

## *Horizon 2020 Programme*

# **INFRAIA-02-2017 Integrating Activities for Starting Communities**



**SmartCow: an integrated infrastructure for increased research capability and innovation in the European cattle sector**



**Project ID: 730924**

**Deliverable number: D4.2**

**Deliverable title : Website created on line, & communication package**

**EC version : V1**

<b>Due date of milestone</b>	<b>31/07/2018 (M6)</b>
<b>Actual submission date</b>	<b>02/08/2018 (M7)</b>

## DOCUMENT INFO

### 1. Author(s)

Organisation name lead contractor	EAAP
-----------------------------------	------

Author	Organisation	e-mail
Marlène Sciarretta	EAAP	marlene@eaap.org
Andrea Pompozzi	EAAP	p.andrea@eaap.org

### 2. Revision history

Version	Date	Modified by	Comments

### 3. Dissemination level

<b>PU</b>	Public	X
<b>CO</b>	Confidential , only for members of the consortium (including the Commission Services)	<input type="checkbox"/>

## EXECUTIVE SUMMARY

<b>Background</b>	No background
<b>Objectives</b>	<p>The main goal of the logo and the communication package will be to make the project instantly recognisable.</p> <p>The SmartCow website will be the main dissemination tool and will reach multiple actors through different interfaces. All the communication tools developed within the project will be posted on the website.</p>
<b>Methods</b>	<p>The communication package, the logo and the website have been developed by EAAP in close interaction with INRA, and for the website's TNA part also with SRUC. The website will be regularly updated with upcoming events and scientific results and achievements.</p>
<b>Results &amp; implications</b>	<p>Outputs:</p> <ul style="list-style-type: none"> <li>• A communication package (leaflet, poster, logo);</li> <li>• A public website</li> </ul> <p>Future outcomes:</p> <ul style="list-style-type: none"> <li>• To achieve the broadest possible dissemination of project aims and activities;</li> <li>• To promote the TNA calls and attract potential applicants.</li> </ul>

## Table of contents

1	Summary .....	5
2	Introduction.....	6
3	Results.....	7
3.1	Website.....	7
3.2	Leaflet and poster.....	8
4	Conclusions.....	9
5	Annexes .....	10



## 1 Summary

### **Objectives**

Deliverable 4.2 is mainly related to the development of the project's public website ([www.smartcow.eu](http://www.smartcow.eu)), which will be used as the main instrument to present the project objectives/structure and its consortium. The website will be the predominant tool for disseminating project activities and achievements, transnational access offers, scientific publications and other resources, events of interest, newsletters and press releases, etc.

The SmartCow website will include links to the project accounts on social networks (Twitter and Facebook), that will be soon created by EAAP to facilitate and increase dissemination activities.

Deliverable 4.2 also entails the creation of a communication package, in line with the graphic identity of the project. The SmartCow communication package is composed of a logo and a poster and a leaflet presenting the project as a whole.

**Rationale:** In order to carry out Deliverable 4.2, a close collaboration was established between EAAP (WP4 leader) and INRA, plus SRUC for the TNA part of the website. Some teleconferences and an intense exchange of emails were carried out by EAAP in order to: 1. make INRA representatives aware of the progress achieved in the development of the website and communication package; 2. receive from INRA and SRUC specific inputs, comments and contributions such as texts and images for the website.

Thanks to this close interaction the website was put online 10 days before the foreseen deadline.

**Teams involved:** EAAP, INRA, SRUC

## 2 Introduction

The SmartCow website and communication package are part of task 4.1 to be carried out in Workpackage (WP) 4 of the project, which is led by EAAP.

The SmartCow website ([www.smartcow.eu](http://www.smartcow.eu)) is the major dissemination tool of the project, intended to facilitate the spread of project information to different stakeholder groups, such as: scientists outside SmartCow consortium; representatives of pre- and post- farm gate industry; policy makers; farmers' organizations; industrial and technical researchers.

The purpose of the SmartCow website is to disseminate project outputs in order to:

- Raise awareness about the project activities;
- Inform about the aims, the ongoing research, the findings, the achievements and the resources created;
- Encourage feedback from the scientific community;
- Promote the exploitation of project results.

Moreover, the SmartCow website will host:

1. An interactive map of cattle RIs across Europe (WP1);
2. The animal database (WP1);
3. The inventory of methods (WP3);
4. A module dedicated to training (WP4, task 4.4).

A specific section of the website was already created to provide information and application materials related to SmartCow TNA calls (WP2 and TNA WPs).

The SmartCow poster and leaflet were developed as tools which easily allow the reader to identify the project aims, partners, expected outcomes and main contacts. Both documents will be exploited for dissemination activities during European and international conferences/events related to SmartCow topics.



## 3 Results

### 3.1 Website

The SmartCow website has been prepared by EAAP - who provided technical support in the hosting and development of the website - in close interaction with INRA and SRUC (for the TNA section).

The official registration of the domain name is: <http://www.smartcow.eu/>.

Prior to the development phase, a benchmark of similar project websites was made to gather helpful ideas, optimize the selection of the information to be highlighted, its presentation and its spatial organization.

The structure, design and functionalities of the web interface were identified and agreed by EAAP, INRA and SRUC (for the TNA part). The website was launched at the end of July 2018. All partners have agreed to actively collaborate to update the information displayed in the website. The deliverable leader and the contact points from each work package will liaise in order to regularly update the website content.

The website is structured according to the following sections (see Figure 1 in Annexes for a screenshot of the home page):

Item	Content
Home Page	Summary of project aims and activities; navigation tabs; links to social media (to be added); access to SmartCow Intranet (i.e.: restricted collaborative workspace for project partners); Activity News box; link to events calendar; info boxes (max 4)
Project	Project challenge, objectives, expected impact, structure
Consortium	List of project partners
Resources	Project logo, leaflet and poster. Further resources (presentations, publications, public deliverables, etc.) will be uploaded in this section as soon as available.
TNA Calls	This is the website section where Calls for Transnational Access to SmartCow infrastructure resources are

	advertised. It provides research groups with forms and instructions related to the application process
Events	Display of future project events and other events of interest
News	Project newsletters (including subscription form) and press releases
Contacts	Form to address messages to SmartCow coordinator

### 3.2 Leaflet and poster

The SmartCow leaflet presents the project as a whole, providing information on the overall aim of the action, its expected outcomes, the SmartCow RIs network including a map with their location across Europe, the composition of the project consortium and useful contacts. The text of the leaflet was drafted by EAAP in close collaboration with INRA. EAAP finally selected suitable pictures provided by INRA and designed the final version of the leaflet, which is shown in the Annexes section (Figure 2). References to the project website and funding received from the Horizon 2020 programme are highlighted in the footer of the leaflet.

The SmartCow poster equally acknowledges H2020 funding and was developed by EAAP with INRA support, so as to provide the reader with a general overview of the project and useful contacts to interact with the SmartCow consortium (see Figure 3 in the Annexes section).

Both documents are available for downloads on the SmartCow website: <http://www.smartcow.eu/resources/communication-package/>.



## 4 Conclusions

The on-line SmartCow public web site is a key element of the project's dissemination strategy. This site will:

- Facilitate the diffusion of project results;
- Promote the exploitation of project results;
- Ensure the visibility of the project and its TNA Calls;
- Provide access to the descriptions of all facilities available for hosting successful TNA project proposals.

The website provides a basic set of information about the project and will be regularly updated with upcoming events and scientific results, findings and achievements.

The information presented in the SmartCow website will be valuable even after the completion of the project. Therefore, the website and its domain will be maintained by EAAP after the life of the project.

## 5 Annexes



**Fig. 1 – Homepage of the SmartCow website**

*SmartCow: an integrated infrastructure for increased research capability and innovation in the European cattle sector*



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement N°730924



**Fig. 2 – SmartCow Leaflet (4 pages)**



Fig. 3 – SmartCow Poster