Project Website

Deliverable D6.1

30 September 2021

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TUdi

Start of the project:	July 2021
Duration:	48 months
European coordinator:	Dr. José A. Gómez Institute for Sustainable Agriculture (IAS), Spanish National Research Council (CSIC)
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Deliverable title:	Project Website
Deliverable n°:	D6.1
Nature of the deliverable:	Report
Dissemination level:	Public
WP responsible:	WP6
Lead beneficiary:	Pensoft, CSIC
Citation:	Kaloyan, K., Sapundzhieva, A. & Sánchez, A. (2021). *Project website.* Deliverable D6.1 EU Horizon 2020 TUdi Project, Grant Agreement No 101000224.
Due date of deliverable:	September 30th 2021 (Month 3)
Actual submission date:	September 30th 2021 (Month 3)
Deliverable status:	

Version	Status	Date	Author(s)
1.0	Final	30/09/2021	CSIC

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Preface

To promote and disseminate the TUdi research across stakeholders and the general public, and to raise awareness of the project findings, TUdi launched a website at the initial phase of the project (M3).

This report describes the purpose, creation process and content of the TUdi website – the project's key tool for successful dissemination, communication and knowledge transfer.

1. Introduction

The TUdi public website (**www.tudi-project.org**) was designed to act as an information hub about the project's aims, goals, activities and results. The website serves as a prime public dissemination tool, making the project deliverables and published materials available and easily accessible. Apart from that, events organised by TUdi or of relevance to the project will also be announced through the website, as well as a news section which will showcase all newsworthy TUdi achievements.

The website is comprised of separate information pages with project background information, news, events, publications, contact details, etc. It is regularly updated to keep the audience informed and ensure continued interest of already attracted visitors.

2. Set up of the public website

The official registration of the domain name is: https://tudi-project.org/.
The website domain will be available over the duration of the project and five years after its ending.

3. Design of the website

Several designs were prepared for the website and the most suitable among them chosen. The colours of the TUdi website were inspired by the main topics of the project – soils and plants - and the project logo developed at proposal stage (fig. 1). Different shades of green and brown were used in combination with substantial white space, aiming to ease the eyesight of users. This creates a stylish, functional and easy to use design. The increased use of agricultural visual elements (fig. 2) is aimed at immediate recognition from the visitors and catching the attention of stakeholders by its modern multilayered looks.

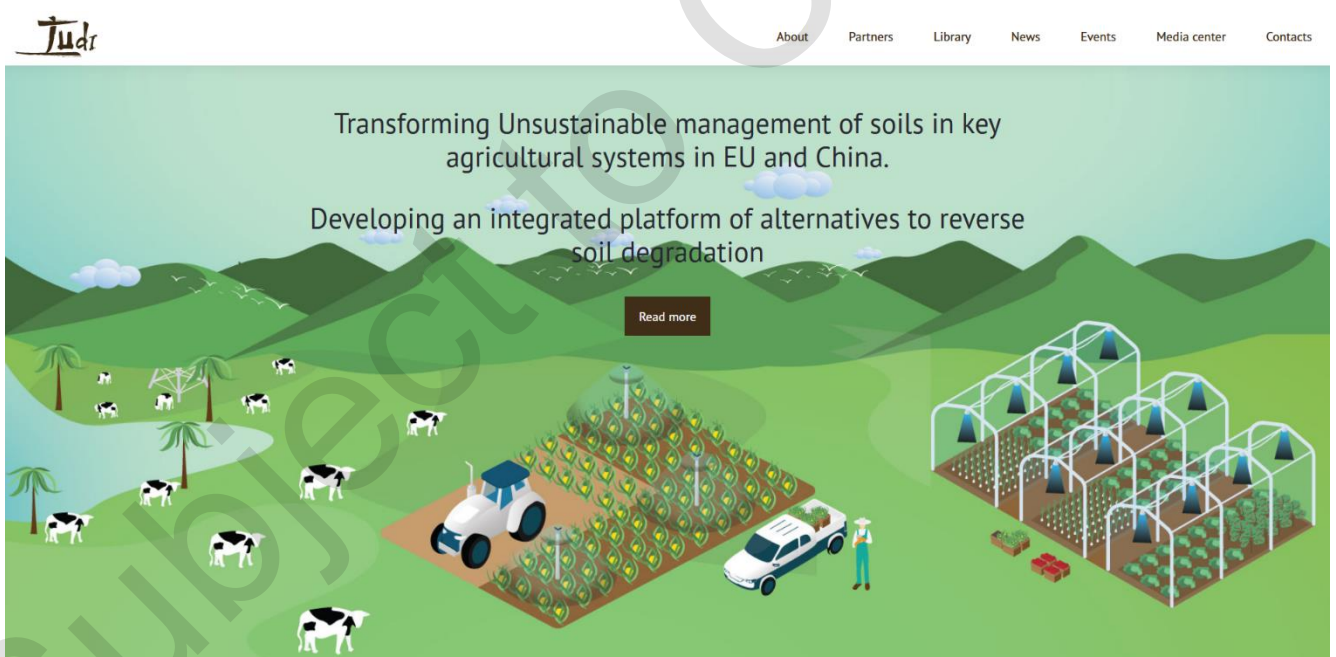**Figure 1. Project logo.**

Figure 2. Website homepage.

4. Structure of the website

The main pages of the website are the following:

- Homepage – contains introductory information about TUdi, as well as the latest news from the project, timeline of the TUdi-organised and/or involved events and an embedded live tweet feed

- About – introduces the rationale of the project, as well as its objectives, actions and expected results (see Figure 3)
- Partners - shows a map to present the different TUdi partnering institutions
- Library - all public TUdi deliverables and scientific publications resulting from the project
- News – dedicated to all TUdi news and other newsworthy achievements and news relevant to the project
- Events – a dedicated interactive calendar, showcasing all TUdi-organised and TUdi-relevant events

Figure3. The TUdi "About" page.

- Media centre – a place where all the outreach materials are gathered (e.g. logo, brochure, press releases, newsletters, etc.). All of the materials are made available for the users to download
- Contact – a section providing information and contact data of the different management structures of the project (coordination, project management, press office etc.)

The public website also provides direct links to the TUdi social network profiles, as well as a newsletter subscription form (see figure 4).
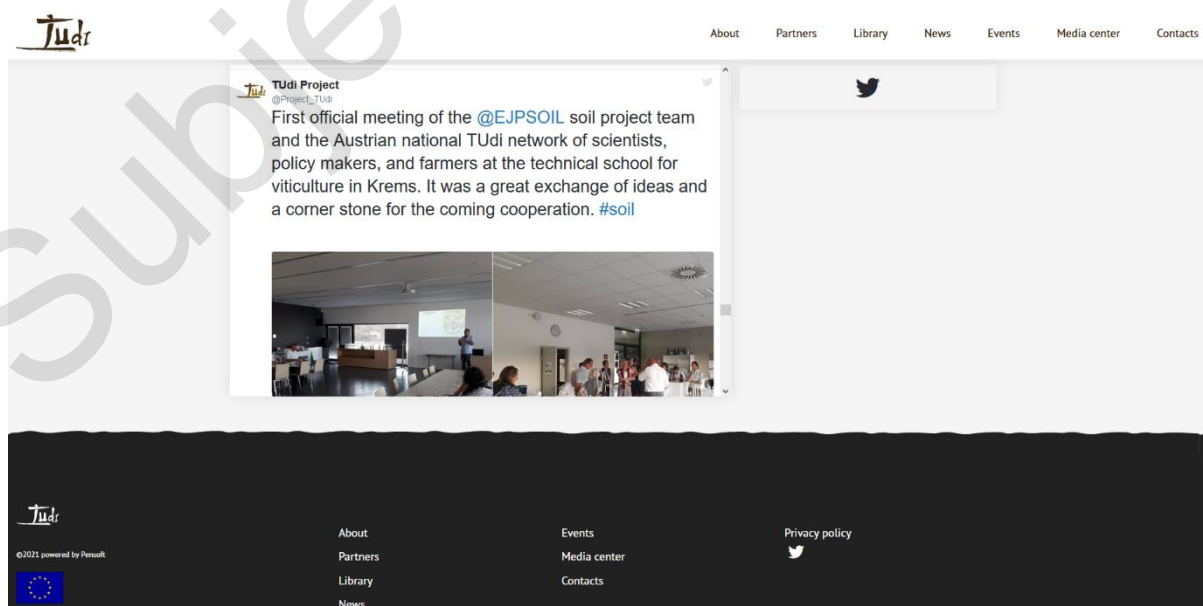

Figure 4. Social media integration in the TUdi website.

5. Specifics of the website

Due to the character of the project being a Europe – China collaboration, the website will be available in a bilingual format, in both English and Chinese. The language of the website will be changeable in an intuitive manner via country flags in the navigation bar.

Some issues will be translated into local languages and will be displayed in one language or another depending on the IP address. This will help stakeholders to follow the project and it will encourage dissemination.