



A Magneto-Electrical Liquid - better sensing

Research and Innovation Action GA 899285

Deliverable D6.2 - Project website

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Abstract	This document presents the structure of the project website, designed and developed within WP6, for the dissemination and communication of project results.



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1 Summary

The following deliverable describes the activities related to the MAGNELIQ website development and management led by PRE. These activities are strictly related to the WP6, namely “Dissemination, exploitation and communication”, precisely to the Task 6.1 “Internal and external communication forums”.

The MAGNELIQ website (www.magneliq.eu) represents one of the most relevant channels of the project to support awareness activities, aiming at:

- Becoming an important source of information about the project;
- Providing real-time access to updated information about the MAGNELIQ progress;
- Increasing exposure of the project and its activities through online means;
- Supporting the public image and branding of MAGNELIQ;
- Stimulating online engagement of targeted stakeholder communities.

Through the MAGNELIQ website, the consortium aims at the same time at:

- Communicating and disseminating project objectives and progresses towards external audience, thanks to the initial publication of pages with the main information about the project and the continuous update with new pages and posts related to the MAGNELIQ project progress. Initially, the website communicates the basic relevant and public information, and it has been conceived as an easy tool to allow the readers to learn and better understand the project contents. Then, during the project implementation, the website will report the relevant news and updates in order to engage stakeholders and better support communication, producing exploitation/sustainability driven contents;
- Communicating with other MAGNELIQ beneficiaries and storing all the relevant project documents through the private area implemented. Selected members of MAGNELIQ beneficiaries can access the private area using the assigned login credentials and can share files and contribute to threads.

The website has been developed using a user-friendly interface (fully scalable and adaptable to all types of devices, i.e. responsive design) and an easy-to-follow menu, so that visitors can easily understand its structure and navigate throughout its entire content.

The following deliverable has been developed considering the current state of the website. In the future, depending on new dissemination needs and the necessity to publish different kinds of content, the structure of the website could be modified to improve navigability and effectiveness of communication.

2 MAGNELIQ Website

The project website is the public showcase where all the activities and results of the project will be promoted. It provides project overviews and highlights and will report up-to-date information on intermediate and final project results, including public reports and publications, and project events (e.g. meetings, conferences and workshops, etc.).

In order to create a strong MAGNELIQ brand and project identity, the project logo is shown on the header of each page and in the favicon (the small images besides the URL).



Figure 1 MAGNELIQ project logo

Finally, the website also shows the references to funding receiving from H2020 programme and to MAGNELIQ grant agreement number.

2.1 Website structure

The MAGNELIQ website is structured in 5 main sections, reachable through the main menu in the top of the pages:

1. **Homepage:** here the most relevant information on the project, to give an overview at a glance of MAGNELIQ.
2. **Project:** in this section readers can find general information about the contents of the project.
3. **Partners:** browsing this section, readers can find information about the MAGNELIQ beneficiaries and their project teams.
4. **Contact us:** a contact form has been developed to allow readers to get in contact with MAGNELIQ consortium.
5. **Private area:** through this section beneficiaries can share documents and information among themselves.

This is the current structure of the MAGNELIQ website: in the future this could be improved/changed with new sections and pages (for example, a “News” section will be added once the first relevant communication activities will be performed; a “Results” section will be added once the first relevant results will be achieved), following the project progress and emerging needs.

Details for each section are provided in the following sections.

2.1.1 Homepage

The homepage has been developed with the aim of providing the reader with a quick and concise overview of the project.

The homepage is structured in 5 main sections:

1. **Header and menu:** the top of the homepage presents the project logo and the main menu. Through the menu (which also features drop-down sub-menus) it is possible to quickly browse the MAGNELIQ website.

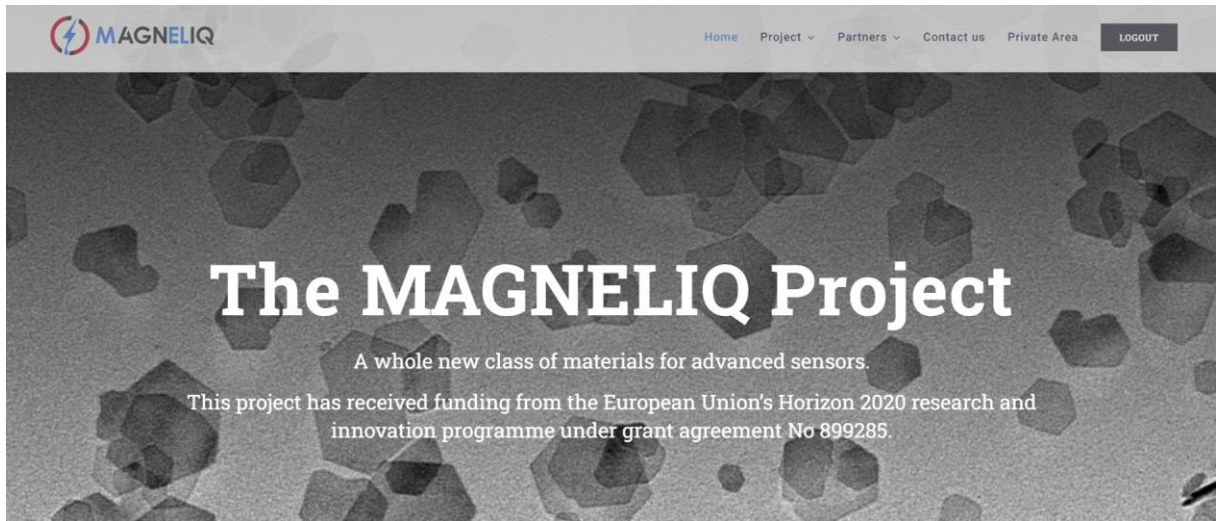


Figure 2 Homepage - Header and menu section

2. **Summary of the project:** the most relevant information about the MAGNELIQ project are concisely presented. The button *"The project"* is linked to another page with additional details on the project. At the end of the section, data on the project numbers are given.

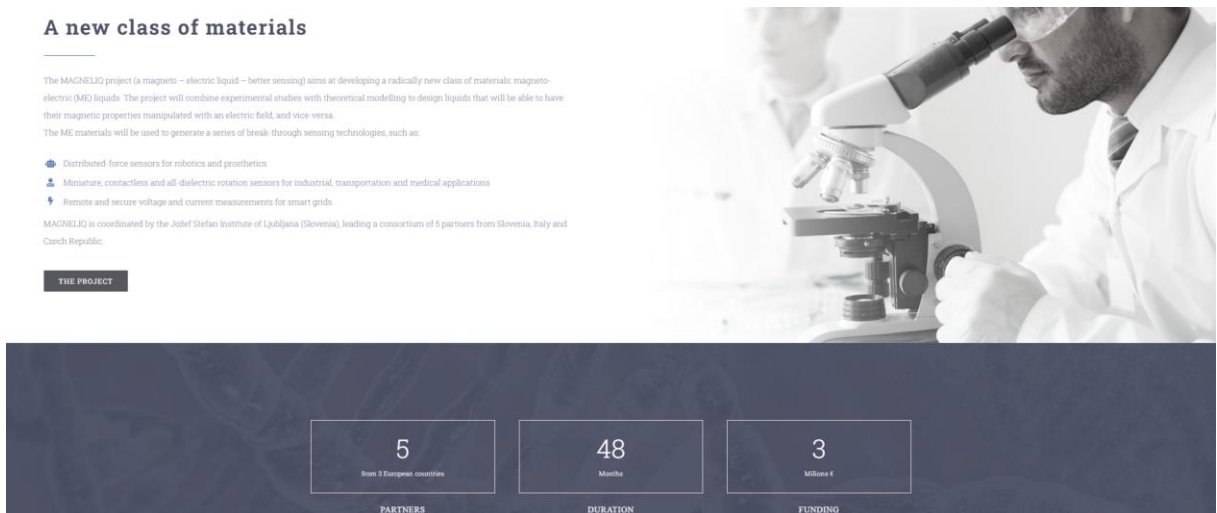


Figure 3 Homepage - Summary of the project section

3. **Partners:** in this section the logos of the project beneficiaries are shown. Clicking on each one, the reader is redirected to specific pages with information of each beneficiary.



Figure 4 Homepage - Partners section

4. **Contact us:** through the button “*Contact us*” the reader is redirected to a contact form that permits to get in contact with the MAGNELIQ Consortium.



Figure 5 Homepage - Contact us section

2.1.2 Project

In this page, readers can find information about the MAGNELIQ project that complements those already presented on the homepage.



Figure 6 Project section

2.1.3 Partners

Browsing this section, visitors can find 5 pages with detailed information about each MAGNELIQ beneficiary and its project team. For each member of the teams a concise bibliography is presented and, when relevant, their ResearchGate/ORCID/LinkedIn/etc. profiles are linked.

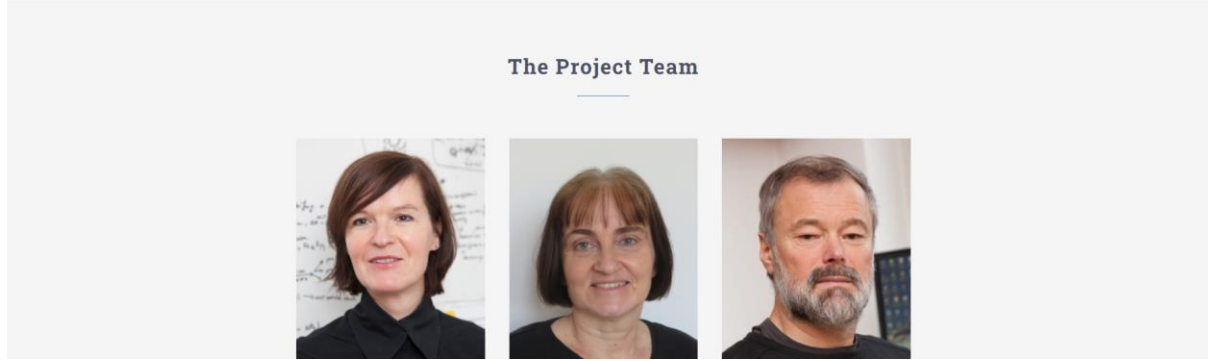
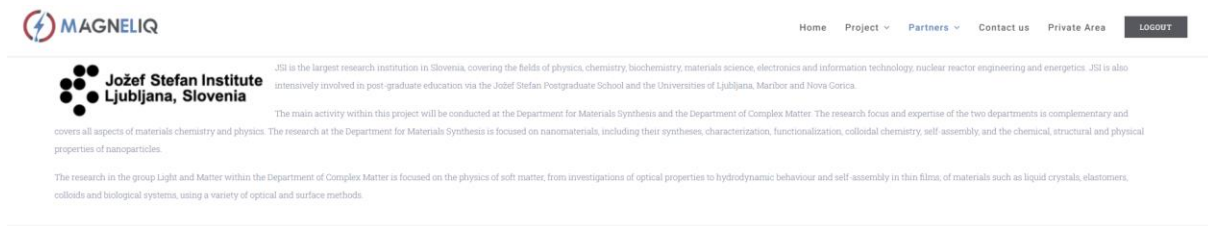


Figure 7 Partners - JSI page

2.1.4 Contact us

A contact form has been published to allow readers to get in touch with the MAGNELIQ Consortium.

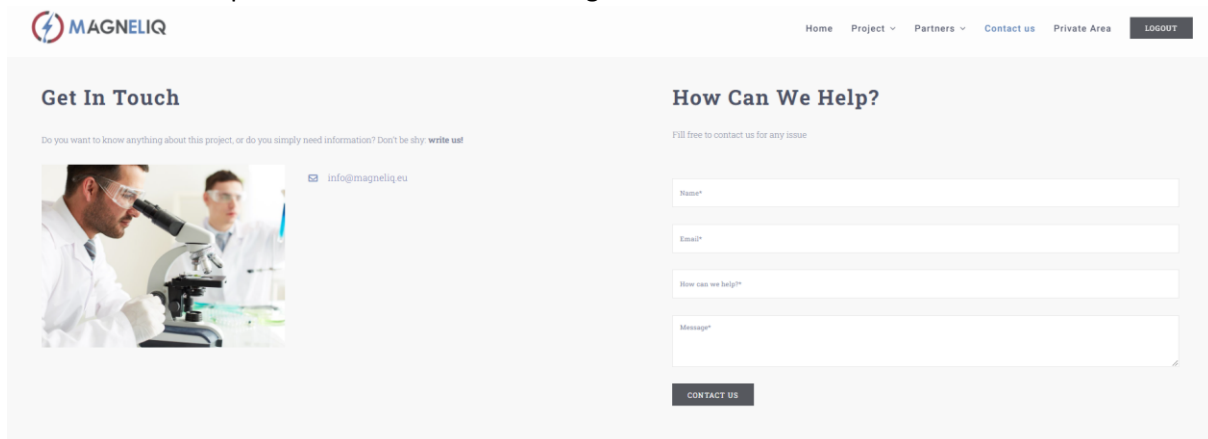


Figure 8 Contact us section

2.1.5 Private area

A private area used to store and share relevant files and information created during the project. This area is only accessible by selected members of the MAGNELIQ beneficiaries, who have been assigned individual login credentials (username and password). The *Manag* and *Tech* groups have been created, and each member was assigned to one or both groups, based on its specific role (managerial or technical). The private area has been organised in folders: these can be general folders (e.g. *00Instructions*, *Meetings*, *Project Docs*, *Templates*) or specific folders related to each work package of the project.

As the private area of the project website is mainly a place where to store static documentation, it poorly fits with the need of having collaborative documents that are automatically up to date. For this reason, Prensilia is complementing the functionality of the website by providing access to the partners to a shared area on its Microsoft 365 account, to allow a faster exchange of work-in-progress documents.

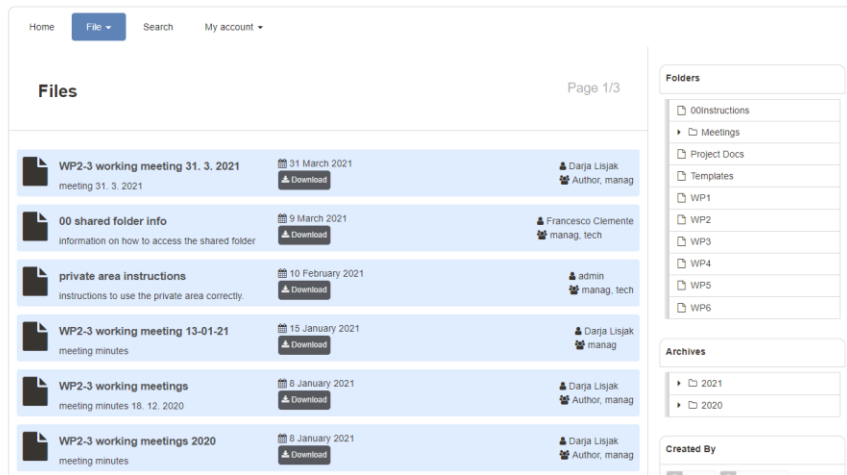


Figure 9 Private area section

2.2 Website content management and updating

The project website initial development was mostly carried out by Prensilia, based on contributions and suggestions from all the other beneficiaries. The hosting has been assigned to a trusted Italian provider and WordPress has been selected as the Content Management System of choice.

The main website updating activity will be managed directly by Prensilia based on the feedback and contents shared by the other beneficiaries (all partners must contribute to communication and dissemination activities, as detailed in the MAGNELIQ proposal). If requested, the access rights of members from other beneficiaries could be managed by Prensilia (who is the administrator of the website) to allow them direct contribution to content creation and publishing.

3 Project communication via social media profiles

In the original proposal, the creation of a LinkedIn company profile was mentioned. However, in order to reach a wider audience, that is not only business-focused, beneficiaries are considering to opt for the creation of a Twitter profile of the MAGNELIQ project.

In particular, Twitter allows to publish concise posts targeting the general audience, and they could contain links to project website pages, steering internet traffic to it where detailed and complete information (that, generally, is not possible to deliver via social media) can be provided. Beneficiaries will then assess the performances of the MAGNELIQ Twitter profile and, if necessary, will evaluate the creation of other social media profiles.