genesis

D6.5 Project Website

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Revision History

Revision	Revision Date	Changes	Authorised	Function
1	4/12/2024	Draft	Raquel Pino Emma Medina	Project manager Project manager
2	23/12/2024	Suggestions from reviewers	Laia d'Armengol	Project manager

Executive summary

The purpose of this deliverable is to present elements (structure and contents) of the GENESIS project website. The website will be subject to frequent updates. These updates will be introduced in line with the progress of the project activities.

This document highlights the website of the project, showing both its initial and current phases of development. The GENESIS website is designed to function as a repository, providing a central hub for multiple types of information, facilitating communication, and supporting the dissemination of project-related content.

At the same time, it will serve as a dynamic platform, evolving and being regularly updated to reflect the project's progress and changing needs over time, ensuring that the website remains relevant and effective in meeting the project's objectives.

This document is framed within Work Package 6 – Dissemination and Outreach led by La Palma Research Centre and it relates directly to Task 6.5 Project Website.

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1. Introduction

This deliverable describes the GENESIS project's public website. It provides information on the website structure, outlines the design and development of the website, the structure and contents, and considerations regarding its deployment and future updates in the conclusions.

The GENESIS website presents one of the most relevant dissemination and communication tools of the project, its main objective is reaching and allowing all the different stakeholders of the project -including the general public- to learn about the project objectives, challenges and proposed solutions, actions and news. The website aims to become a hub that will also allow for direct involvement in the project's activities and contact with the GENESIS project consortium, directly corresponding to deliverable 2.3.

The website was launched at the start of the project in September 2024, published and functioning since that date through the following link: https://genesisnbs.eu/.

2. Website structure

The website for the GENESIS project (https://genesisnbs.eu/) will serve as the central online communication channel. In addition a description of the overall GENESIS project and its objectives, the website will include a description of the demonstrators and the replicators site, the different channels to get involved in the project, relevant news from GENESIS and its Consortium, as well as information regarding events attended. Furthermore, it will include a sign-up form for the biannual newsletter that will be produced, summarizing all the news, information and milestones achieved by the project during its lifetime.

The website will be constantly evaluated and updated as the project progresses: in the first stage, general information about the project, its goals, its demonstrators and replicators and the Consortium will be presented. In the subsequent updates information about GENESIS developments will be added gradually in the form of new sections.

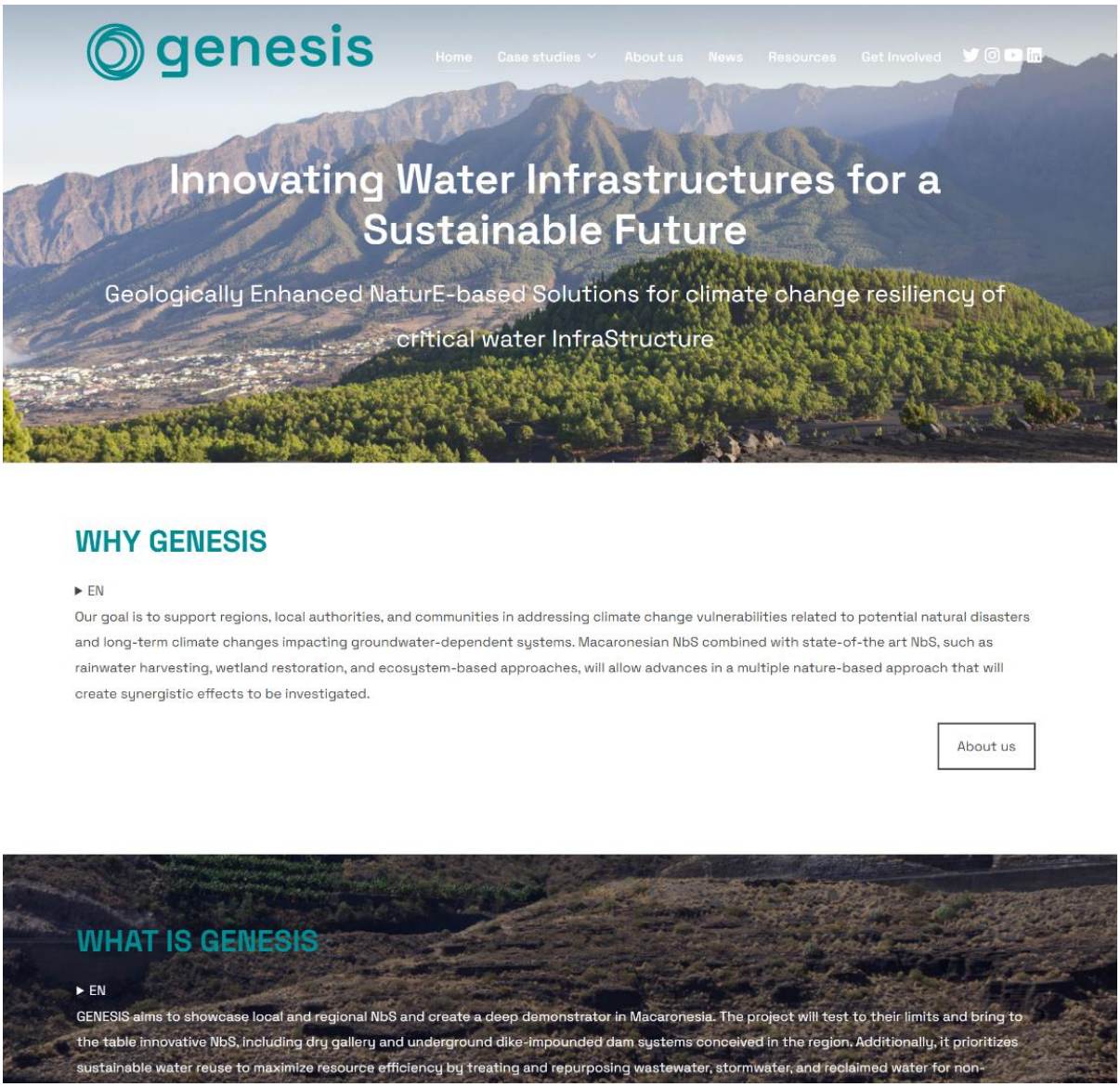

Figure 1 - GENESIS Website

2.1 Technical details

The website layout is developed under a WordPress domain, which is an open-source Content Management System (CMS) for the creation and display of different types of online content. The website is hosted in the servers belonging to the WP6 coordinators, LPRC, and it is accessible and usable from any web browser and platform, including mobile devices, although there may be changes in structure and visualization. The GENESIS public website is configured so that the review of statistics works automatically to provide the number of views and visitors to the website and posts inside the "News" section with the use of a plugin.

The website provides links to all the social media channels of the project (Instagram, LinkedIn, X and YouTube), which are always visible while navigating through the website by being displayed in the header section.

2.2 Design

- **Logo**

The GENESIS identity is fundamental and identifiable for all the resources that are created and always must be shown at first glance. In this case, the logo is visible throughout the website, in its header.

- **Font**

As specified in the Stylebook (D6.1 deliverable), typography is one of the most important design elements when communicating and the one defining the projects image. It is used on the website to clearly separate sections of information, such as headlines, text or captions, which help the message get disseminated. The font in use is Space Grotesk. This specified font for GENESIS can be downloaded from the project's SharePoint folder designated or from the corresponding deliverable.

- **Colour palette**

GENESIS has standards for reproducing colours so that they will always look consistent, no matter where they appear, this includes their use for the creation of the website. The colours defined in the Stylebook deliverable serve as the source for our primary colour palette and they were employed throughout all sections of the GENESIS website.

2.3 Preliminary structure

The first version of the website has the following structure:

- Main page (Home)
    - The GENESIS Project: Short description of the project in the header.
    - Informative section: presented in a section divided in two parts, each one providing information about:
        - Why GENESIS?
        - What is GENESIS?
        - Demonstrators that GENESIS will develop in different islands across Macaronesia (La Palma, El Hierro, Gran Canaria, Faial, Santiago,

Madeira). Each island counts with an interactive button leading the visitors to a new window with more information about the demonstrator of the selected area.

- Case studies. This drop-down menu includes seven subitems, six of them related to each island demonstrator and the other with information on the replicator sites, providing fast and easy access while navigating from any section of the website. Each island on the submenu from the Case studies provides information by redirecting to the demonstrator site, with the same link as in the previous home page buttons, while the Replicators sites lead to a new window displaying the replicators (Santa Maria and Graciosa in Azores, La Réunion, Guadeloupe and Martinique) including information about them. This menu has the following structure:
    - La Palma Deep Demonstrator
    - El Hierro
    - Gran Canaria
    - Faial
    - Santiago
    - Madeira
    - Replicator sites

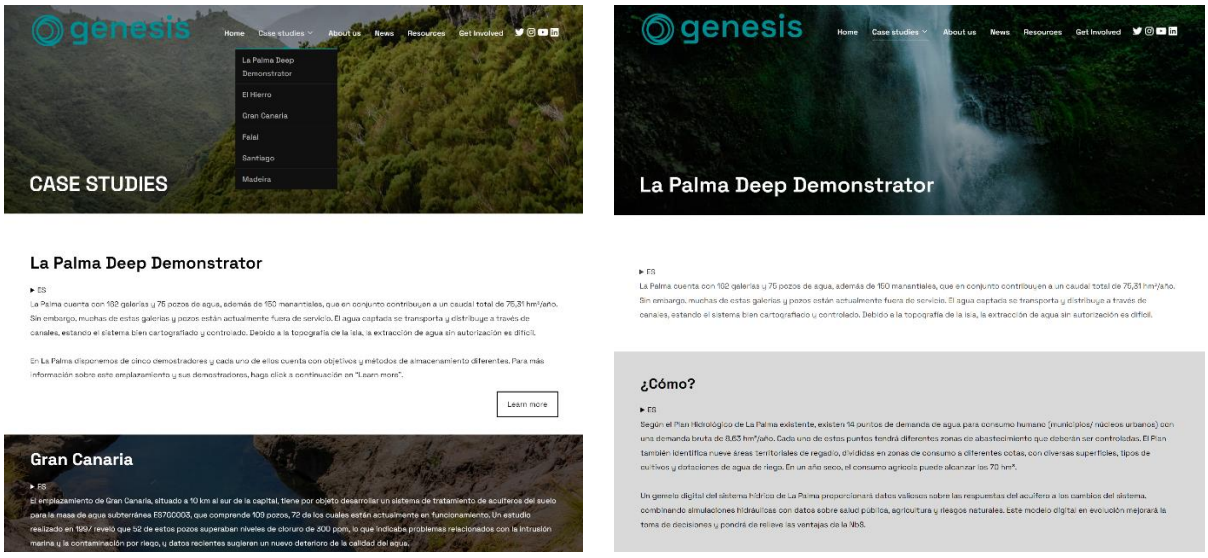

Figure 2 - GENESIS Website (Case studies page)

- About us. This section gprovides easy access for visitors to learn more about the project, explaining the main objectives, engagement of different actors, the expected results and outcomes from the project, the distribution and role of partners from the consortium with the use of an interactive map, and distribution of deliverables supported by a graph and a button linked to the window specific for this section. This menu follows the structure below:
    - Project's Objectives
    - Map of Actors
    - Expected Outcomes
    - Consortium
    - Deliverables

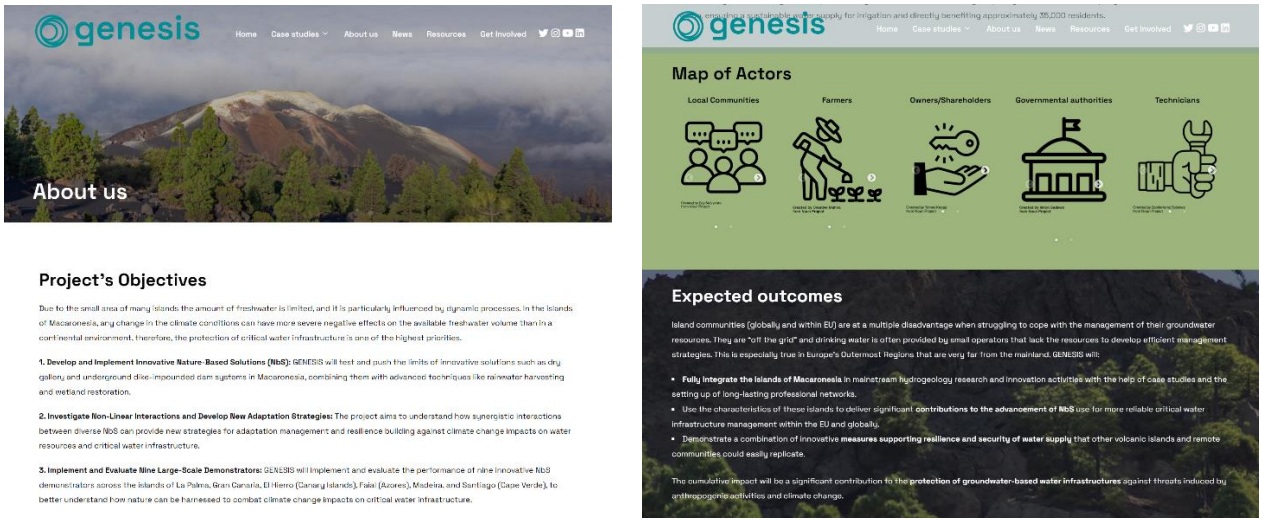

Figure 3 - GENESIS Website (About us page)

- News. Whenever there is an important update, event or progress meeting, it is communicated through blog posts under the "News" section.

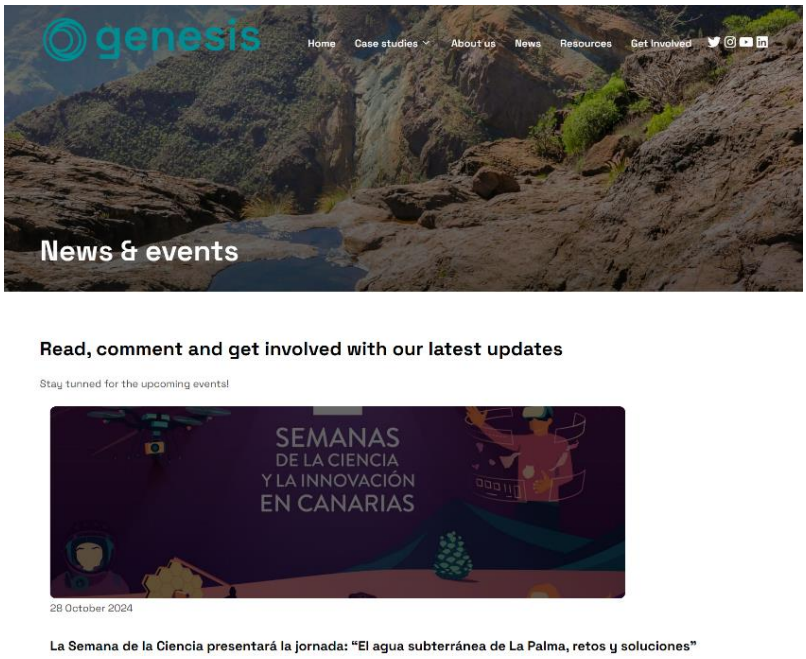

Figure 4 - GENESIS Website (News page)

- Resources. A repository for deliverables, images and media materials.

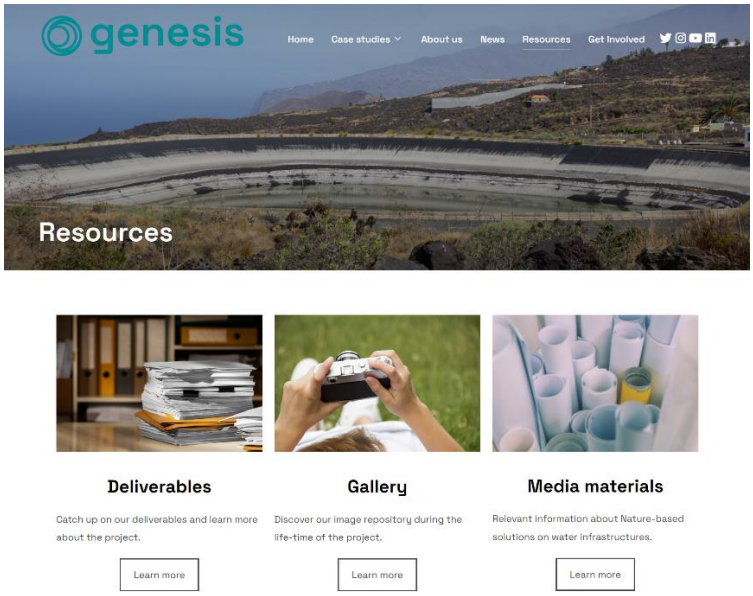

Figure 5 - GENESIS Website (Resources page)

- Get involved. Information is displayed in three boxes on how to get involved through the following actions below, followed by the contact section with the e-mail of the coordinating partner, communication leaders (WP6) and each contact by Demonstrator.
    - La Palma Living Lab
    - La Palma Bootcamp
    - Genesis Citizen Science hub

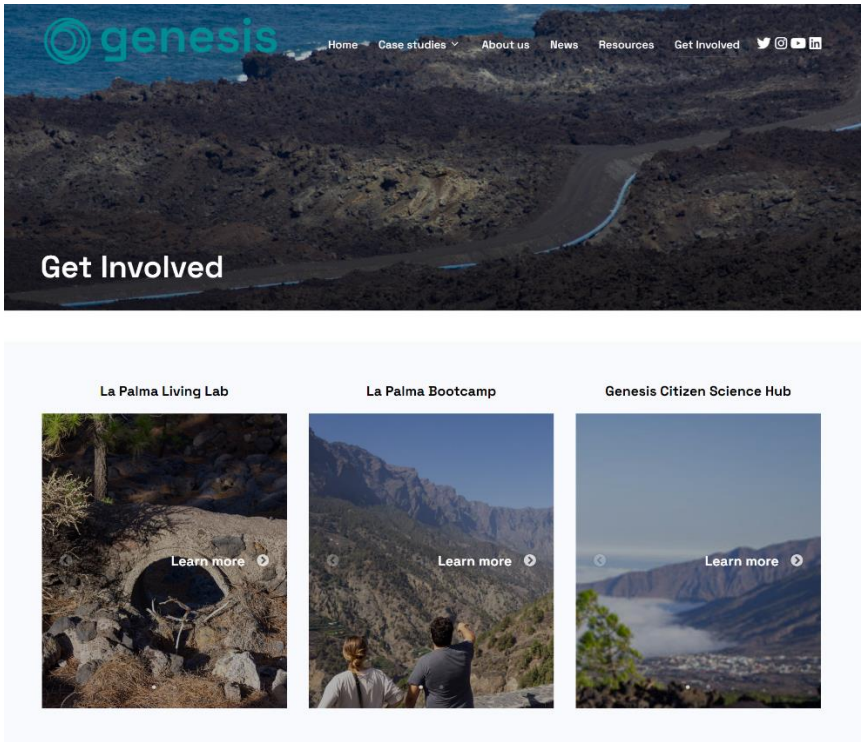

Figure 6 - GENESIS Website (Get involved page)

3. Conclusions

The project website has already been developed and is currently undergoing some final updates for the first version due in M4 (December 2024). It is published and available to the public.

After its deployment, the project website will be periodically updated in order to upload the public deliverables, as they become available, as well as to update other content as needed. Regular updates/news on the project will be provided through the website and the social media channels, which will link the general public to the website, as well as via newsletters to subscribers.

The website will go through an evaluation of the Consortium in each Consortium Meeting and the agreed-upon improvements or updates will be implemented in the months following the meetings.