groups of the project's communication actions and making the press releases accessible facilitates their work and increases the chances that information related to the project will be published. Journalists can access and download these documents when they need specific information or if they have not received the press release directly by email. The press releases are a way of presenting the progress of the work accomplished and coincide with the main milestones of the project.

#### 5.3.3.2 Press clippings

The Press clippings section aims to show the media coverage achieved throughout the development of the project.

### 5.3.4 Media corner

This part of the website will serve as a collaborative space for sharing communication materials such as templates, the logo, the colour palette and the visual guidelines manual. These materials are intended for communication or media departments who want to refer to the project. In this way, the production of materials is facilitated, and greater coverage is achieved. It also encourages the use of the materials by the partners.

### 5.3.5 Photo and video galleries

These two webpages will store the audio-visual material of the website, which will include photos of the main events, workshops and trainings organised or attended by the project and the video that will be realised to promote **EMERITUS** and its results.

### 5.3.6 EMERITUS Platform

**EMERITUS** aims to lay the foundations of a new generation of technological tools orchestrated via a single-entry point platform at the service of LEA and BG to improve detection and proof collection capabilities against waste-related environmental crimes. This section will be dedicated to the presentation of such a platform and the different modular blocks that compose it, i.e., consisting of external system connector, integration layer,

data storage, processing component, dissemination layer, system extensions components and real-time mission components).

### 5.3.7 Trainings

This section will introduce the training programme that **EMERITUS** will carry out to foster LEAs and BGs' intelligence and investigation capabilities at both the national level and cross-border levels. In fact, the project aims to explore and demonstrate how these technologies and specialised training could improve the efficiency of environmental crime detection and intelligent risk profiling to optimise resources, reduce the risk for operators and provide a deterrent for offenders. This section will introduce the trainings.

### 5.3.8 Community of practices

This webpage will have the structure similar to a blog, since it is the place where several articles about the CoP will be published, to keep the community informed about the related developments.



## 6. Responsibilities

ZABALA managed the purchase and hosting of the domain ([www.emeritusproject.eu](http://www.emeritusproject.eu)) and has designed and developed the website architecture and user experience. The graphic chart and web design are in line with the **EMERITUS** visual identity guidelines.

Regarding partners' responsibilities, the members of the consortium are requested to identify communication opportunities and offer information that enables the creation of articles on the website. Each of the partners must help provide complementary material (such as articles, pictures from the trainings and events, etc.) which can be later used for communication activities. This will be promoted by proposing a calendar of publications along with the partners.

**The partners' collaboration is essential in the creation of news pieces for the project website.** They are in direct contact with the project's progress and the ones most involved in the sector, aware of each news piece or publication that may affect them. For that reason, the Comm & Diss package leader (ZABALA) should encourage the partner's participation in the news creation process. The following steps will be observed to involve the consortium in the Comm & Diss of the project through new pieces:

### 6.1 Participation guidelines

An email will be sent to the partners explaining how to collaborate in the creation of news about the project. It should include the following information:

- What are we looking for?
- We suggest providing ideas on project activities or on:
  - Upcoming project activities or activities already accomplished.
  - A summary of meetings with other WPs, conclusions, etc.
  - The promotion of activities in specific WP.
  - News related to public deliverables in specific WP.
  - What is accomplished every day at work and is of interest for the project.
  - Reports, pieces of news or topics of interest related to the sector that will be published by the project.
  - Information that is found daily on other Twitter accounts, websites and internal messages.

#### 6.1.1 How to help in news creation?

ZABALA will prepare a Word template to fill in with information on the piece of news proposes to create. Partners will receive the template through email, and they will have two weeks to complete it. ZABALA will have two weeks to check it and once ready, coordinators will have one week to revise it (if necessary). When no answers are provided in the form of revisions, this will be considered a validation of the news piece.

As an example: Partner X will have to publish an article in April. On the 1<sup>st</sup> of March Partner X will receive the email with the template, and will have until the 15<sup>th</sup> to complete it. The news piece will be finalised by the end of the month and X will receive it back for correction during the first week of April.

Images which accompany the news document should be added when sending the information, in .jpg or .png format in a separate file.

#### 6.1.1.1 Calendar

A **calendar** will be created to assign the drafting of the articles to the different partners.

#### 6.1.1.2 Template

The partners will receive a template to provide them with a clear guidance on the type of information they are required to provide.

Table 1. News template

News creation	Information to fill in
Type of news	Report, deliverable, meeting summary, reflection, visit, project outcomes, progress, promotion, etc.
Topic	
Information to include	Remember to respond to the 5Ws (Who, What, When, Where, Why and How)
Relevance for the Project/impact	
Quotes and Author	
Link-Source (if any)	
People/organisations to tag when promoting it on Social Media	Twitter or LinkedIn users

The members of the consortium will receive communication training when the website is officially launched to help them find communication opportunities, give them tips on how to produce materials, take photos or use the social media channels in a way that can help the Comm & Diss of the project.

Furthermore, the website will also be actively promoted by all the partners on their website homepages, as well as on all their communication channels such as Social Media profiles. They will also promote the content created for the website such as press releases or published articles.

Technical support and maintenance of the website will be carried out during the project's lifetime.

## 7. Results measurement

Monitoring key indicators on the website are essential to track the progress and update the strategy. Measuring helps to quantify the results obtained and define the upcoming milestones which will improve the quality of the communication.

Website visits will be measured and evaluated with the use of statistics through Google Analytics. This tool offers personalised views and graphs about the type of users, geographical precedence, origin of web traffic, most visited sections, etc.

Google Analytics provides clear information about the following:

- How much traffic is directed to the site.
- Where the traffic is coming from.
- What visitors are doing once they are on the site.

Google Analytics works by tracking ‘tags’, which are small pieces of JavaScript code that are installed on each page of the website for the Analytics to work properly. This data is then collected and displayed in a “report” page in the Google Analytics’ Admin interface.

The report contains the following data:

- **Visits:** The total number of visits, including both new and returning visitors. A user is counted as a visitor each time he or she visits the website. If we want to know only the number of unique visitors, then we use the metrics “**absolute unique visits**”.
- **Page views:** The total number of page views.
- **Bounce rate:** The percentage of visitors who leave the site without viewing a second page.
- **% New visits:** The percentage of visitors who are new; the difference between the final percentage of visitors who are new and the percentage of visitors who return.
- **Information about the visitors:** An overview of where the visitors are located, languages they speak, and the platforms they use to view a specific page.

Other popular applications in this field will be used in combination with the Key Performance indicators (KPIs) from the social media channels. The combination of all these tools will allow for a complete view of the evolution of the project in social networks.

The evolution of the indicators will be revised, and the main results of the Comm & Diss actions will be reported in the D6.3 Dissemination and communication activities report 1 (M18) including the following indicators:

- Number of visitors on the website;
- Number of followers of the social media accounts;
- Socio-demographic of social media visitors;
- Engagement indicators.

## 8. Conclusions

The website is the main media hub that must be kept alive. ZABALA will oversee regularly, produce and publish new content, with the collaboration of the whole consortium.

Each partner will also make use of its communication tools, channels, and networks, with the goal of reaching the project's online community and spreading the news about the project.

Encouraging partners to participate in the Comm&Diss of the project is a way of engaging with them and further involving them in the project. Moreover, as they are experts in the sector, it is a way of enhancing the industry's knowledge of the subject. Another main reason to encourage the partners' participation is that they are one of the most effective vectors that can reach new audiences and increase engagement.

The website will be connected with social media channels and other initiatives. Using these platforms in combination will increase the digital footprint of the project and help maximise online awareness of it.

The **EMERITUS** web portal will make the project visible, and it is an essential to reach the right target audience.

