Progress website report

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# Table of Contents

**Introduction** ......................................................................................................................... 1

  - Purpose of the website ............................................................................................................. 1
  - D6.1 Management .................................................................................................................... 1

**Website architecture and design** ............................................................................................ 2

  - General architecture .................................................................................................................. 2
  - Page: Home ............................................................................................................................... 3
  - Page: Project details ................................................................................................................... 5
  - Page: Partners and advisors ...................................................................................................... 6
  - Page: Project deliverables ......................................................................................................... 7
  - Page: Events .............................................................................................................................. 8
  - Page: News ............................................................................................................................... 9
  - Page: Talking about ProGReSS .............................................................................................. 10
  - Page: Multimedia resources .................................................................................................... 10
  - Page: More RRI resources ....................................................................................................... 11
  - Page: Contact ........................................................................................................................... 12
  - Page: Stay informed .................................................................................................................. 13
  - Page: Member area .................................................................................................................. 14

**Website update and maintenance** .......................................................................................... 15

  - New content ............................................................................................................................ 15
  - New sections ............................................................................................................................. 15
  - ‘Blog’ entries ............................................................................................................................ 15
  - Membership and user involvement ......................................................................................... 15

**Website functional attributes** ............................................................................................... 16

  - Website usability and accessibility .......................................................................................... 16
  - Responsive design .................................................................................................................... 16

**Online impact** ......................................................................................................................... 17

  - Measuring online activity and impact ...................................................................................... 17
  - Web visibility ............................................................................................................................ 17

**Future actions** ......................................................................................................................... 18
Introduction

**Purpose of the website**

The purpose of the Progress project website, [www.progressproject.eu](http://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](http://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.
This page presents partner institutions. For each institution, a sub-page provides descriptions of individual project member profiles.
Page: Project deliverables
URL: 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.
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.

Events

**September 12-13, 2013 - Paris-Mines**
Seminar on RRI
"Device of responsibility: shaping political spaces for research, innovation and markets"
More info: http://re3innov.wordpress.com/

**Nov 14-15, 2013 - Vienna**
STI policy conference

**Dec 2, 2013 - Paris**
Interdisciplinary conference on cooperation in innovation

Past Events
Page: News
URL: 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.
**Page: 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](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.
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.
Page: Stay informed
URL: http://www.progressproject.eu/progress-subscriptions

This page provides an opportunity to subscribe to the ProGReSS eNewsletter, as well as to be included on the ProGReSS external diffusion database, allowing to keep up with ProGReSS 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.
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:
  - growing number of visitors,
  - number of pages visited, and
  - 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.