

TRUE Deliverable 1.3 (D3)

Project Website (Public)



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TRansition paths to sUustainable legume-based systems in Europe

Deliverable Description & Contributors

- **Due date:** 30th June 2017
- **Actual submission date:** 29th June 2017
- **Project start date:** 1st April 2017
- **Duration:** 48 months
- **Work package:** Knowledge Exchange and Communication (WP1)
- **Work package leader:** Alicia Kolmans(UHOH)
- **Deliverable Title:** Project Website
- **Nature of deliverable:** DEC
- **Dissemination level:** PU: Public

- **Deliverable description:** A public project website was created to share TRUE’s project updates. It embeds a range of social media (e.g. Facebook, Twitter, Flickr) to maximise the reach and dissemination of information. The website will showcase innovative practice and business models in production, processing and marketing of legumes, promote networking and deliver project outputs such as the Decision Support Tools to be developed by WP8, and practice-oriented briefing notes. Website and social media impact data will be collated to develop new strategies to increase impact. The website will be transferred to a founding member of Pulse Europe on project completion.

- **Contributors:**
 - o Henrik Maaß, Thomas Pircher, Sandhya Kumar, Helmar Bock, Alicia Kolmans (UHOH, DE)

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Summary

A project website that provides an overview of the TRUE project, its partners, activities and updates on its findings has been set up under the address <http://www.true-project.eu>. To further promote dialogue with the public several social media channels, reaching different target groups, have been created and are regularly populated with project and partner updates. The impact of the website is measured with Google Analytics and the social media statistics on user interactions are monitored. A communication strategy is being developed to support project partners to contribute actively to the content of the website and social media channels.

Website

The website is structured as a frame page with the menu on the left side. The website is designed for use with a normal computer as well as a smartphone or other mobile and handheld devices.

The first page of the website contains an overview about TRUE and has direct links to important information subpages describing the case studies, the partners involved and "News & Events" as well as the Blog "Notes from the field" and an opportunity to register for a TRUE newsletter (Figure 1).

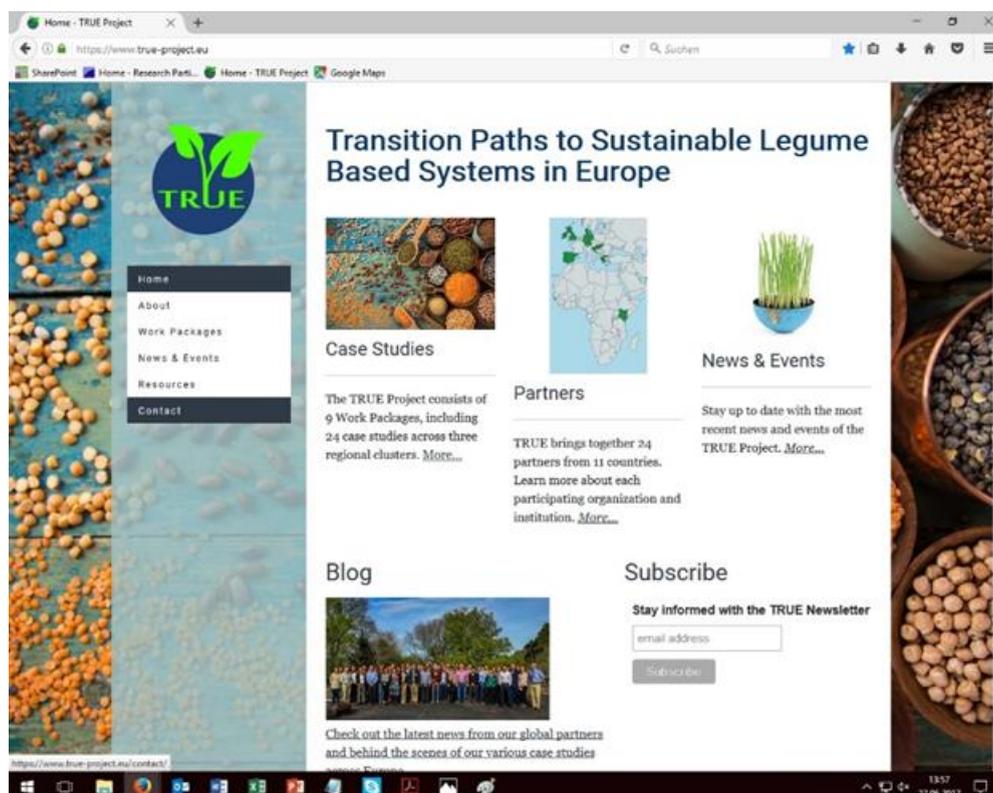


Figure 1: Screenshot of the first page of the TRUE website opened in a Mozilla Firefox browser





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At the bottom of every page there is a range of social media links to share or interact with the TRUE project (e.g. Twitter, Facebook and Flickr) as well as opportunities to contact the TRUE team via e-mail (see figure 2).

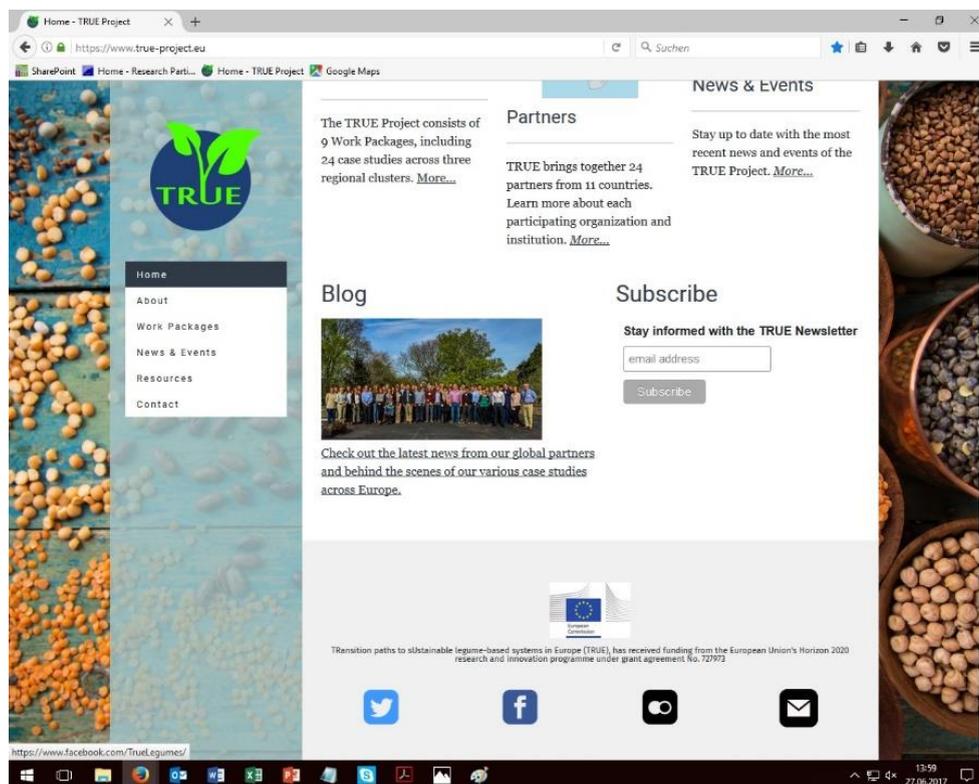


Figure 2: Screenshot of the bottom of the first page of the TRUE website opened in a Mozilla Firefox browser

Within the subpages there is an “About” page with general information describing TRUE and the overall objectives of the project.

The next category is “Work Packages” containing subpages for each work package (WP) describing the specific objectives. The WP 2 subpage gives an overview about all case studies under the TRUE Project (see Figure 3).





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WP2: Case Studies
Lead Partner - Agricultural University of Athens

WP2 uses a network farm- and supply chain-based Innovation Case Studies across the pedo-climatic zones to determine and demonstrate the factors that will contribute to successful transitions.

The 24 case studies are spread across three Regional Clusters (above): Continental, Mediterranean and Atlantic.

Atlantic Cluster - Case Studies

Country	Lead Partner	Case Study
Ireland	Teagasc (RTO)	Expanding legume based pasture uptake
		Clover-sward reliant organic production
	Arbake Distilling Ltd. (SME)	

Figure 3: Screenshot of the WP2-subpage on the TRUE website opened in a Mozilla Firefox browser

The “News & Events” category will provide updates and upcoming events related to the project or TRUE partners. (Figure 4).





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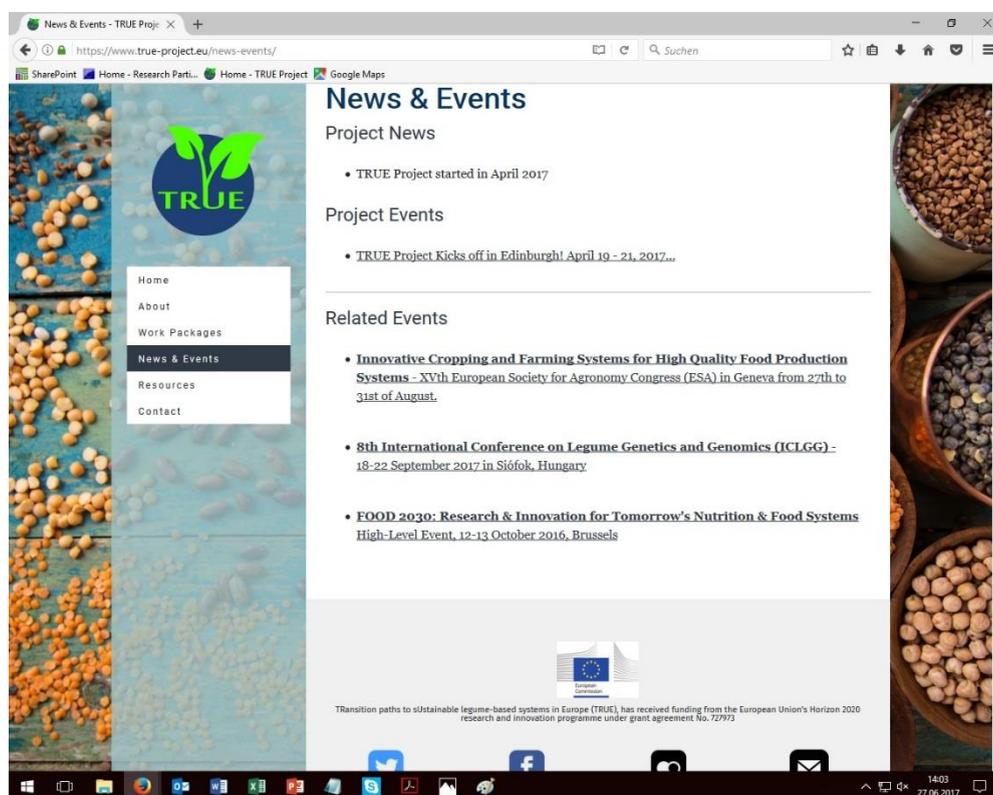


Figure 4: Screenshot of the “News & Events”-subpage on the TRUE website opened in a Mozilla Firefox browser

In the category “Resources” we will upload all public outputs of the TRUE project. Currently there is an overview about the deliverables and the blog “Notes from the field” with a first entry about the Kick Off meeting (Figure 5). All project partners will contribute to the blog with short posts about their work related to TRUE, especially with information from the case studies and from the work package leaders. These blog entries will showcase innovative practice and business models in production, processing and marketing of legumes, as well as give practical insights of implementing such a research collaboration across diverse settings.

As soon as further project outputs like the Decision Support Tools are developed or policy- and practice-oriented briefing notes are complete, they will be available under “Resources” as well.





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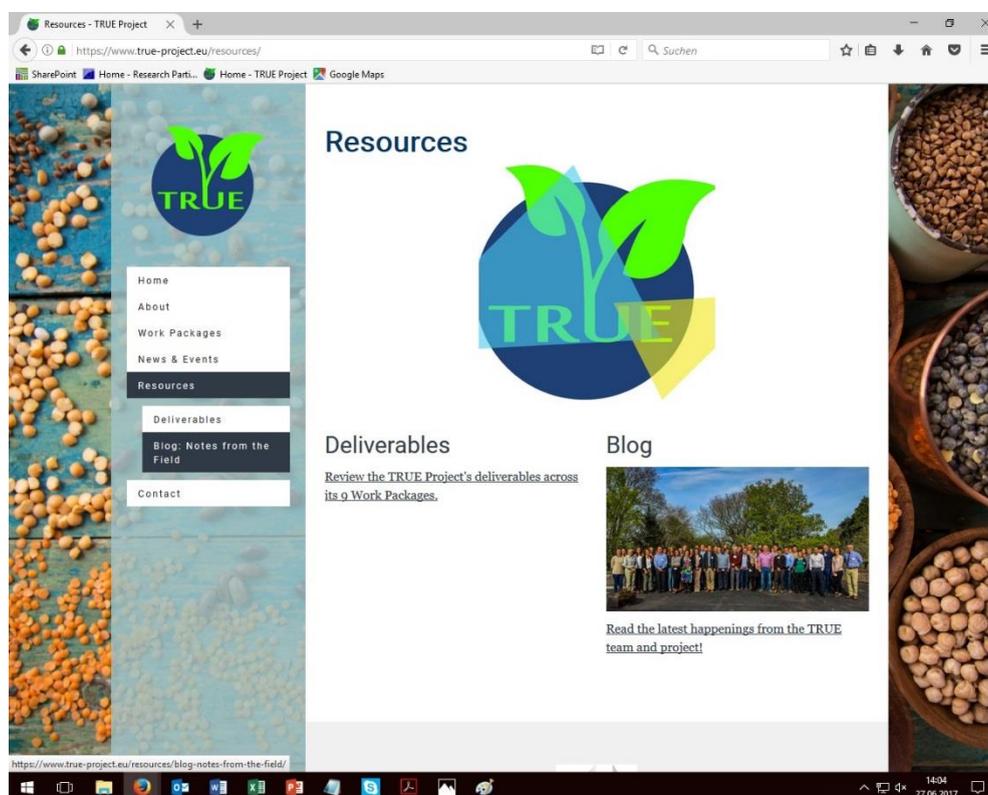


Figure 5: Screenshot of the “Resources”-subpage on the TRUE website opened in a Mozilla Firefox browser

Finally, the “Contact”-category contains a form to send a message to the TRUE team.

Social media

For interacting with the broader public as well as between partners through social media, a Facebook-page (see figure 5) and Twitter account (see figure 6) have been created, both under the name “@TrueLegumes”. These avenues allow TRUE to reach out to a larger audience who may be interested in sustainable and legume-based systems, as well as get feedback or start discussions on these issues.





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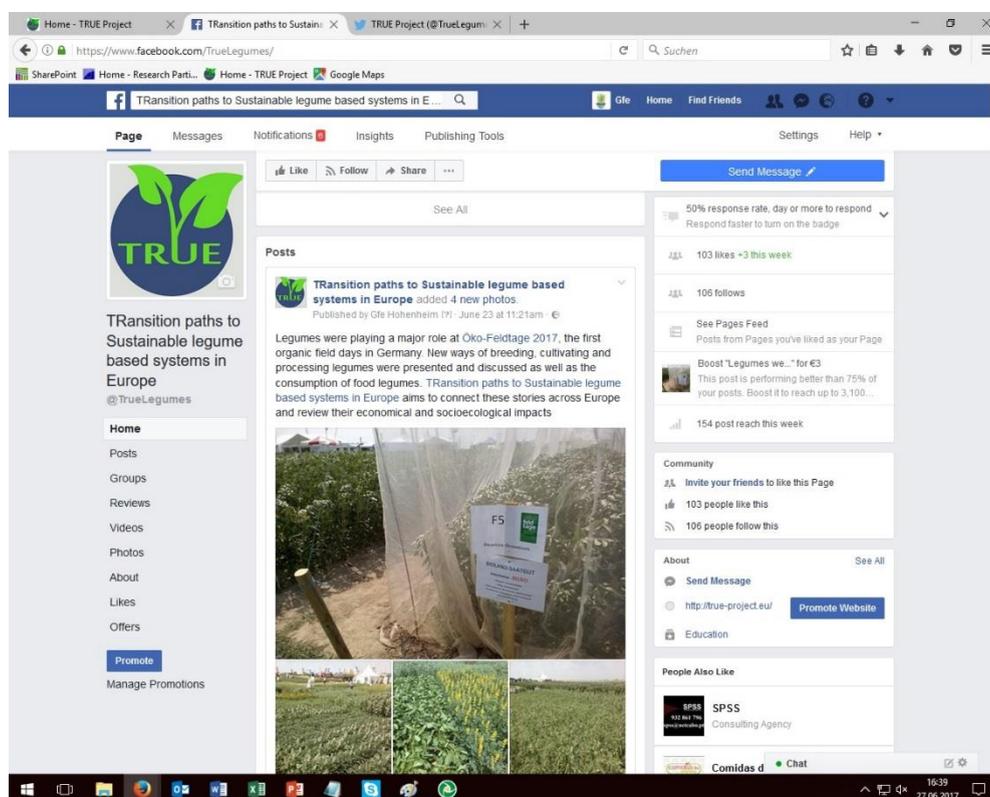


Figure 6: Screenshot of the TRUE Facebook page opened in a Mozilla Firefox browser



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 727973



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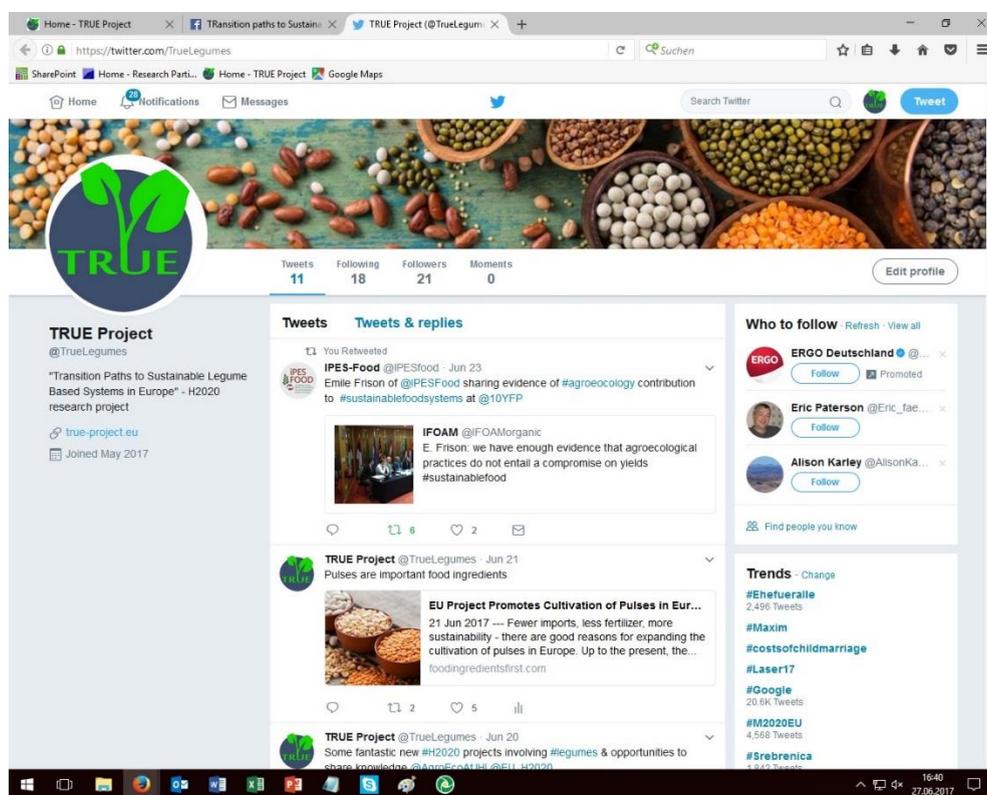


Figure 7: Screenshot of the TRUE twitter account opened in a Mozilla Firefox browser

In addition, a Flickr account supports the TRUE project with sharing pictures from project events, case studies or TRUE partners (Figure 8).



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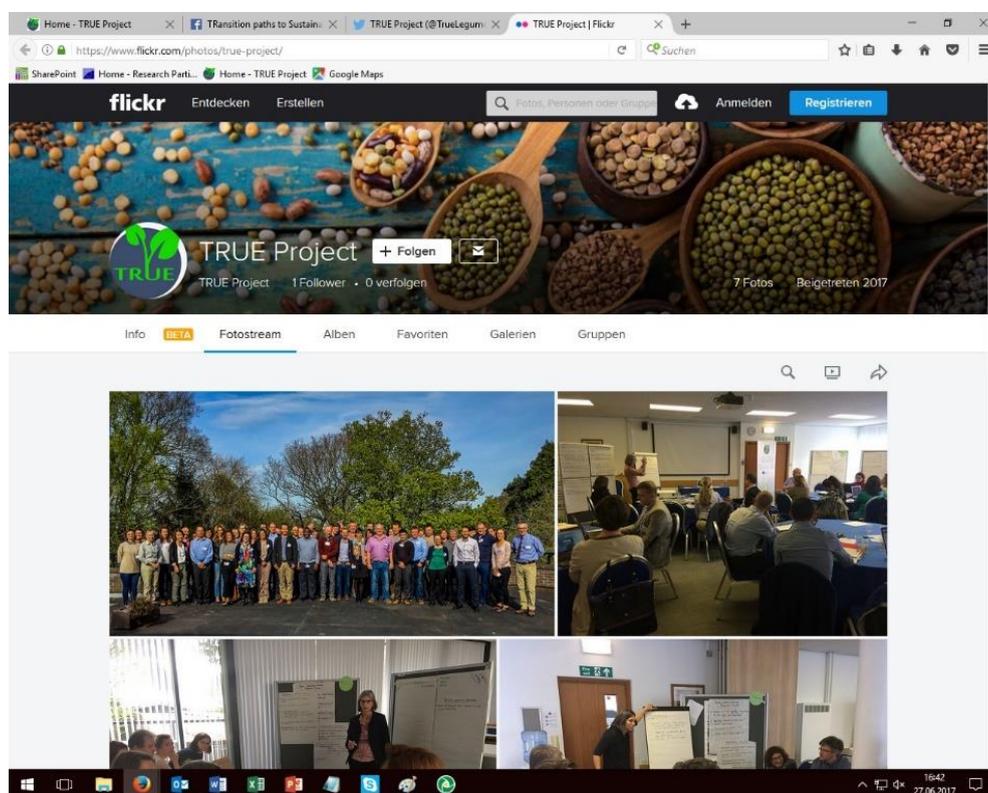


Figure 8: Screenshot of the TRUE flicker account

Impact analysis

To assess the impact of the TRUE website we installed a Google Analytics application, that gives detailed data about the number of users, number of visits or the locations from where people visited the page (see figure 9). Till date there have been 160 visitors to the website in 222 sessions from 23 countries.





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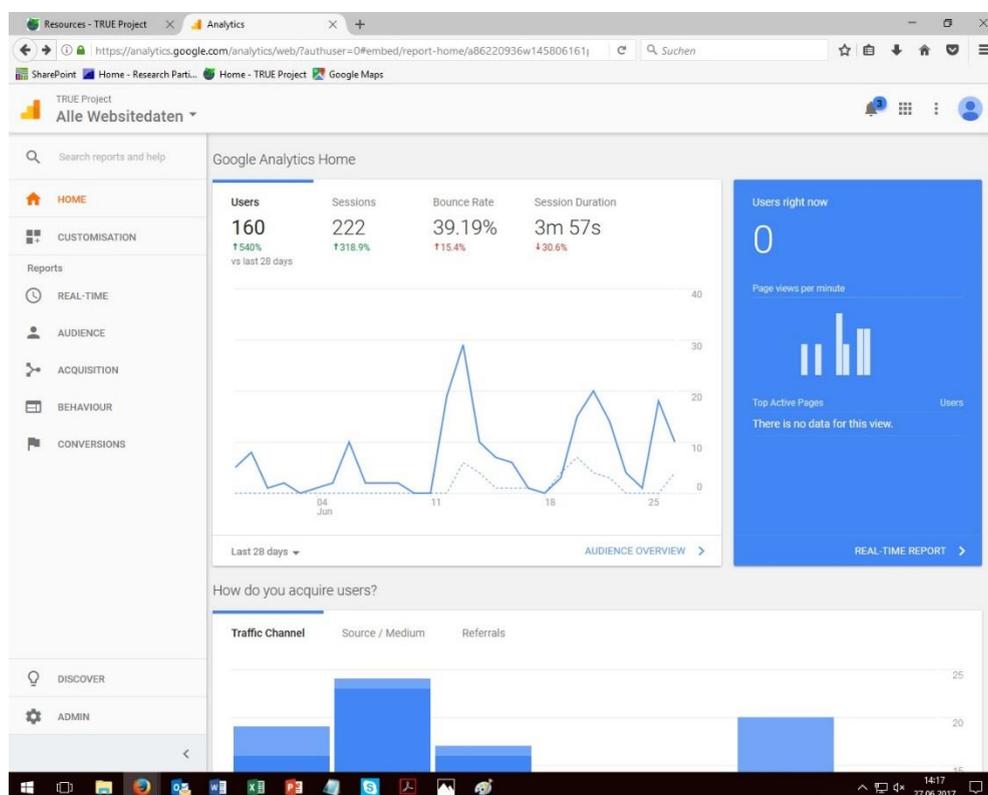


Figure 9: Screenshot of the google analytics for the TRUE website

The measurement of the impact of the social media pages is included in the pages themselves. For Facebook under “Insights” we can see the development of user activities over the last 28 days (see figure 10) but also the total number of “likes” and interactions. Today the TRUE Facebook page is liked by 103 people.

Twitter also provides statistics about the development of the interactions on the twitter account (see figure 11) and you can see the total number of “Followers”, which currently sits at 22.





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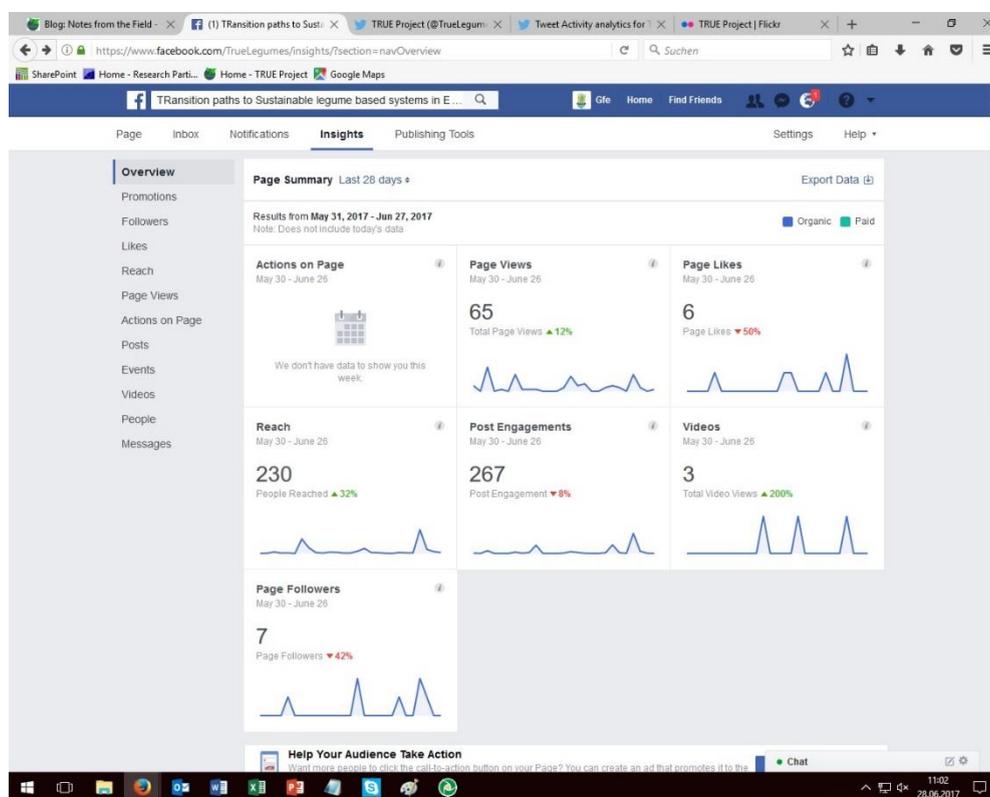


Figure 10: Screenshot of the TRUE Facebook insights





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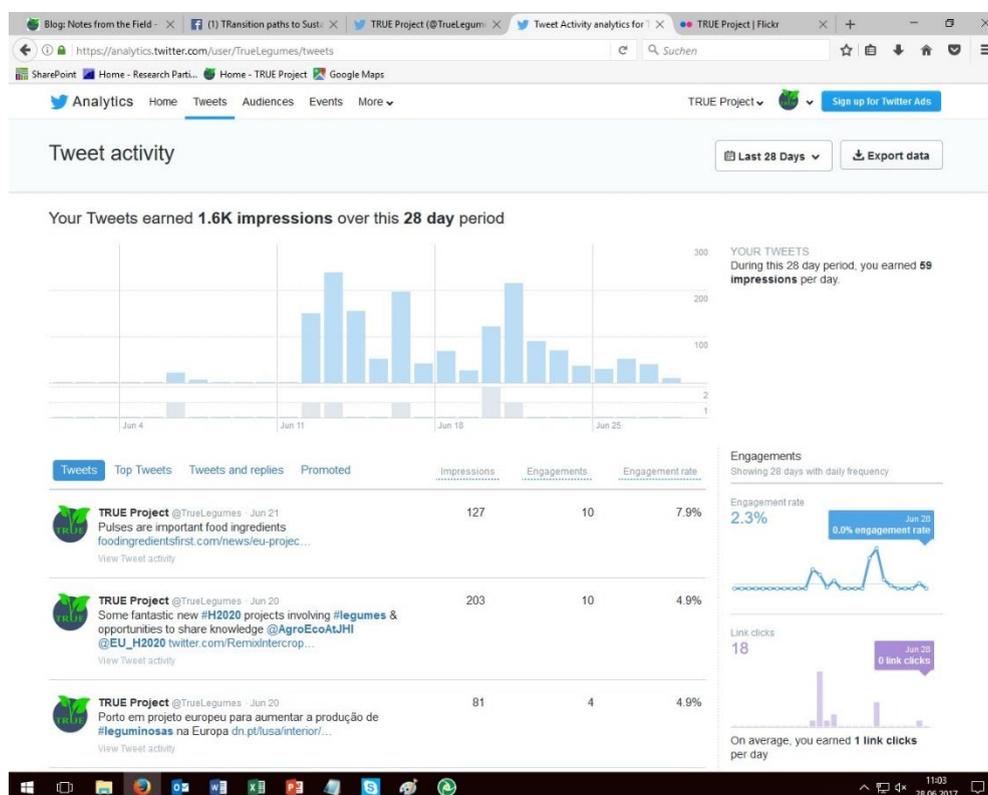


Figure 11: Screenshot of the TRUE twitter analytics

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