SiEUGreen
Sino-European innovative green and smart cities

Sino-European Innovative Green and Smart Cities

Deliverable 6.2

Project website

Lead Partner: OKYS
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Due date: 31/10/2018
Version: 1.0

Co-funded by the Horizon 2020 programme of the European Union

Co-funded by the Chinese Ministry of Science and Technology

The project has received funding from the European Union's Horizon 2020 Research, and Innovation Programme, under grant Agreement N° 774233

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Disclaimer

SiEUGreen

The project has received funding from the European Union's Horizon 2020 Research, and Innovation programme, under grant Agreement N 774233 and from the Chinese Ministry of Science and Technology.

Throughout SiEUGreen's implementation, EU and China will share technologies and experiences, thus contributing to the future developments of urban agriculture and urban resilience in both continents.

The project SiEUGreen aspires to enhance the EU-China cooperation in promoting urban agriculture for food security, resource efficiency and smart, resilient cities.

The project contributes to the preparation, deployment and evaluation of showcases in 5 selected European and Chinese urban and peri-urban areas: a previous hospital site in Norway, community gardens in Denmark, previously unused municipal areas with dense refugee population in Turkey, big urban community farms in Beijing and new green urban development in Changsha Central China.

A sustainable business model allowing SiEUGreen to live beyond the project period is planned by joining forces of private investors, governmental policy makers, communities of citizens, academia and technology providers.

Technical References

Project Acronym:	SiEUGreen
Project Title:	Sino-European Innovative Green and Smart Cities
Project Coordinator:	Dr. Petter D. Jenssen, NMBU Phone: +4791377360 Email: petter.jenssen@nmbu.no
Project Duration:	January 2018 - December 2021

Deliverable N°:	D6.2
Dissemination level [1]:	PU (see explanation bellow)
Work Package:	WP 6 – Communication and dissemination
Task:	Task 6.2 Development of a promotional and knowledge exchange web platform and app
Lead partner:	9 - OKYS
Contributing partner(-s):	6 – EMETRIS
Due date of deliverable:	31/10/2018
Actual submission date:	06/11/2018

[1] **PU** = Public
PP = Restricted to other programme participants (including the Commission Services)
RE = Restricted to a group specified by the consortium (including the Commission Services)
CO = Confidential, only for members of the consortium (including the Commission Services)

Document History			
Version	**Date**	**Author - Partner**	**Summary of Changes**
1.0	30/09/2018	OKYS	Initial Draft
2.0	06/11/2018	OKYS	Final Version

Executive Summary

The Deliverable 6.2 "Project Website" provides a "snapshot" of the SiEUGreen project website at the time of writing this document (October 2018) and the project introduction to the public through the factsheet.

Apart from 'static' contents (i.e. project description), the project website includes 'dynamic' areas were relevant news and announcements for events are regularly (with respect to information on project news and events). All partners will contribute to the content creation and update.

The SiEUGreen website (with web domain "www.sieugreen.eu"), along with the Social Media constitute the primary means of the project's communication activities, as they are the main communication gate with the project target groups, promoting SiEUGreen activities and events.

Table of Contents

Website goals

The SiEUGreen website is published under the domain www.sieugreen.eu. This website will be used both as communication tool and repository for the project activities, with the aim to:

- **Facilitate communication and knowledge sharing** (events, newsletter, links, downloads for copies of information material)
- **Present the profiles of SiEUGreen network of stakeholders** and facilitate direct engagement through the project Linked Group "SiEUGreen"
- **Present SiEUGreen project** basic information and news
- **Present the showcases** demonstrating their preparation, deployment and evaluation

The website content will be regularly updated, on its content of "news" and "events", updates to "community", "cross links with other websites dealing with related research projects" and maintained with improvements to portal design, uploads of documents, and blogs.

The project partners will publish on websites of their organisations, a banner with an abstract of the project and a link to SiEUGreen website.

Currently, a Twitter (https://twitter.com/SiEUGreen) has been set to present the SiEUGreen project and help networking. The link is also available "live" at the website.

Finally, the SiEUGreen website will be kept active for a further 5 years upon project completion.

Website content

The SiEUGreen website has a simple and easy navigate layout. Its content is readable and comprehensive. Additional key features of the website are:

- **Responsive design** (mobile friendly): helps on good ranking on Google search
- **Search Engine Optimizaton**: we have implemented Libraries so keywords will be easy searchable by Google (keywords: urban agriculture, smart cities, green cities, green tech, innovation)
- **High level of security**: we have implemented additional libraries concerning security, like prevention of DDoS, attacks, brute for attacks, encryption of data
- **Twitter feeds**: we developed an advanced Library to show links and images
- **Cookies policy**
- It is written in English, but it is recognizable from online translating tools (e.g. Google translator) to be readable to other languages

Both types content have been included in the portal under certain sections (basic menu). For the management of the content, .NET web framework has been used to support the development.

For each section, there is the possibility to add/edit/delete sub-sections on demand through the administrative interface. The content of the portal will be updated on demand by OKYS and Emetris. Through .NET web framework administration interface the content in all sections can be added/edited/deleted.

The website complies with the current W3C standards, including HTML5, and is optimised for different browsers, including use optimised for different browsers, including use from mobile devices (smartphones and tablets).

The navigation approach of the website is intuitive, thus allowing the visitor to quickly navigate the site starting from any page. It also provides an optimal viewing experience (easy reading and navigation with a minimum of resizing, panning, and scrolling actions).

With regard to the web site design, the current layout delivers a comprehensive structure, yet with a good accessibility. Each page on the website features the project logo.

Moreover, to acknowledge the EU funding, the following sentence is provided together with the EU flag: “This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774233”.

The following sections present each part of the SiEUGreen website’s content.

Overall structure

The content of the website has been organized into different pages, as shown below.

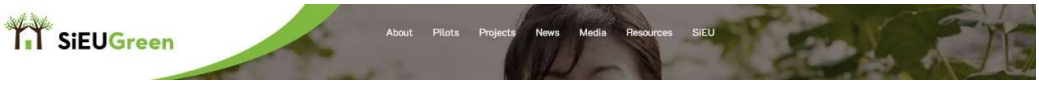

Figure 1: Website Menu Bar

Home

The home page is comprised of a top menu bar which contains the different pages with information and links. A state-of-the-art slider has been placed on the top of the page which highlights what the project goals are. Under the slider there are three banners describing the project's objectives.

Beneath there is a section demonstrating the 5 showcases in 5 selected European and Chinese urban and peri-urban areas.

Underneath there are shortcuts that lead to the main project applications. Commurban, the project's resource center and project's stakeholder intranet.

At the bottom there is a list of the latest news (also published to the Social Networks) and there is also a footer noting the copyright and the source project funding.


SiEUGreen
Developing urban agriculture and urban resilience in Europe and Asia
SiEU Green
Project Diary
Objectives
Pilots
Big urban community farms in Beijing, China
Comm'urban
Resource Center
Resource-efficient agricultural techniques
News & Resources
Numbers
250
10000
250
10000
Resource-efficient agricultural techniques
SiEUGreen aspires
SiEUGreen aspires
SiEUGreen aspires
SiEUGreen
About
Sitemap
Contact

Figure 2: SiEuGreen Website Home Page

Pilot Interventions

This page is dedicated to the project pilots that will prepare, deploy and evaluate 5 different showcases. There is one page for every different showcase:

- ✓ A previous hospital site in Norway,
- ✓ Community gardens in Denmark,
- ✓ Previously unused municipal areas with dense refugee population in Turkey.
- ✓ Big urban community farms in Beijing, China and
- ✓ A new green urban development in Changsha Central China.

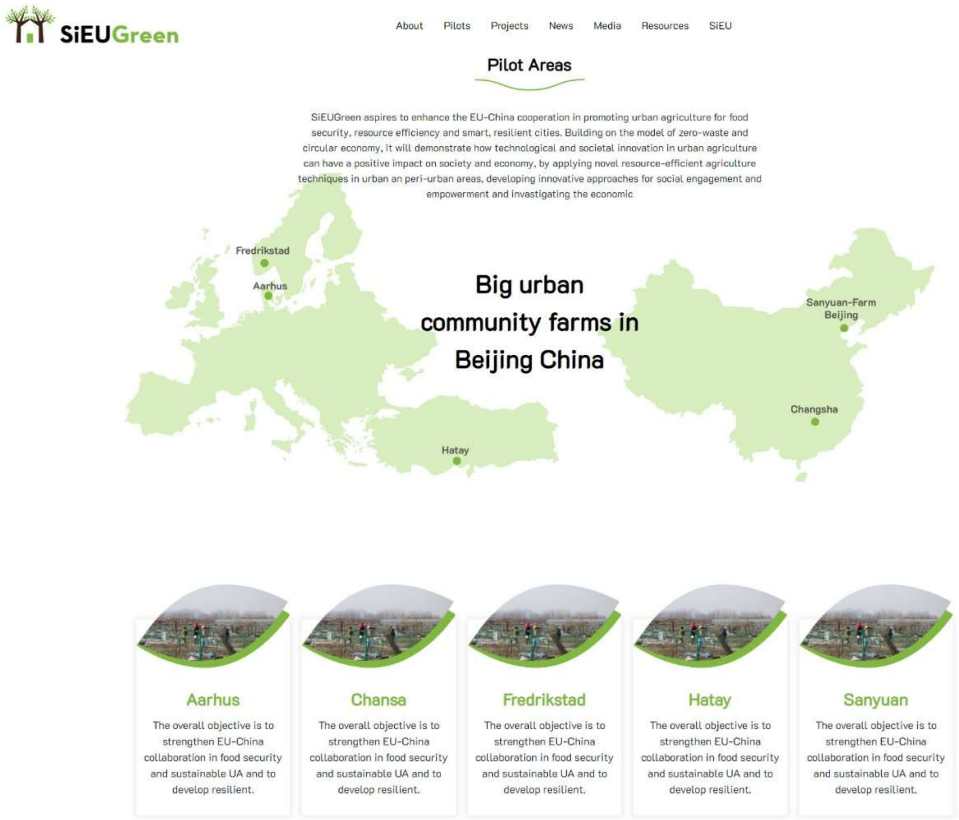

Figure 3: SiEuGreen Website – Showcase Section

News and Resources

This page includes all the information about the events organised by SiEUGreen project and the third-party events that the project is presented.

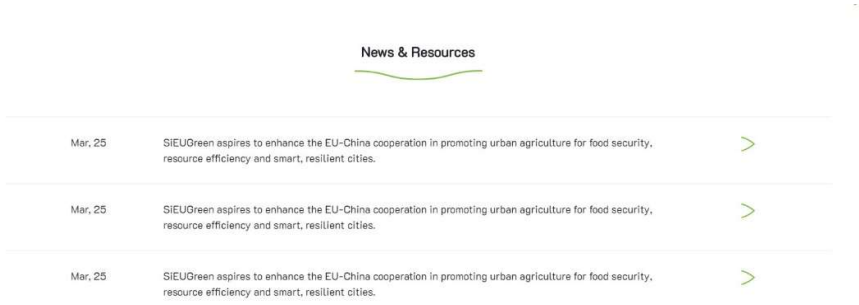

Figure 4: SiEuGreen Website – New Section

Indicators

The website will provide some of the measurable project performance indicators. The table below show the SiEUGreen project indicators that will be monitored during the project progress.

Indicator	Measurement mean
Number of visits in the project's website	Get statistics of The Pageviews (the total number of pages viewed) using Google analytics.
Number of file downloads	Number of the documents that downloaded from the project website. Counter from the website internal functionality.
Number of publications (articles, press releases, etc.)	Number of views at the dedicated pages of the website for the Press Releases.

Table 1: Indicators

GDBR

As of May 25, 2018, a European privacy law, the General Data Protection Regulation (GDPR), is in effect. The GDPR imposes new rules on companies, government agencies, non-profits, and other organizations that offer goods and services to people in the European Union (EU), or that collect and analyze data tied to EU residents. The GDPR applies no matter where you are located.

The SiEUGreen website is hosted on Microsoft's Azure premises which are physically located in the Netherlands (West Europe Region) and is fully compliant with the General Data Protection Regulation (GDPR).

In particular the SiEUGreen website:

- ✓ Protects personal privacy giving individuals the right to:
  - Access their personal data
  - Correct errors in their personal data

- Erase their personal data
- Object to processing of their personal data
- Export personal data

✓ Implements policies like:

- Notify authorities of personal data breaches
- Keep records detailing data processing
- Provide clear notice of data collection
- Define data retention and deletion policies
- Audit and update data policies

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