



“Management of soil water resources in the EU and China and its impact on agro-ecosystem functions”

SHui

Project number: 773903

Deliverable 6.1

Shui 1.0 Website

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Dissemination Level		
PU	Public	X
PP	Restricted to the other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	



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1 Introduction

This report describes the project activity carried out by the CSIC in the completion of Task 6.1 of the *SHui* project. The deliverable for Task 6.1 is the project webpage itself. Here we describe its contents. The objective of this tool is to inform the general public about the objectives and activities of the project and to store freely available dissemination material such as newsletters, public reports, deliverables and publications.

The *SHui* public website is a major dissemination tool intended to facilitate the spread of the project's information to different stakeholder groups: industry members, policy makers, energy international associations and professional organizations. It is the core element of the external communication strategy of the *SHui* project. This deliverable provides a general presentation of the website and describes the format, the design, the development process and the functionalities. The *SHui* public website has been prepared by ULANC (partner 19).

2 Logo design

A **project logo** has been developed to ensure consistency in visibility and also the opportunities that social media offer will be explored, possibly resulting in one social media channel used for as a modern dissemination strategy aimed at broad public coverage.



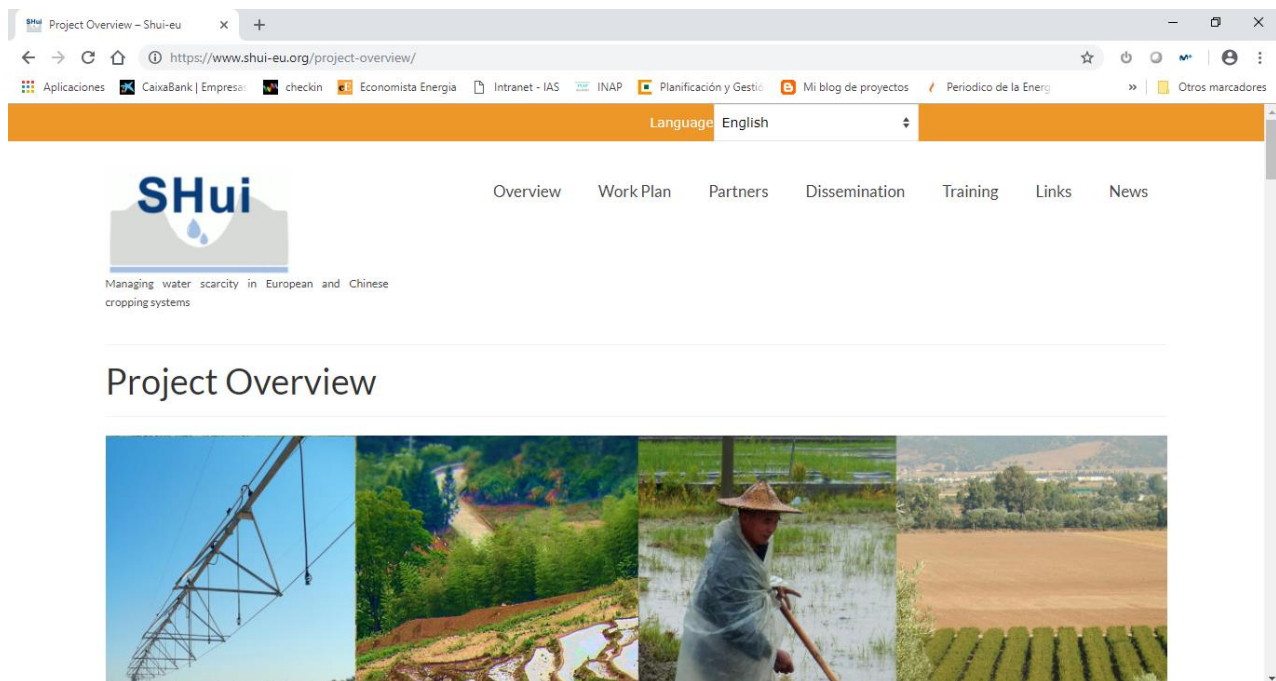


3 Setup of the public website

The official registration of the domain name is: <https://www.shui-eu.org/>.

4 Webpage design

Prior to the development phase, a benchmark of similar websites projects has been made to gather helpful ideas to optimize the selection of the information to be highlighted, its presentation and its spatial organization. According with the design of the logo, and with the instructions provided of Web4bio, it has been selected a final design of the webpage (colors, fonts, pictures, background, ...) among different candidates. The following figure shows the final appearance of the webpage:





5 Structure of the webpage

It has been defined the initial structure of the webpage, as described as follows:

1. Overview
 - Objectives
2. Work Plan
3. Partners
4. Dissemination
5. Training
6. Links
7. News

The content of the website is based on both, non-sensitive information contained in the Description of Work (Annex I of the contract) and on information provided by each member of the project. The front page shows at a glance the public part of the website. In this general home page the user can find the summary of the project and the latest news, and a horizontal menu divided into several sections above listed. On the welcome page the public will be able to find the project summary, latest news and information. The website provides a basic set of information about the project and will be regularly updated with new scientific results, findings, inventions and achievements. Positioning of the site will be increased through an increasing number of active links (websites of *SHui* partners and of relevant EU projects / institutions and within the stakeholder network of national actors) and by targeting appropriate keywords for each page of the *SHui* website.

The information contained on the project website is likely to be valuable even after the end of the project. Therefore, the consortium will ensure that the website will continue to exist (including functional bookmarks and published URLs) after the granted period when the project funding has already ended.