



EUROPEAN
COMMISSION

Community Research



Pr^oGR^eSS

Progress website report

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(CSSC)

Proposal full title:	PROmoting Global REsponsible research and Social and Scientific innovation
Proposal acronym:	PROGRESS
Type of funding scheme:	Coordination and support action
Work programme topics addressed:	SiS.2012.1.2.1-1 – International Coordination in the field of Responsible Research and Innovation (RRI)
Project web-site:	www.progressproject.eu
GRANT AGREEMENT No:	321400
Name of the Coordinator:	Prof. Doris Schroeder (dschroeder@uclan.ac.uk)

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Introduction

Purpose of the website

The purpose of the Progress project website, www.progressproject.eu, is to facilitate and centralise dissemination activities and project visibility to the outside world, as well as providing a one-stop location for public information about the project, and a private zone (Member Area), where partners can have exclusive access to material relevant to the project and have discussions about project topics. It is the electronic gateway to the Progress project that will be constantly updated with new material.

It is mainly targeted at general public stakeholders, and will be updated by CSSC with the assistance of all partners to generate specific content. The public website should communicate a sense of engaging presence to visitors, including features like email sign-ups, online polls, online discussion forums, helpful links, downloadable material, etc.

The Progress website provides:

- an overview of the project,
- a presentation of partners and links to relevant partner websites and blogs,
- project news and calls for action,
- links to multimedia activity (YouTube channel, Wikipage, etc.),
- links to social media profiles, and other dissemination means (e.g. eNewsletter),
- project outcomes,
- an overview of project media coverage,
- links to external resources, and
- a members-only area for file sharing and discussion.

D6.1 Management

The creation of the ProGReSS website has been a collaborative process coordinated by CSSC, in conjunction with regular feedback from partners. The main stages included:

- Initial planning, design and architecture drafting
- Consultation of partners on website architecture
- BETA version online with restricted access
- Consultation of partners on BETA version
- Implementation, finalization and launch of the website
- D6.1 website report.

The list below provides a chronological log of activities related to the website:

20130313	www.progressproject.eu registered
20130411	Discussion of general layout, design and architecture ideas, agreement on general schedule
20130411	Website architecture first draft [CSSC]
20130506	Website architecture advanced draft [CSSC]
20130509	Website architecture advance draft sent out to partners [CSSC-ALL]
20130516	Deadline for partner feedback on website architecture [ALL]
20130517	info@progressproject.eu and press@progressproject.eu registered
20130530	internal partner mailing list (partner@progressproject.eu) registered
20130617	restricted access BETA version website sent out to coordinator [CSSC-UCLAN]
20130621	restricted access BETA version website sent out to partners [CSSC-ALL]
20130726	Project website – online
20130731	Website Report
Ongoing	Regular content updates

Website architecture and design

General architecture

We here provide an overview of the Progress website architecture, in the form of a hierarchical map with different levels for both the public sections of the website, and the restricted access Member Area.

All content is accessible from the website's homepage, www.progressproject.eu. The menu (level 1), provides access to a corresponding sub-page (e.g. for 'Deliverables', www.progressproject.eu/deliverables), where the content is available. In some cases, multiple pages are nested in multiple levels (e.g. www.progressproject.eu/partners-advisors/275-uclan, etc.).

This representation does not feature the wide array of cross-referencing and links that will be enabled across the different content categories. Furthermore, the website architecture is flexible to new additions of sub-pages and respective tabs/buttons, e.g. 'Publications' will be launched as soon as the project has its first publication out.

Home (<http://www.progressproject.eu/>)

- └ **Project Details**(<http://www.progressproject.eu/project-details/>)
- └ **Partner & Advisors** (<http://www.progressproject.eu/partners-advisors/>)
 - └ **UCLAN** (<http://www.progressproject.eu/partners-advisors/275-uclan/>)
 - └ **CSSC** (<http://www.progressproject.eu/partners-advisors/280-centre-for-science-society-and-citizenship-cssc/>)
 - └ **TRI** (<http://www.progressproject.eu/partners-advisors/313-tecnalia-research-innovation-tri/>)
 - └ ...
 - └ ...
 - └ **External Advisory Board** (<http://www.progressproject.eu/partners-advisors/435-external-advisory-board/>)
- └ **Project Deliverables**(<http://www.progressproject.eu/project-deliverables/>)
- └ **Events**(<http://www.progressproject.eu/category/events/>)
 - └ Various events subpages
- └ **News**(<http://www.progressproject.eu/category/news/>)
 - └ Various news subpages
- └ **Talking About Progress** (<http://www.progressproject.eu/talking-about-progress/>)
- └ **Multimedia Resources** (<http://www.progressproject.eu/multimedia-resources/>)
 - [Another News section, Chronologically ordered, specific for Progress Multimedia content]
- └ **More RRI resources** (<http://www.progressproject.eu/more-rri-resources/>)
- └ **Contact** (<http://www.progressproject.eu/contact/>)
- └ **"Stay Informed"** (<http://www.progressproject.eu/newsletter-subscribe/>)
- └ **Member Area** (<http://www.progressproject.eu/member-area/>)
 - [Section with restricted access to Project Members]

Page: Home

URL: <http://www.progressproject.eu>

This section is the homepage of the project website, providing an overview of its content, as well as a highlight of general information and recent news.

Figure 1 provides a schematic overview of the Progress website homepage, outlining its main features, options, and areas with simple placeholders, without however displaying any specific design detail.

In short, the webpage is structured by a header, footer, and 2 main columns. Column A displays variable content. Column B displays a permanent navigation menu, as well as clickable content.

Figure 1 highlights its main functional areas:

1. Interactive content slider

The first “box” – upper central body of the page - provides an interactive content slider; the slider is activated by the user's clicking on “left”- “right” arrows; each slide can contain text, images, video, and any kind of content – upcoming and past events, news - which are thereby highlighted in the most visible part of the home page.

2. Social buttons

A social buttons “keyboard” is positioned on the upper left side of the page, providing fast access to the project's social profiles from any page of the website.

3. Main menu

On the right of the page the sidebar provides: the main menu and the member area menu (for authorized users); a banner “Stay informed” linking to the eNewsletter and the contact list subscription form; and a direct “member area” login form.

4. Service boxes

On the lower part of the page, three “services boxes” provide: the tweet streaming from the Progress Twitter account; an “upcoming events streaming”, with direct links to each event; a Newsletter preview, linking to the Newsletter repository.




Figure 1: Home page screenshot






Page: Project details

URL: <http://www.progressproject.eu/project-details>

This page provides an overview of the project, including project vision and mission, as well as the partners involved.




Towards a European normative model for Responsible Research and Innovation globally, using constitutional values as a driver to inform societal desirability.

PROJECT DETAILS

The European Union is increasingly confronted with the challenge of linking ongoing innovation with major societal questions. Therefore, delivering European renewal relies heavily on the advancement of Responsible Research and Innovation (RRI) – that is, research and innovation which is:

- ethically acceptable,
- sustainable by avoiding significant adverse effects,
- and drives towards the common good, i.e., societal desirability.



Especially the third aspect – societal desirability – is an underexplored aspect of RRI and it is the aim of the project to develop a strategy for fostering the convergence of regional innovation systems at the global level. The project is a Coordination Action and will link existing international networks of RRI with relevant societal actors on a global scale to focus innovation on societal desirability. During this process science funding strategies and innovation policies in Europe, the USA, China, Japan, India, Australia and South Africa will be compared. The project aims to advocate a European normative model for RRI globally, using constitutional values as a driver to inform societal desirability.

— ProGRess partners Kick-off meeting, UNESCO Hq., 20-22 March, 2013

Vision

- We believe that responsible research and innovation (RRI) can help address global challenges.
- We believe that global justice issues should be included in debates about research and innovation policies
- We aim to maximize opportunities for marginalized peoples as well as industry to input into our work.
- We aim to promote a model of RRI, which uses constitutional values to drive positive outcomes for society.

Mission statement

ProGRess will establish a global network on responsible research and innovation (RRI) involving academia, SMEs, international organisations, policy advisors, research funders, NGOs and industry.


In interactive discussions with relevant societal actors as well as innovators, we will move RRI debates from the national or regional to the global level and achieve the following objectives:

- Link existing international networks of RRI with relevant societal actors on a global scale to focus innovation on societal desirability.
- Complete a major fact-finding mission comparing science funding strategies and innovation policies in Europe, the US, China, Japan, India, Australia, and South Africa.
- Advocate a European normative model for RRI globally, using constitutional values as a driver to inform societal desirability.
- Develop a strategy for fostering the convergence of regional innovation systems at the global level.

Project Co-ordination

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[Member Area](#)



Stay Informed

[MEMBER AREA - PARTNER1](#)

[Logout](#)

Page: Partners and advisorsURL: <http://www.progressproject.eu/category/partners-advisors>

This page presents partner institutions. For each institution, a sub-page provides descriptions of individual project member profiles.

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CENTRE FOR PROFESSIONAL ETHICS AT THE UNIVERSITY OF CENTRAL LANCASHIRE (UCLAN)

Coordinator – Centre for Professional Ethics at the University of Central Lancashire (Uclan)

The Centre for Professional Ethics is an internationally known research and teaching institution at the University of Central Lancashire in the UK. Since its establishment in 1993, it has gained a reputation for excellence in various areas of ethics. The majority of its projects deal with the incorporation of socio-ethical considerations into scientific debates and policymaking. The global outreach of the Centre is considerable, with long-standing collaborations across the world.

[read more]

CENTRE FOR SCIENCE, SOCIETY AND CITIZENSHIP (CSSC)

Centre for Science, Society and Citizenship (CSSC)

CSSC – Centre for Science, Society and Citizenship – is Europe's leading independent research centre specializing in advice on political, ethical and social issues raised by emerging technologies. CSSC has pioneered research on ethical and policy implications of emerging technologies in the field of ICT for ageing, e-Inclusion, biometrics, security, identification technology.

TECNALIA RESEARCH & INNOVATION (TR)

EUROPÄISCHE AKADEMIE BAD NEUENAU

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CENTRE FOR PROFESSIONAL ETHICS AT THE UNIVERSITY OF CENTRAL LANCASHIRE (UCLAN)

- Project Co-ordinator,
- WP 1 leader (Management),
- WP 7 leader (Convergence Roadmap),
- www.uclan.ac.uk/ice

The Centre for Professional Ethics is an internationally known research and teaching institution at the University of Central Lancashire in the UK. Since its establishment in 1993, it has gained a reputation for excellence in various areas of ethics. The Centre has significant expertise in co-ordinating and participating in European projects (e.g. Euroscreen I, Euroscreen II, EuroGenBank, Xenotransplantation in Europe, Euro Elav, EuroPHEN, ELSAGEN, EMPRE, BESH, GenBenefit, MongoEthics, CLINT, INNOVA-P2, GEST), as well as projects funded by other sources (e.g. Wellcome Trust, German Ministry of Science, Academy of Finland, Nordic Academy of Advanced Studies, ESRC). The majority of projects deal with the incorporation of socio-ethical considerations into scientific debates and policymaking. The global outreach of the Centre is considerable, with long-standing collaborations across the world.

Prof. Doris Schroeder was educated in Germany and the United Kingdom at postgraduate level in economics / management and philosophy / politics. Her first career was in management, as a strategic planner for Time Warner. She is Professor of Moral Philosophy and Director at the Centre for Professional Ethics in Preston, UK, Adjunct Professor in the School of Law at Uclan Cyprus and Adjunct Professor at the Centre for Applied Philosophy and Public Ethics (CAPPE), Charles Sturt University Canberra, Australia.

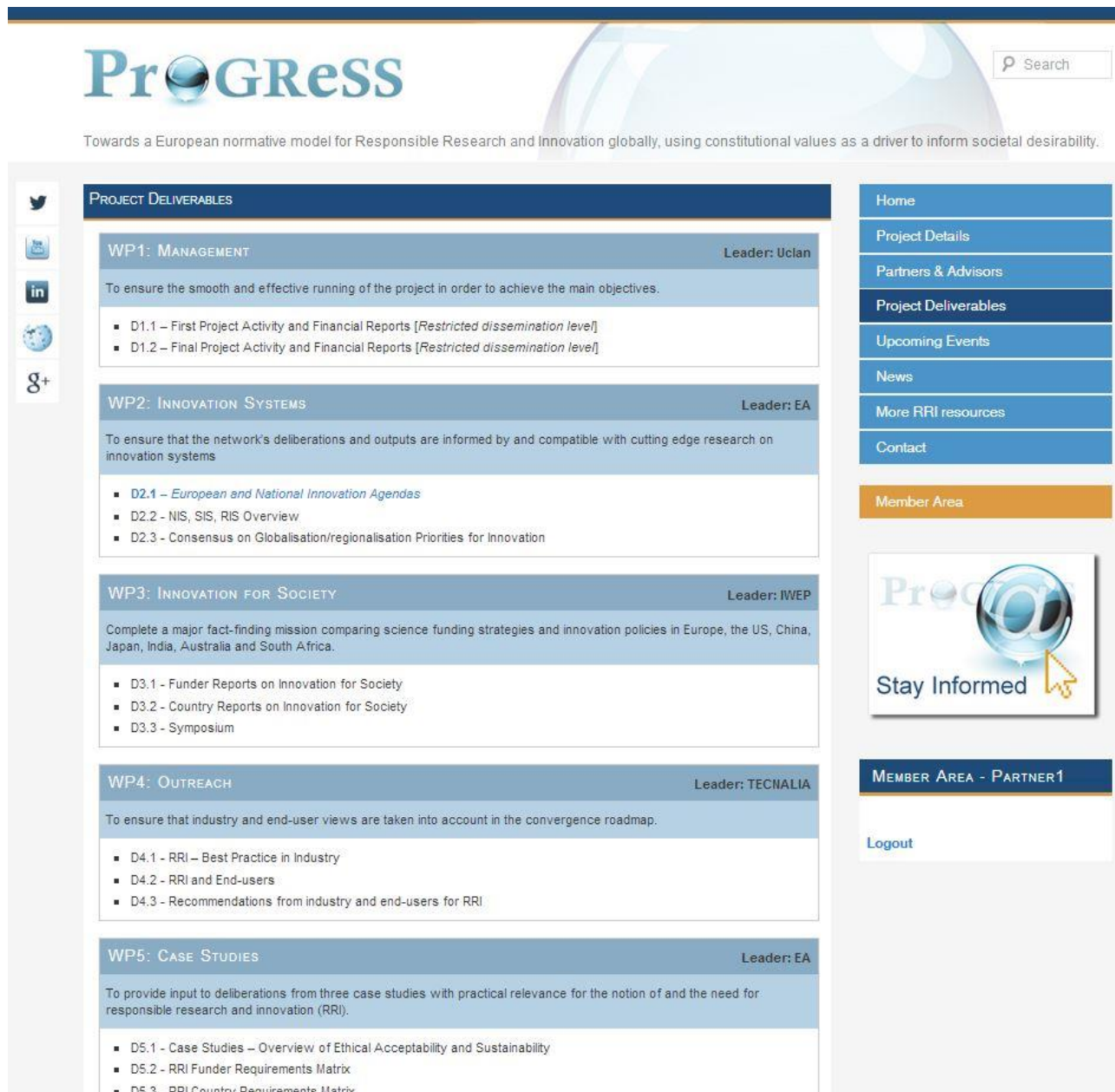
Doris has published widely on benefit sharing, global justice, dignity and access to medicines. She co-ordinated two previous EU-projects as well as projects funded by the Wellcome Trust. Doris has given invited papers on topics of justice and science governance in China, India, Canada, the US, South Africa, Cameroon, Kenya, the Philippines, Australia, New Zealand, Egypt, Japan, Belgium, Holland, Germany, the UK, France, Italy, Spain, the Czech Republic, Ireland and Greece.

Dr David Coles is currently Senior Research Fellow at the Centre for Professional Ethics, University of Central Lancashire, a Research Associate at the University of Newcastle's School of Agriculture, Food and Rural Development and Director of Enhance International Ltd. Interests include ethical and risk communication issues, particularly in relation to food production and security, biomedical ethics, multidisciplinary converging and emerging technology research, innovation and the relationship between science, technology and policy.

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Page: Project deliverablesURL: <http://www.progressproject.eu/project-deliverables>

This page presents the project Work Packages and their various Deliverables in a synthetic form. It acts as a Deliverables' repository. Finalized public Deliverables can be downloaded directly from this page.



The screenshot shows the ProGRess website's 'Project Deliverables' page. The header features the ProGRess logo and a search bar. Below the header, a navigation menu on the right includes links to Home, Project Details, Partners & Advisors, Project Deliverables (highlighted), Upcoming Events, News, More RRI resources, and Contact. A 'Member Area' section is also visible. The main content area is titled 'PROJECT DELIVERABLES' and lists five Work Packages (WP1 to WP5) with their respective leaders and deliverables.

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PROJECT DELIVERABLES

WP1: MANAGEMENT Leader: Uclan
To ensure the smooth and effective running of the project in order to achieve the main objectives.

- D1.1 – First Project Activity and Financial Reports *[Restricted dissemination level]*
- D1.2 – Final Project Activity and Financial Reports *[Restricted dissemination level]*

WP2: INNOVATION SYSTEMS Leader: EA
To ensure that the network's deliberations and outputs are informed by and compatible with cutting edge research on innovation systems

- D2.1 – *European and National Innovation Agendas*
- D2.2 – NIS, SIS, RIS Overview
- D2.3 – Consensus on Globalisation/regionalisation Priorities for Innovation

WP3: INNOVATION FOR SOCIETY Leader: IWEP
Complete a major fact-finding mission comparing science funding strategies and innovation policies in Europe, the US, China, Japan, India, Australia and South Africa.

- D3.1 – Funder Reports on Innovation for Society
- D3.2 – Country Reports on Innovation for Society
- D3.3 – Symposium

WP4: OUTREACH Leader: TECHALIA
To ensure that industry and end-user views are taken into account in the convergence roadmap.

- D4.1 – RRI – Best Practice in Industry
- D4.2 – RRI and End-users
- D4.3 – Recommendations from industry and end-users for RRI

WP5: CASE STUDIES Leader: EA
To provide input to deliberations from three case studies with practical relevance for the notion of and the need for responsible research and innovation (RRI).

- D5.1 – Case Studies – Overview of Ethical Acceptability and Sustainability
- D5.2 – RRI Funder Requirements Matrix
- D5.3 – RRI Country Requirements Matrix

Stay Informed

MEMBER AREA - PARTNER1

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Page: Events

URL: <http://www.progressproject.eu/category/events>

This page presents upcoming (external or internal) events and links to further information. Events are organized chronologically. A summary of upcoming events is also accessible at the bottom of every page of the website. Past events are filed at the bottom of the page.

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EVENTS

SEPTEMBER 12-13, 2013 - PARIS-MINES

Seminar on RRI

"Devices of responsibility: shaping political spaces for research, innovation and markets"
More info: <http://respinnov.wordpress.com/>

NOV 14-15, 2013 - VIENNA

STI policy conference

"Evaluation of STI policies, instruments and organisations: new horizons and new challenges" More info: <https://conference.zsi.at/index.php/STI/ESTIPIONHNC>

DEC 2, 2013 - PARIS

Interdisciplinary conference on cooperation in innovation

"Cooperating for innovation: devices for collective exploration", Paris, More info: <http://www.i-3.fr/conference-2/>

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Page: NewsURL: <http://www.progressproject.eu/category/news>

This page presents project news. News items are organized chronologically, and link to dedicated sub-pages with more detail. News items can relate to original content or be cross-references to other sub-pages of the ProGRESS website.

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NEWS

MAY 2, 2013

Progress Kick-off Meeting Minutes (scientific part)

The promotion of responsible research and innovation has been and continues to be a significant preoccupation for UNESCO, especially within its actions in bioethics, ethics of science and technology and human rights.

[read more]

MAY 2, 2013

Deliverable D2.1 is out

The first ProGRESS deliverable (D2.1), prepared by **Benjamin Schrempf** and **Doris Schroeder**, was completed early May 2013. It discusses European and National Innovation Agendas in a selection of European countries (Ireland, Germany, United Kingdom, Spain and Italy). This background document will serve as common knowledge and ground material for further ProGRESS activities.

[read more]

MARCH 22, 2013

Kick-off meeting in Paris

From 20 – 22 March 2013 the UNESCO hosted the Progress Kick-off Meeting at their Headquarters in Paris. The synergies between UNESCO and Progress were apparent throughout all sessions.

[read more]

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Page: Talking about ProGReSS

URL: <http://www.progressproject.eu/talking-about-progress>

This section is currently inactive. It will become active and visible once such content is generated.

This section will display news about ProGReSS generated and hosted by external parties, such as institutional websites, press, and articles.

Page: Multimedia resources

URL: <http://www.progressproject.eu/multimedia-resources>

This section is currently inactive. It will become active and visible once such content is generated.

This page will display multimedia content generated by the ProGReSS project, with links to sub-pages for individual multimedia items.

Page: More RRI resources

URL: <http://www.progressproject.eu/more-rri-resources>

This page presents a selection of external online resources of relevance to RRI.

It is organized around the following sections:

- Sister projects
- Other related projects
- Official organizations, programs and think tanks
- Blogs
- Other links of interest

This page is expected to grow on the basis of partner suggestions, as well as external demands.

ProGReSS

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MORE RRI RESOURCES

This list of online RRI resources is a work in progress that will be regularly updated by ProGReSS partners.

Sister projects

- GREAT (Governance for Responsible Innovation) - <http://www.great-project.eu/>
- Res-AgorA (Responsible Research and Innovation in a Distributed Anticipatory Governance Frame. A Constructive Socio-normative Approach) - <http://www.res-agera.eu/>
- RESPONSIBILITY (Global Model and Observatory for International Responsible Research and Innovation Coordination) - http://cordis.europa.eu/search/index.cfm?fuseaction=proj.document&PJ_RCN=13902109

Other related projects

- FRRICIT, Framework for Responsible Research & Innovation in ICT, is an EPSRC funded project exploring social consequences of ICT in the UK - <http://responsible-innovation.org.uk/frricit/>
- CONSIDER, Civil society OrganisationS In Designing rEsearch governance - <http://www.consider-project.eu/>
- <http://www.karimnetwork.eu/>
- <http://www.farinn.eu/>

Official organisations, programmes and think tanks

- CORDIS Science in Society (SIS) page - <http://cordis.europa.eu/fp7/sis/>
- NWO Responsible Innovation Programme - <http://www.nwo.nl/en/research-and-results/programmes/responsible-innovation>
- Monitoring Policy and Research Activities on Science in Society in Europe - <http://www.masis.eu/english/aboutmasis0/>
- The Observatory for Responsible Innovation, an independent think tank based in Mines ParisTech - <http://www.debatinginnovation.org/>
- Atomium Culture, an platform for knowledge sharing on the European knowledge society - <http://atomiumculture.eu/>
- Fondazione Giannino Bassetti, promoting responsible innovation - <http://www.fondazionebassetti.org/en/>

Blogs

- René Von Schomberg's blog - <http://renevonschomberg.wordpress.com/>
- Hilary Sutcliffe's blog - <http://www.matterforall.org/blog/>

Other interesting links

- Videos and presentations from the Franco-British workshop on responsible innovation, 23-24 May 2011 - <http://www.ambafrance-uk.org/Videos-and-presentations-from-the>

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Page: Contact

URL: <http://www.progressproject.eu/contact>

This page links to the electronic contact forms for external parties:

- Press enquiries: press@progressproject.eu
- General enquiries: info@progressproject.eu

These accounts are managed by CSSC.

ProGRESS

Towards a European normative model for Responsible Research and Innovation globally, using constitutional values as a driver to inform societal desirability.

CONTACT

For general enquiries: info@progressproject.eu

For press contact: press@progressproject.eu

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NEWSLETTER

@PROGRESS_EU

UPCOMING EVENTS

Seminar on RRI September 12-13, 2013 Paris-Mines "Devices of responsibility: shaping political spaces for research, innovation and ..."

twitter.com/proaress_eu

ProGRESS

Towards a European normative model for Responsible Research and Innovation globally, using constitutional values as a driver to inform societal desirability.

Newsletter #1 - September 2013

In this issue

Editorial - RRI comes of age

By Peter von Schöningh and Hans Faber

Can you still pretend to be a neutral and objective observer when you are part of the process? ...

Page: Stay informed

URL: <http://www.progressproject.eu/progress-subscriptions>

This page provides an opportunity to subscribe to the ProReSS eNewsletter, as well as to be included on the ProReSS external diffusion database, allowing to keep up with ProReSS news and calls for action.

This page presents itself in the form of a dialog box that automatically updates a contact database managed by CSSC.

This page is accessible from a large pictorial link under the website Menu

ProReSS

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ProReSS SUBSCRIPTIONS

Sign up to receive ProReSS eNewsletter and keep up with ProReSS news

Your Name (required)

Your Email address (required)

Your Organization (optional)

Your Country (optional)

We would like to inform you that your personal contact details:

- will NOT be used for commercial reasons.
- will remain confidential and undisclosed to third parties.
- will be handled exclusively within the context of the ProReSS project, for purposes related to project dissemination activities.

☐ I would like to receive the Progress eNewsletter by email

☐ I would like to stay updated of other ProReSS news, activities and calls for action

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UPCOMING EVENTS

Seminar on RRI September 12-13, 2013 Paris-

NEWSLETTER

ProReSS Towards a European normative model for Responsible Research and Innovation globally, using constitutional values as a driver to inform societal desirability.

Page: Member area

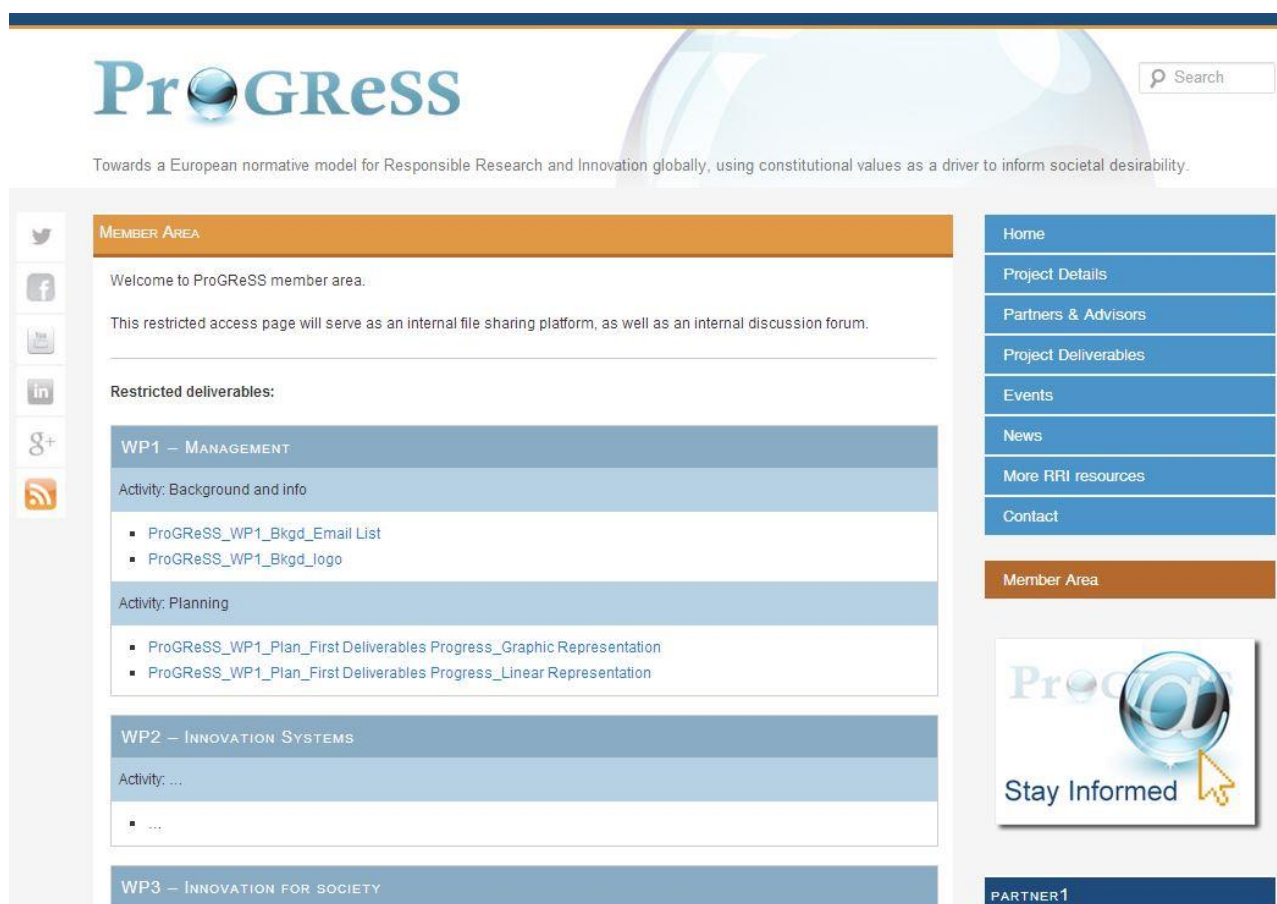
URL: <http://www.progressproject.eu/member-area>

This page provides access to a restricted access zone, for project partners only, and protected by secure usernames and passwords.

This web page displays documents and other resources with restricted access. These documents can be uploaded and downloaded by members. This provides a useful file sharing service, which is a good alternative to other electronic forms of collaboration and communication.

Once login is successful, the webpage replicates the external ProGReSS webpages design, with a slightly altered color code.

Access credentials are provided and revoked by person. They are managed by the website administrator.



Website update and maintenance

New content

New content will be inserted or updated as the project progresses. This task is performed by CSSC with the input of all partners on the basis of voluntary or punctual mobilization.

The CMS-based back office makes it easy for anyone in the CSSC team to update web content such as text, images, video and audio usable via website's pages, and downloadable documents like .pdf, .doc, .ppt, etc.

New sections

Technically, it is possible for new sections to be added as required, without major disturbance to the overall project architecture and design.

The ProGReSS website architecture and design offers a number of alternative layouts (see various existing sub-pages). These pre-existing layout alternatives provide versatility in the face of new section requirements that may arise in the future.

'Blog' entries

We encourage all partners to use www.progressproject.eu beyond its basic project reporting functionalities, by for instance writing up notices and stories that are not necessarily of a purely scientific nature, such as commentaries, interviews, or news items.

A section dedicated to such entries, functioning as a blog, is hence available to partners. Such entries are virtually unlimited in length, but should be restricted to 2,000 words. Summaries of such entries can be further disseminated via other channels, such as the eNewsletter, social networks, etc.

A blogging activity is also important to increase public engagement on website pages and to disseminate new contents and news via Progress social network profiles and RSS feeds.

Membership and user involvement

While most of the website is managed and updated by CSSC or other partners, the website is also open to user involvement, namely via the ability to subscribe to the bi-annual eNewsletter or other project updates.

Subscriptions are handled with full respect of privacy. Personal data issued from subscriptions are used for project purposes only, and handled with full anonymity, unless otherwise stated and agreed by individual subscribers. Subscriptions can be cancelled at any moment contacting the webmaster.

A specific email address has been created for diffusion-only: no_reply@progressproject.eu

Furthermore, a number of 'plugged-in' subscription services (social media, RSS feed, etc.) are available via the social buttons on the top left corner of the main canvas.

Website functional attributes

Website usability and accessibility

Web usability refers broadly to the ease of use of a website, across users, including consideration of accessibility for impaired users (visually, cognitively, etc.). Usability on the Internet is a complex mix of websites project guidelines and technical solutions with the scope of providing full access to any content to any individual. The ProGreSS project websites aims to meet the highest standards in this area; a full usability report and accessibility compliance guidelines will be published by November 2013.

All the content displayed on the project website pages is textual or, as for images, provides alternate informative text to reach any Internet user and keep perfect readability via software for the vision-impaired, with the only exception of contents provided by video that will be provided of accurate textual descriptions.

Dynamic elements such as content sliders are able to “downgrade” to simple textual content when the website is visited by non-modern browsers or by search engine spiders for indexing reasons. The whole website structure has been developed to fit the most recent evolution of new devices, tablets and smartphones in particular.

Responsive design

Each page element is designed to be “responsive” to different monitor sizes, to keep usability and legibility and the overall user experience optimized. This comes in handy for users who may visit the website via other devices, e.g. tablets and smartphones.

Online impact

The ProGReSS website takes advantage of the latest tools to 1) measure its impact, and 2) optimize its web-visibility.

Measuring online activity and impact

The website development and update rely on indicators and measurements allowing for continual improvement and optimization:

- a Google Analytics reporting account has been activated on July 29, providing access to detailed reports in real time about:
 - o growing number of visitors,
 - o number of pages visited, and
 - o other data.
- a Google Webmaster tools' account has been activated too, and linked to the Analytics account in order to provide a full vision of the website activities and impact, allowing to follow the growth of the website in real time. Upon website launch date, 31 July 2013, the website counted a total of 38 pages.

Web visibility

We seek to maximize visibility of the website, through three main strategies:

- Regular content update and diffusion via online news outlets
- Active linking up with social media and other channels, seeking the involvement and engagement of external users
- Search engine content optimization via smart use of 'meta-tags', e.g. titles, keywords, and descriptions.

Future actions

The ProGReSS website is a work in progress. While it has been launched by M06 (July 2013), a number of improvements are readily expected. These concern

- located punctual technical adjustments:
 - Creation of an interactive map representing project partners and advisors, and hence emphasizing global distribution [under development]
 - Links with social media accounts
 - Full Privacy Statement and Terms and Conditions [under development]
 - Full compliance with usability guidelines [under development]
 - A cookies use explicit statement [under development]
- continuous content updates.