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Project Website 1.3

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CONTENTS

CONTENTS.....	2
List of figures.....	3
EXECUTIVE SUMMARY	4
INTRODUCTION.....	4
1. PUBLIC WEBSITE.....	5
1.1 Front page/Home.....	7
1.2 About.....	7
1.2.1 Introduction.....	8
1.2.2 Objectives	9
1.2.3 Project’s Success.....	9
1.3 ARCSAR Network.....	10
1.4 News.....	11
1.4.1 News page.....	12
1.5 Related Projects	12
1.6 Consortium.....	13
1.6.1 Project consortium page.....	13
1.7 Footer area.....	13
1.8 ARCSAR Network & Stakeholders members.....	14
1.9 Publications.....	15
1.10 Intranet	15
2. CONCLUSIONS.....	16



List of figures

Figure 1 Website layout	6
Figure 2 Front Page - Landing page, first section	7
Figure 3. About section in the front page.....	8
Figure 4 More about project.....	8
Figure 5 About page. Objectives of the project.	9
Figure 6 About section. Project's success.	9
Figure 7 Arcsar network in front page.	10
Figure 8 Network membership request form	11
Figure 9 News section, front page. Depiction of examples of latest news.....	11
Figure 10 Dedicated news page.....	12
Figure 11 Related projects. Front page.....	12
Figure 12 Partners section. Front page.....	13
Figure 13 Footer quick links. Front page.....	14
Figure 14 ARCSAR network. Members' page.....	14
Figure 15 Project intranet.....	15



EXECUTIVE SUMMARY

This deliverable (1.3) introduces the content of the ARCSAR public website which has been created and designed by the Working Package (WP1), task leader: Laurea University of Applied Sciences.

The webpage is provided as a dissemination material, mainly to keep the general information of the project visible, provide information on partners, news, events, public deliverables, publications, downloadable material, connect the various social media project accounts, provide easy access to the ARCSAR Network and Innovation Arena as well as access to the internal collaboration platform.

The task leader is in charge of updating the webpage with news, events, publications and other relevant information while other partners in the project are content providers. The public webpage for the time being is connected to Twitter & YouTube social media channels.

Furthermore this deliverable will support other work packages such as D5.1 Dissemination and communication plan. As the project progresses, dissemination efforts will develop further, including the project website where applicable. The website as the network grows will also receive updates in order to ensure quality of service and to meet end-user needs. This deliverable will especially address D5.1 in the following areas:

- Target audience
- Dissemination and Communication Material
- Tracking of the impact of the project. This will also be measurable through social media accounts.

The ARCSAR webpage will be hosting all publicly available information of the project along with a private area for project management purposes.

The project website has been designed according to ARCSAR project requirements as well as following the project domain. All the public activities such as press releases, electronic publications, newsletters and events will be published in the webpage, each under its own section.

The public webpage can be found online at: <http://arcsar.eu>.

INTRODUCTION

This document consists of two main parts. After the summary of the document, the second part will concentrate on describing the public webpage in orderly fashion. Furthermore the intranet or secure collaboration platform will be also explained. The idea behind implementing a restricted member area is to integrate the consortium members strongly for the common objectives by providing access to a secure collaboration platform.



1. PUBLIC WEBSITE

The website creates the first impression of the ARCSAR project as it is the main dissemination tool on the Internet. It provides main information concerning the project, it will include all the publications that will be published during the project, provide latest information on project development and events as well as provide a list of ARCSAR network members and other related projects operating within the same domain.

The webpage planning and creation has been mainly following the earlier published dissemination plan, with slight differences to the original idea. The basic outline of the website is created by 15th November 2018. Updates can be done after the publishing date and the webpage will be improved, uploading additional content as the project progresses. The webpage author is Laurea University of Applied Sciences during the whole project duration. After the project is finished, there is yet to be clarified in what form, extent and who will remain responsible for the website, the project coordinator or some other agreed partner.

As of present development stage, the website layout can be described as follows:

Main navigation menu consists of the following links:

- “Home”,
- “About”,
- “Join the Network”,
- “News”,
- “Network”,
- “Publications”,
- “Intranet”

The navigation menu has been designed in such a way that only links to external pages open new windows upon selection. The rest will scroll down to the desired content that is already on the front page.

The webpage is fully responsive which means it can be displayed across different kinds of devices i.e. smartphones, tablets, laptops and regular computers. Likewise it supports all major browsers; Mozilla, Google Chrome, Safari and Microsoft Edge. Depending on the device used, the webpage screen can vary. This document presents the Web-based screenshots (75% and/or 100%).

The public webpage is also linked to the social media channel (Twitter). The meaning of the social media is to disseminate the research topics for relevant end-user communities.



Layout of the webpage:

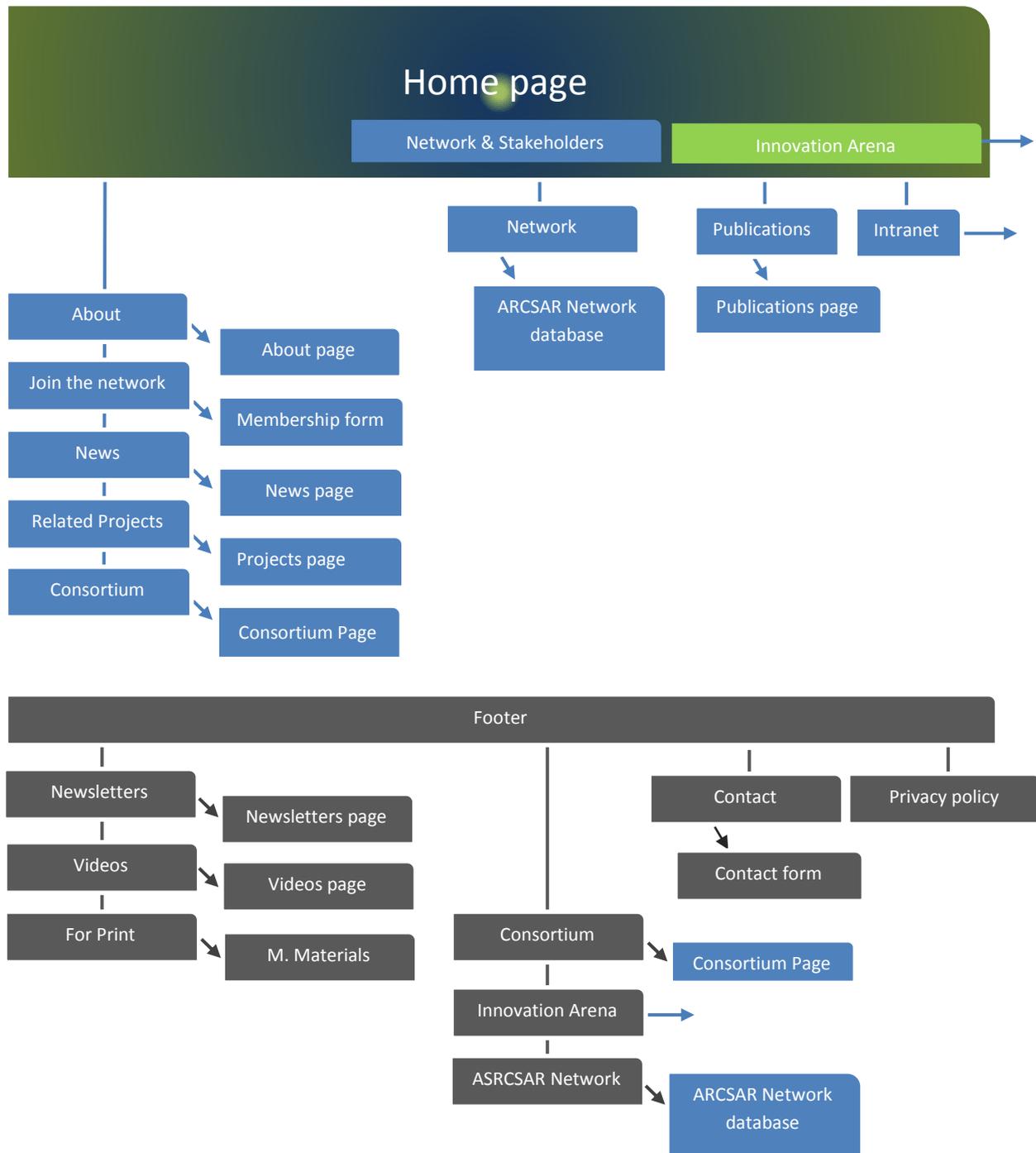


Figure 1 Website layout



1.1 Front page/Home

First time visiting the webpage, visitors will land on the front page which carries a design that corresponds to the ARCTIC (Figure 2). A short video of the northern Norway displaying aurora borealis in the night sky is played in the background, following by the project name in the front and two blue and green buttons with links that direct users to the Network members' area and the Innovation arena. The project logo is displayed on the upper left.

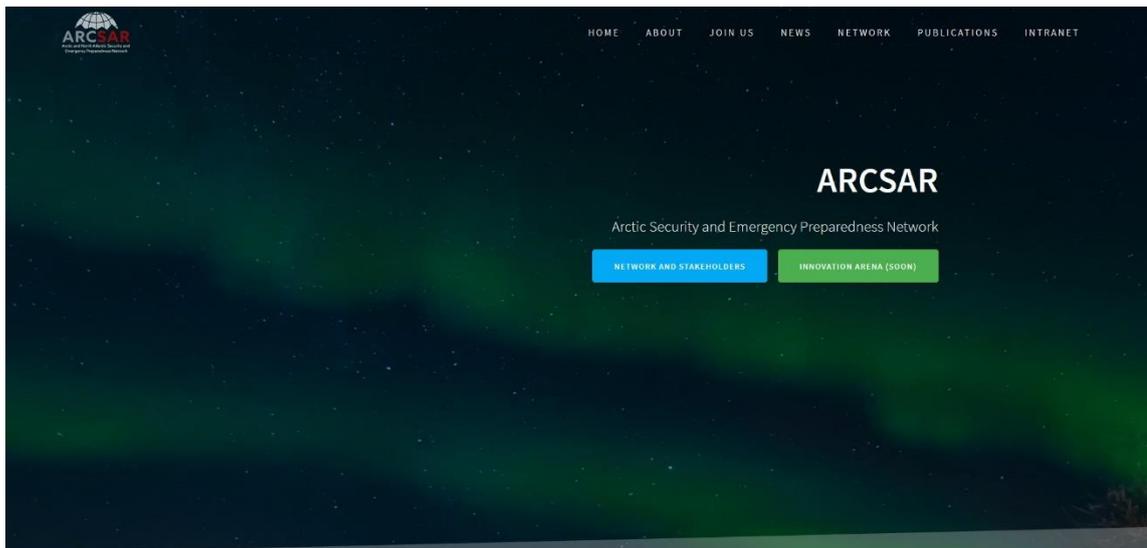


Figure 2 Front Page - Landing page, first section

1.2 About

The about section of the webpage is briefly displayed on the front page upon selecting the navigation menu "About" in the upper part of the page. As the button is selected, the webpage will scroll down and display three images and a short description of the project (Figure 3). Here the visitors have the possibility to follow a link "Read more" which redirects readers to a new page that includes more information on the project (Figure 4). The new opened page contains three different parts:

- Introduction to the project,
- Objectives of the project and
- Project's success



Figure 3. About section in the front page.

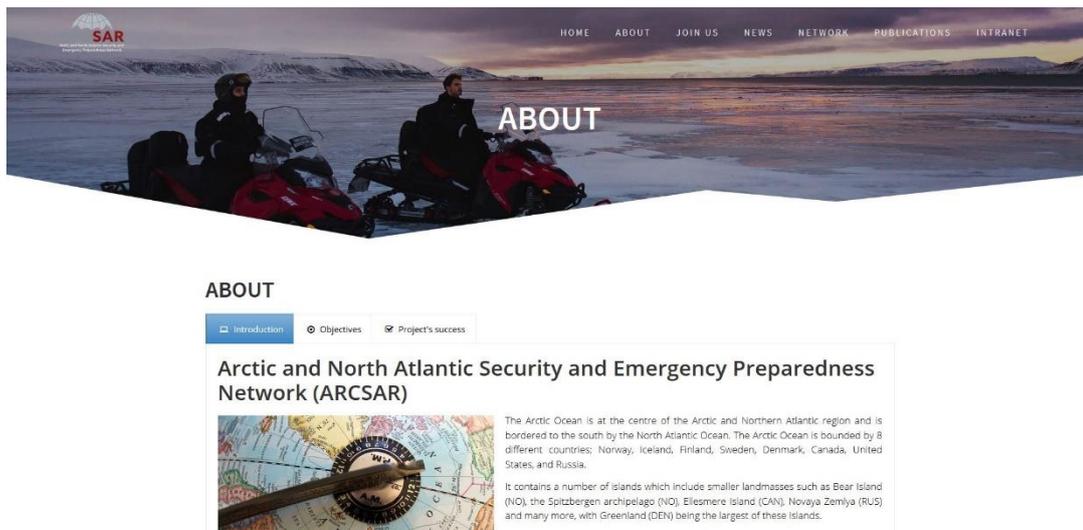


Figure 4 More about project

1.2.1 Introduction

Introduction to the project as can be seen from the Figure 4, provides a basic background to the problem domain in the ARCTIC. Mainly geographical information, architectural, social and industry background, different kinds of threats and safeguards at current stage and potential future development.



1.2.2 Objectives

The objectives section as the name implies, describes the main objectives of the ARCSAR project. They are outlined in a numbered format in short and clear format (Figure 5).



Figure 5 About page. Objectives of the project.

1.2.3 Project's Success

In this section readers can find information regarding aspects that measure the overall project's success. This information is also displayed in a short and bulleted format for easier reading (Figure 6).

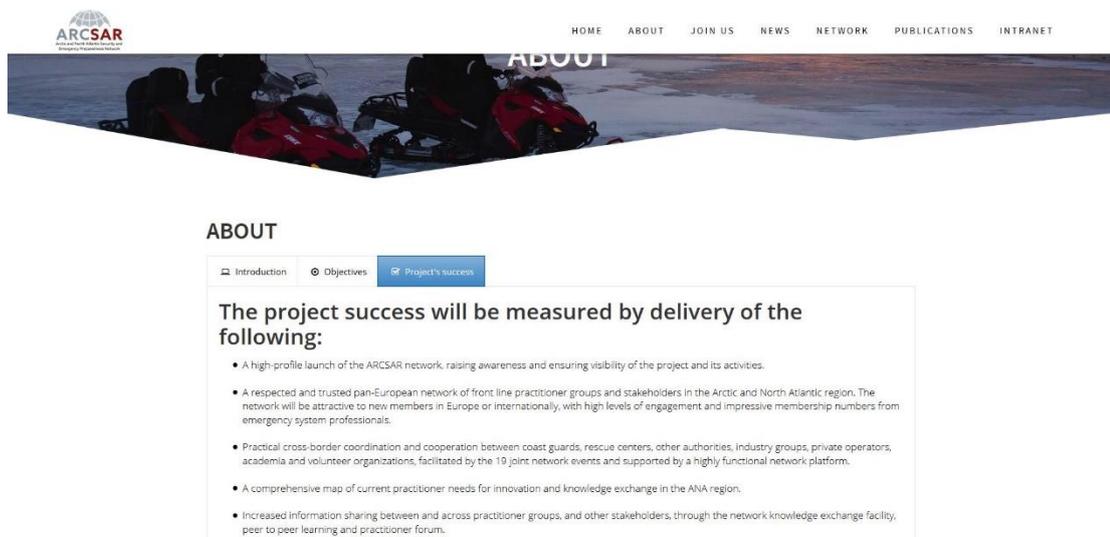


Figure 6 About section. Project's success.



1.3 ARCSAR Network

Considering that a strong area of the project is the Network of members and the Innovation Arena, a special section has been dedicated to these two platforms. At current stage the innovation arena and the network are still in development, hence there are limited abilities that users can do. So far in the network, members can add their own organisations as well as search and view other existing members. Later on there will be more capabilities once the platform has reached a more mature stage in development.

The ARCSAR network key benefits are advertised briefly in this section in order to create a strong incentive for different kinds of organizations to join (Figure 7). Such encouraged organisations or people to join are as follows:

- Academia (Educational insitutions, Universities),
- Search and rescue practitioners, this includes authorities and governmental agencies,
- Organizations, non-governmental and governmental organisations, associations,
- Indigeneous people, private or public,
- Industry, SME's and so on.

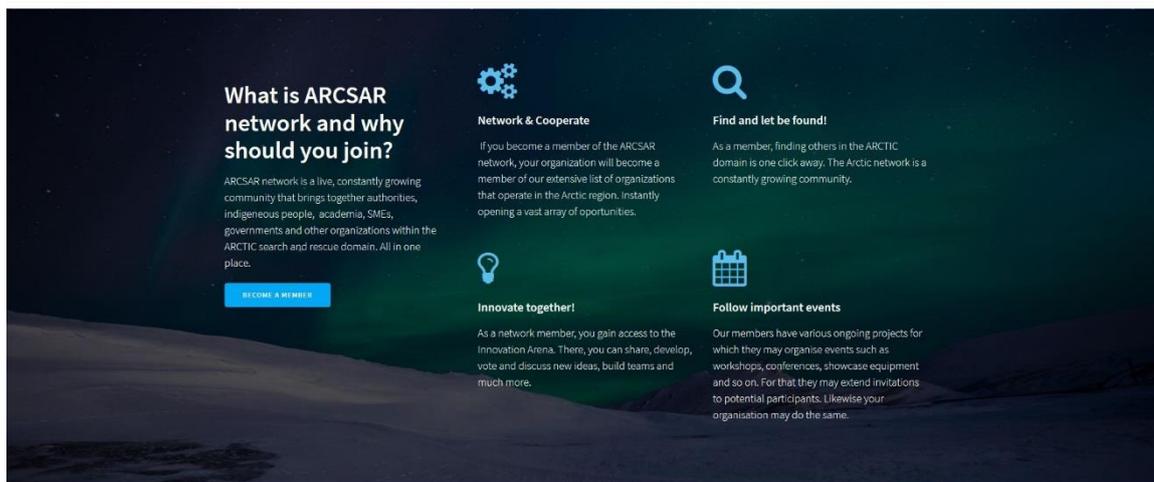


Figure 7 Arcsar network in front page.

In this section a button has been added for visitors to request access to the network of members. This button when selected leads to a special sign-up form that can be filled in. Upon completion, the form is set to automatically send the information to the authorized network manager who makes the final decision whether to accept or reject the request (Figure 8). This form is also GDPR compliant, which means that in order to request membership one has to agree to the privacy terms and pass a spam test.



First Name Middle Name Last Name

Please provide the name of the contact person. (required)

E-mail Confirm E-mail

Name of organisation

Additional information

I.e. Further description of organisation, reasons for joining the network, special wishes/requests, newsletter opt-in, wishing to participate in events, and so on.

GDPR Agreement *

I consent to having this website store my submitted information.

We will store your contact information on our website, ARCSAR Network database and the Innovation Arena. This is in order to be able to contact you. Also please note, some or all information you provide may be publicly listed in the ARCSAR Network database in order for other network members to be able to contact with you.

En ole robotti 

Submit

Figure 8 Network membership request form

1.4 News

Continuing in the front page, below ARCSAR network, we find the latest news of the project. This section displays the three most recent publications on the webpage, whether that be categorized as news or event (Figure 9). Here is also a button dedicated to all news posted throughout the project, which will lead the viewer to a new page once clicked (Figure 10).

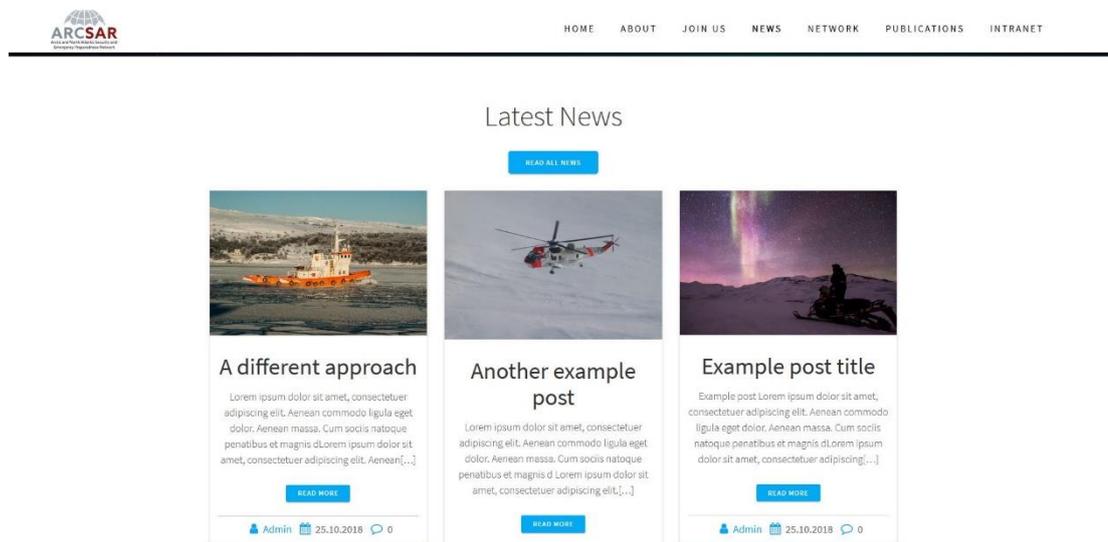


Figure 9 News section, front page. Depiction of examples of latest news.



1.4.1 News page

The news page is dedicated to all news. Here visitors will find all information that has been posted as news or events category. Similarly to the right side visitors will be able to follow twitter feeds, as well as perform site wide search for any type of information.

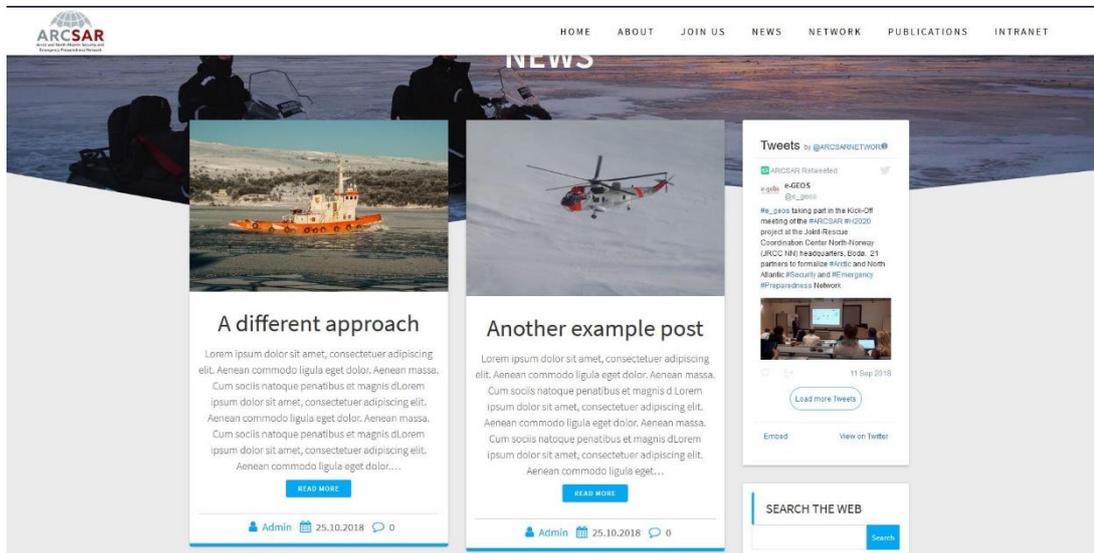


Figure 10 Dedicated news page.

1.5 Related Projects

In the front page, under the news section, visitors are able to follow related projects that are currently working in the ARCTIC domain, with some of which our project has close collaboration. (Figure 11). Eight of the most relevant projects are displayed in this section.

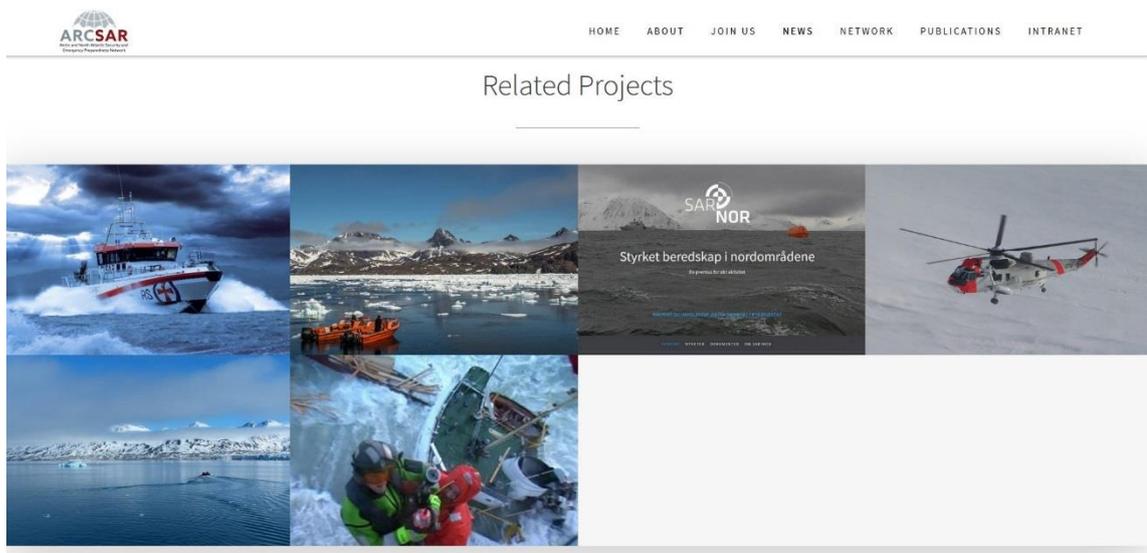


Figure 11 Related projects. Front page.

As more projects are added, this section will have a dedicated page that showcases all projects, similar to the news section.



1.6 Consortium

The consortium section, as the name implies displays all the ARCSAR partner logos as they rotate automatically (Figure 12). Here visitors can also inquire for more information by selecting the “More Details” button which leads to a dedicated page for all the partners. In this page all contact information, logos and a short description of the organization is displayed.

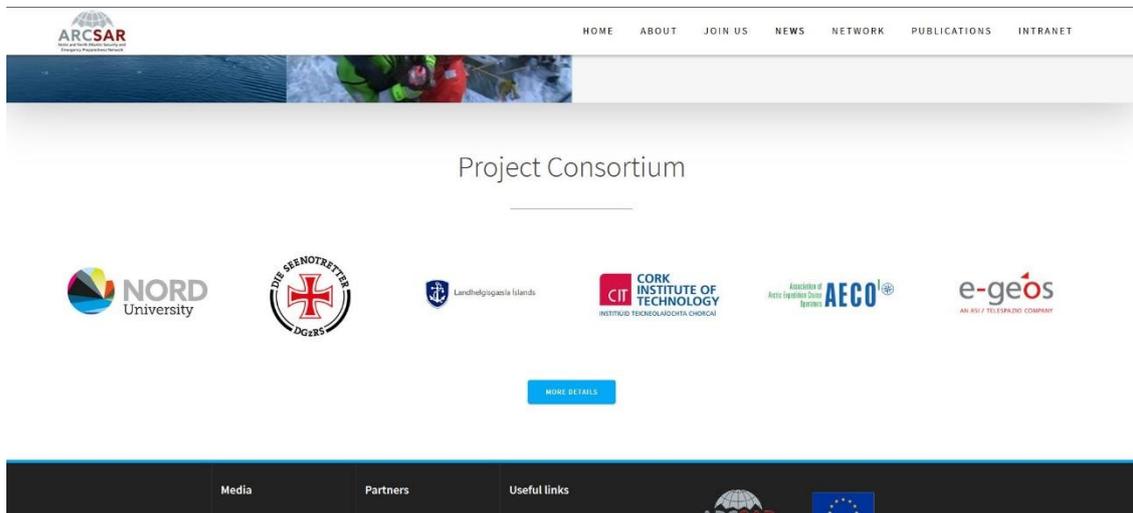


Figure 12 Partners section. Front page.

1.6.1 Project consortium page

This page is dedicated to displaying all the project consortium members in a listed fashion with their relevant information.

1.7 Footer area

The footer area is created in order to help visitors quickly find contact information, useful links as well as familiarize themselves with the site policies (Figure 13). The footer area is comprised of the following:

- **Media:**
 - Newsletters, a list of all newsletters published. At current stage there is nothing to show.
 - Videos, all public videos related to the ARCSAR project.
 - For Print, all dissemination material such as leaflets, brochures, posters and roll-ups.
- **Partners:**
 - Consortium, list of all partners including, contact information, and descriptions
 - Innovation Arena, quick link to the innovation Arena (coming soon)
 - Stakeholders & Members, a link to the ARCSAR database of members
 - ARCSAR Network, quick link to the ARCSAR Network page
- **Contact information:**
 - Contact, a contact form linked to the project coordinator’s contact information



- An Image of the ARCSAR consortium.

Additionally to the far right side, ARCSAR & EU commission logo with the grant agreement information is displayed as a requisite. Followed by social media icons that visitors can follow.

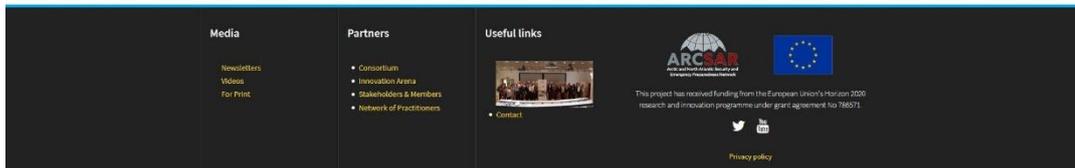


Figure 13 Footer quick links. Front page.

- **GDPR Compliance**

The General Data Protection Regulation (GDPR) and the ePrivacy Directive (ePR) affect how Laurea as a website owner may use cookies and online tracking of visitors from the EU. Therefore a GDPR policy has been added at the footer of the webpage for visitors to familiarise with. Also a cookie policy prompt will be added to the website for full compliance.

1.8 ARCSAR Network & Stakeholders members

The ARCSAR network is a constantly growing database of members and stakeholders that is comprised of Academic institutions, indigenous people, SME's, various organizations, authorities which are operating or involved within the ARCTIC domain. For more information refer also to section 1.3.

Members in the ARCSAR network will have the possibility to browse, search specific partner, find important information related to other members, and or list and update their own organization information in a hub-like fashion (Figure 14).

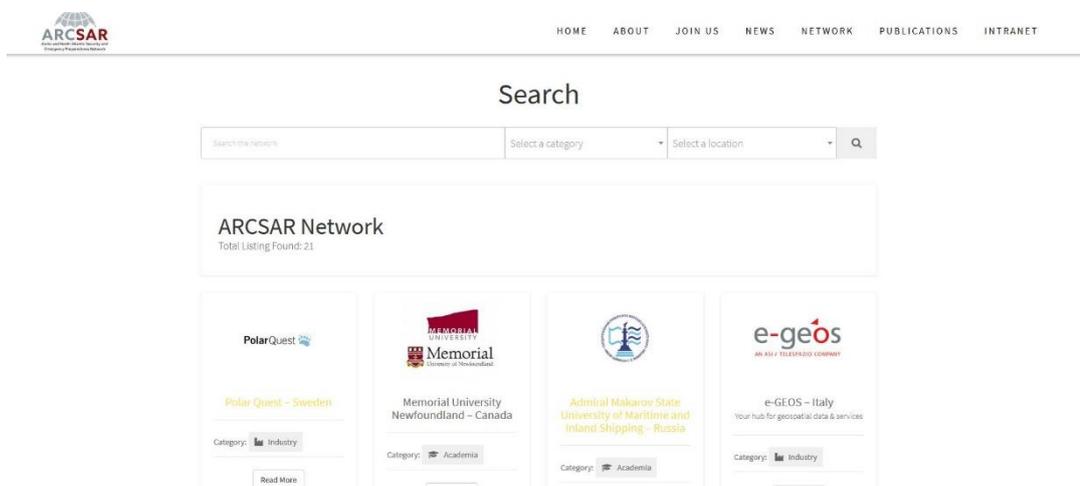


Figure 14 ARCSAR network. Members' page.



1.9 Publications

Project publications menu item reveals the publications done during the ARCSAR project. All the public publications can be found from under this section. At the moment there are no publications to display.

1.10 Intranet

ARCSAR consortium has a dedicated collaboration platform for which they can request access either using their own organization credentials or using a common e-mail system such as Microsoft Live account, Gmail account or social media accounts such as facebook or Twitter (Figure 15). The platform is accessible from the navigation menu in the upper right corner of the website. The platform is only meant for partners of the ARCSAR project.

The layout of the Intranet will be evolving as new needs surface throughout the project. As for the time being we have three main working areas:

- Work Packages (drafts), this is for working documents that belong to specific work packages
- Work Packages (Final), similar to the first area, except this is for final versions of documents or deliverables.
- Documents, for storing quick documents that do not belong to any specific work package
- Templates, this is for storing all the project document templates for ease of access
- Media, pictures, videos
- Marketing material, printable versions of posters, leaflets, flyers and Roll-ups.
- Contacts, a list of all partners with their contact information.
- Announcements, for announcing events, requests, news and so on.



2. CONCLUSIONS

The ARCSAR project website has been designed to be user friendly to the extent possible as well as to promote the ARCSAR network. Given the requirements of the project, the website is a constantly evolving medium which will be updated during the whole duration of the project. The ARCSAR project webpage will host all publicly available information related to the project along with a private area for project management purposes. It will facilitate various sources of information including, consortium members information, their networks, extensive database of network members, lists of similar projects within the Arctic domain, external links to other Arctic search & rescue sources publications, events, news feeds, marketing materials and so forth. WP1 task leader Laurea UAS, is responsible for the design creation and updating of the website during the project.