



modern **AKIS**

Together for
Systems' Innovation



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*Modernisation of Agriculture through more efficient and effective
Agricultural Knowledge and Information
Systems*

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HORIZON Coordination and Support Actions

Deliverable 5.4 Project Website

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TYPE		DISSEMINATION LEVEL	
R	Document, report	☐ PU	Public ☒
DEM	Demonstrator, pilot, prototype	☐ CO	Confidential, only for members of the consortium (including the Commission Services) ☐
DEC	Websites, patent fillings, videos, etc.	☒	
OTHER		☐ CI	Classified, as referred to Commission Decision 2001/844/EC ☐

Project management	Ländliches Fortbildungsinstitut Österreich, LFI	
Person in charge	Elena-Teodora Miron	LFI
Work package	WP5	
Work package leader	Rui Almeida	CONSULAI
Author(s)	Rui Almeida; Francisca Viveiros	CONSULAI
Addition Authors	Elena-Teodora Miron	LFI
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1. Executive Summary

modernAKIS - Modernisation of Agriculture through more efficient and effective Agricultural Knowledge and Innovation Systems – is a 7-year Horizon Europe project that started on the 1st of September 2022. This project is led by LFI, in Austria, gathering a consortium of 36 partners covering all 27 EU Member States.

The project website aims to promote successful communication and dissemination of the project results and share the benefits of the developed knowledge beyond the consortium to reach the project's target audience.

The modernAKIS project website serves as a central point of entry to all public materials, such as public deliverables, reports, newsletters, informational and dissemination material (brochures, leaflets, and posters), presentations and promotional videos developed, and it also houses a core part of the project which is the modernAKIS knowledge platform.

2. Introduction

The purpose of this deliverable is to describe the modernAKIS project website and how it was developed, as our main platform to drive communication about the project. This deliverable is part of work package “WP5 – Wider dissemination and engagement for impact”, which aims to ensure successful communication and dissemination of the project results and share the benefits of the developed knowledge beyond the consortium to reach the project’s target audience:

- AKIS Coordination Bodies & Managing Authorities (including policymakers)
- National and European Networks
- Research and Education sector
- Farmers and Advisors, and more widely
- General public

The structure of the website and KPIs were already defined in D5.1. Design and implementation of a detailed CD&E Plan. The interaction between the project official website and the modernAKIS network will also be detailed in this document.

The modernAKIS project website serves as a central point of entry to all public materials, such as public deliverables, reports, newsletters, informational dissemination material (brochures, leaflets, and posters), presentations and promotional videos developed, and it also houses a core part of the project which is the modernAKIS knowledge platform.

In this document, CONSULAI, the leader of WP5 will present the key features of the project website.

3. Website content and architecture

The modernAKIS website was designed using WordPress and is available in www.modernAKIS.eu. The domain was created and protected by CONSULAI. CONSULAI is leading the overall process of design of the website in line with the modernAKIS logo and the image handbook. A simple and attractive design, a streamlined menu with a limited number of sections, and images and infographics are at the basis of the website.

Even though CONSULAI is responsible for the design, maintenance and monitoring of the website, WP, and Task Leaders, as well as the project Coordinators re responsible to provide content for the News, Events, Newsletters and Resources section.

The main language of the **modernAKIS** website is English. However, it will be available in partners' local languages, however, partners are responsible for validating the translations.

In line with the with General Data Policy Regulations (GDPR) and security requirements the website has a privacy policy which can be found at the footer of the website. All sections of the website show the **modernAKIS** logo at the footer, as well as the and the acknowledgement of funding from the European Union, as well as the following Disclaimer:

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the European Commission can be held responsible for them.”

The project's website is an interactive website that provides open access to the project information, activities, tasks, dissemination materials and activities, publications, training, and communication materials. The **modernAKIS** website will display multimedia materials, like flyers, posters, and newsletters, produced in the different project tasks.

modernAKIS' website will also have direct links to the project social media channels. This way the project website includes links and features to activate and engage with the multi-actor AKIS community, such as: the development of the social media engagement and growth hacking strategy, using the YouTube channel, Facebook, LinkedIn, and Twitter; the development of quarterly newsletters and short videos presenting main objectives of the project and its progress and updates.

The project website is currently divided into three tabs: “Home”, “Project”, and “Contacts”. In the future, as more project results are available the following pages will be added: “Resources & Results”, “Events” and “Media”. A link in the main menu will be added to the **modernAKIS** Knowledge Platform as soon as it is ready.

Below in the next chapter a detailed description of each page currently available, will be presented.

3.1. Home page

When entering the website, a pop-up will appear to make an inventory of which target groups visit our site. This way, **modernAKIS** will be able to both adapt the website to the needs of our visitors, and for reporting purposes.

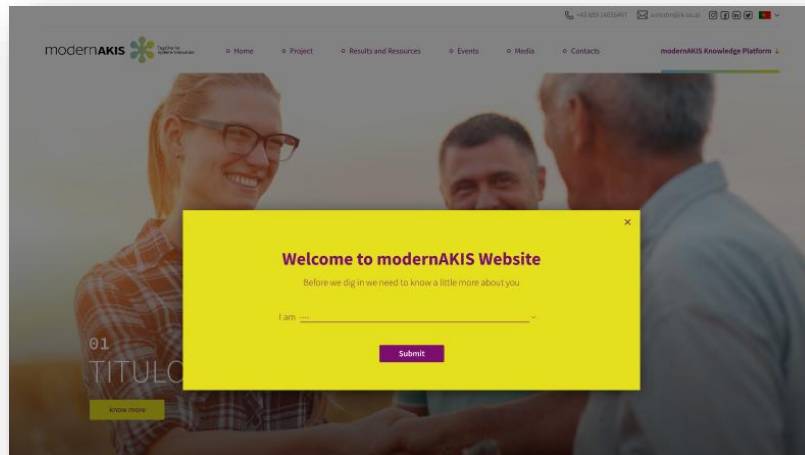


Figure 1 - modernAKIS website pop-up

The project Home Page, as well as all website pages have the project social media links, and contacts of the project coordinator at the top.

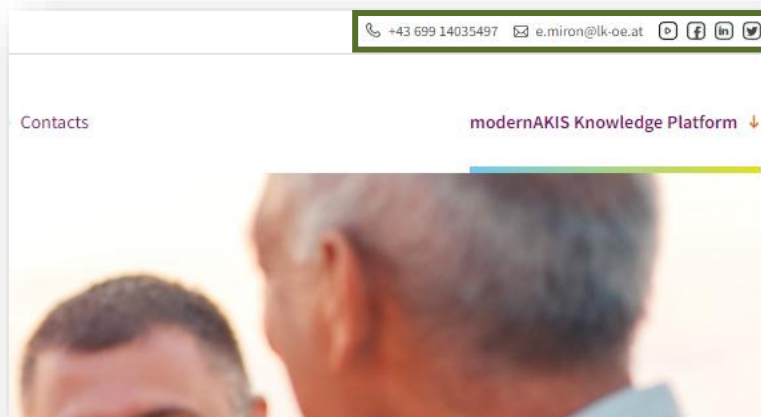


Figure 2 - modernAKIS homepage detail

The Home Page has a short summary of the About section, as well as an area prepared for News articles.

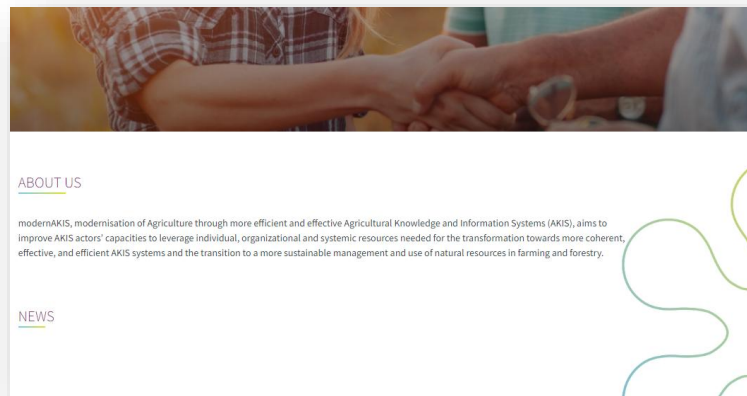


Figure 3 - modernAKIS home page - About us

modernAKIS Twitter feed is also embedded in the website Home Page.



Figure 4 - modernAKIS homepage - Social media feed

Finally, there's a get in touch section where interested users can contact the consortium directly.

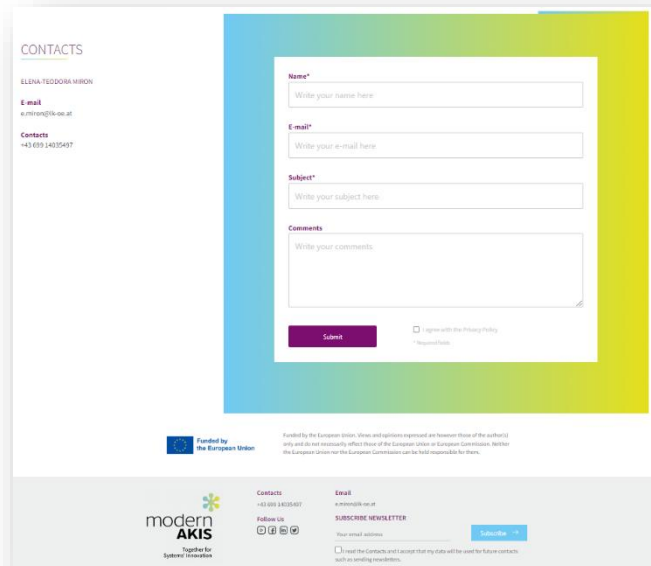


Figure 5 - modernAKIS homepage Get in Touch area

3.2. Project

The project section is divided in the following different sections: “About”, “Objectives”, “Work Packages”, “Consortium” and “Related Projects”.

• About

The about page starts with a description of the project, followed by a short definition of what AKIS means, see pictures below.



Figure 6 - modernAKIS About page

• Objectives

The project's Specific Objectives are available in this page.

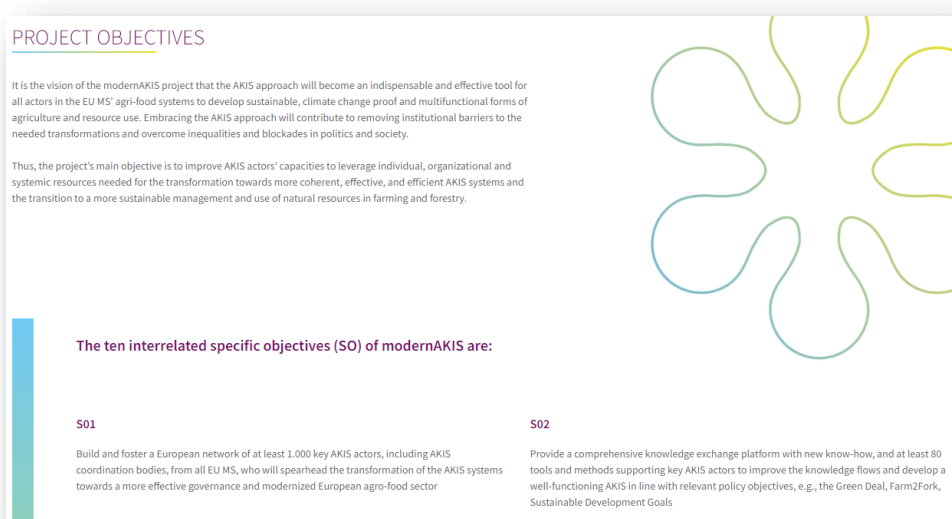


Figure 7 - modernAKIS Objectives page

- **Work Packages**

This page has a summary of each WP, as well as a diagram of the interactions between them.

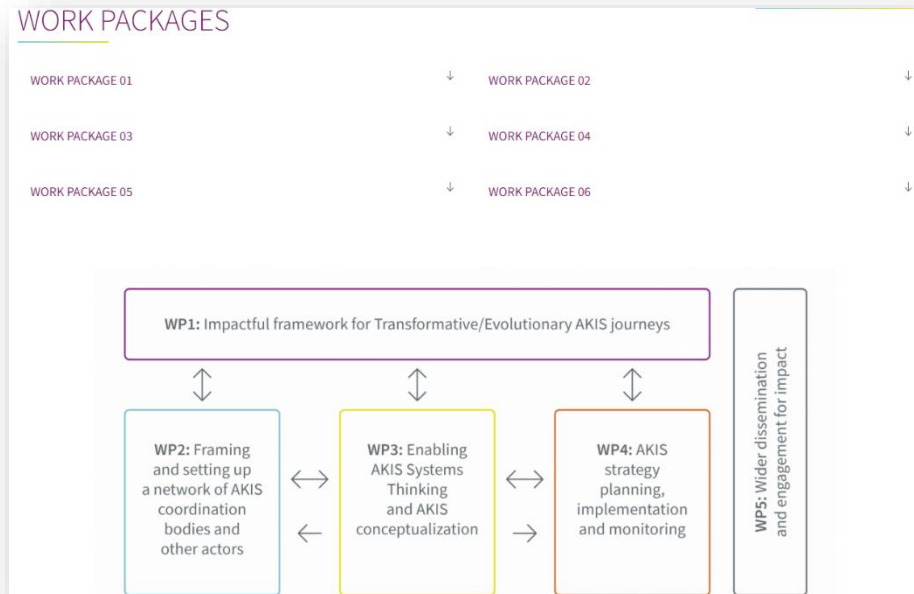


Figure 8 - modernAKIS Work Packages page

- **Consortium**

In this page, there's a map, where partners are identified by their respective countries.



Figure 9 - modernAKIS Consortium page

• Related Projects

This page is dedicated to the related projects ATTRACTISS and EU-FarmBook, projects with the same target groups, that will work together in close collaboration over the next seven years. Other projects will be added as they interconnect with modernAKIS.



Figure 10 - modernAKIS Related Projects page

3.3. Contacts

This page redirects users to the contacts section in the Home page, where it is possible to contact the consortium, as well as subscribe to the project newsletter.

The structure of the website will of course be dynamic and will be changed over the course of the project, as more project results are produced and ready to share, to allow for user-experience navigation and ensuring that the relevant project information will be displayed in an easy and appealing way to the target audiences. This is still the first version of the **modernAKIS** website, CONSULAI – as the WP leader – will keep on developing, updating, monitoring, and managing the website and its content.

WP leaders will be responsible to deliver information and news to be uploaded and CONSULAI will collect and coordinate all the contents.

modernAKIS will also develop a centralized open platform which will store all material collected to facilitate knowledge exchange among all AKIS actors, that will be linked to the project website. The platform will require database architecture and specifications (relational or non-relational), back-end technology and front-end frameworks, and a maintenance and update plan, to decide upon the exact required technology stack to be used for the development and deployment of the platform in the most efficient and sustainable manner.

A methodology will also be followed for the data aggregation and database population, based on the following principles:

- Close collaboration with the partners responsible for the data collection
- Establishment of a data exchange framework (sharing tools, storage needs) to facilitate the data transfer
- Normalization of the data from its collection to final storage according to the data model
- Final transformation and loading in the database by the designated administrators specified for this purpose

The platform will be developed in a way that will make it feasible for it to be “linked” to existing or future systems ensuring its sustainability and will be embedded in the project website to be developed also for this task. The platform will not only be available on the head menu of the website, but also, will be promoted throughout the “news” section of the webpage, the social media channels, and the newsletters.

To further promote the project, all partners will ensure good cross-linking between the website and their sites.

4. KPIs and Monitoring

As defined in the CD&E Plan, the Number of users and page views will be monitored every six months using Google Analytics and evaluated on M36 and M54, to ensure the wider Impact of the project's results. The defined expected metrics are:

- Number of users - 500
- Number of page views - 10.000

5. Conclusions

While consolidating the project website content strategy, we will promote actions and features that promote the retention of our target audience (following AIDAR model presented on the C&D Plan), which means showing the target groups the importance of establishing a long and ongoing relationship with modernAKIS. Using this process in the project website will enhance the impacts on advisors in relation to their use of digital tools.

We will also continue to look for new ways to engage with AKIS actors from all over Europe, continuing to create a two-way communication over the next stage of the project, to ensure that modernAKIS also receive inputs from the European AKIS community.