Project no. 311919

StarTree

Multipurpose trees and non-wood forest products a challenge and opportunity

Start date of project: 1 November 2012

Duration of project: 4 years

Collaborative Project

FP7-KBBE-2012-6-singlestage

D6.1 StarTree Website

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Reference

Adams, S., Mavsar R., 2013. StarTree Website. Deliverable D6.1 of the "StarTree" project, FP7 Project no. 311919 KBBE.2012.1.2-06, European Commission, 7 p.

Executive summary

The StarTree web portal (http://www.star-tree.eu) is a central tool for the communication and dissemination of the StarTree project. The website was designed with a view to its ease of use, the effective promotion of the project and to provide a space for news and views from regional stakeholder groups as well as ongoing information on case study developments.

Contents

1   Objectives

The aim of the StarTree web portal is to offer a central platform for the dissemination of StarTree project activities and results to project partners, stakeholders and the wider public. It also aims to facilitate the sharing of information and ideas between regional stakeholders in the project. It features an intuitive navigation based on the three-click principle (all information can be accessed in a maximum navigation of three clicks) to enable quick and easy access to all information.

To fulfil these aims the website has two main parts:

i.   A public part which was developed and structured taking in account the different user-groups and variety of audiences targeted by the project. This part of the website contains all relevant information, including deliverables, results and other outputs once they have been formally accepted. Furthermore, the website includes background information, news and event listings, links to partners' websites, press releases, publications, and pages for regional case studies and stakeholders.

ii. A link to the StarTree extranet which is password-protected and accessible only for project consortium partners and other registered members. This section includes document libraries, discussion forums, an event calendar, administrative documentation, etc., and will contribute to a successful project development, facilitating the exchange of information, coordination of administrative procedures and annual reporting.

The European Forest Institute team is responsible for maintaining and updating the website, and collecting and uploading material from project partners and stakeholders. The website will be maintained for at least 3 years after the termination of the StarTree project.

2   Partner and stakeholder involvement

The website will be managed and updated using a Content Management System which must be managed centrally. However, essential to the effective documentation and communication of the project is the vision to establish an integrated channel for information exchange, with the web portal serving as a base for a breadth of NWFP communities. This entails ensuring partners and stakeholders feel a sense of ownership of the web portal and are inspired to provide regular content for their pages as well as interact with the website and associated social media.

Partner and stakeholder needs were taken into account in the design and content building stages of the website and an open forum for feedback and proposed amendments / additions to the site will take place at the StarTree General Assembly in Riga, Latvia in May 2013.

Regional Stakeholder Group (RSG) coordinators will be briefed on opportunities for populating their RSG and Regional Case Study (RSC) pages and will in turn collaborate with stakeholders in the regions to develop their own content. Case study responsibles (CSRs) and RSG coordinators are requested to report on events and meetings by means of short news items, pictures, etc. These reports may be in regional languages with a translation into English (or translated summary) if the news items is of interest to the whole consortium. In this way, the website may serve each regional case study as the portal for region-

specific events and notices, as well as providing the opportunity for sharing news and experience with other case study regions and a wider public.

3   Website address and structure

The StarTree web portal is available at the following address: http://www.star-tree.eu/ and its design elements follow the project's corporate design, as specified in the dissemination plan (StarTree deliverable 6.2). The web portal is designed and implemented for internal and external communication needs, including web 2.0 elements. Technically, it consists of the project website and extranet with file sharing.

The website contains 9 sub-pages (see also Figure 1)

- Home – an introduction to the project and featured items on news, case studies and partners which will be changed regularly to keep the home page fresh. A slider of pictures provided from the regional partners creates a dynamic impression and visually introduces the main elements of the project. On the right-hand side, an automatic feed of latest news is available. Reference is made to the project being financed in the frame of the 7th Framework Programme by the European Commission.

- Project – opens a page with 4 tabs:

  i. Project: description of the project and visual diagram of the interrelation of the work packages
  ii. Objectives: list of project objectives
  iii. Tasks: opens 7 tabs, one for each work package
  iv. Background: more information on the background to the project and vision, with a glossary of important terms (terms also accessed with quick links from the project description).

- Partners – opens a page with 2 tabs:

  i. Partner organisations: details and web links for the 24 consortium partners, also sorted by country and with links to the individuals working for each organisation.
  ii. People: individuals working for each of the consortium partners with portrait, links to their organisation and details of their role in the project.

- Regional Case Studies – map and table views (with links) of the 14 case studies with overview of the important NWFP and MPT.

  → Drop down sub-menu allows direct navigation from the main menu to each RCS page.
  → Each RCS has its own page with an overview of the region and where information about the case study will be uploaded as the project furnishes results.
  → RCS pages have direct links to the relevant RSG for quick navigation between the two regional pages.

- Regional Stakeholders – List of RSG with links to each group page

→ Drop down sub-menu allows direct navigation from the main menu to each RSG page.

→ Each RSG has its own page with an introduction to the group, members, group news, events, pictures, links and any further information the group wishes to include.

→ These items may be in regional languages with a translation into English (or translated summary) where these are relevant to the broader consortium or to the general public beyond the region.

→ RSG pages have direct links to the relevant RCS for quick navigation between the two regional pages.

- Outputs – with links to four pages hosting the outputs of the project, also available via a drop down sub-menu from the main menu

  i. Reports: the publically available deliverables, tabulated by work package. For each deliverable a short description is given (title, subject, responsible partner, and delivery date). Once a deliverable is submitted and approved it will be also made available for downloading. However, public availability will be restricted to deliverables classified as "public" in the StarTree Description of Work (DoW).

  ii. Publications: publications written by StarTree consortium partners in the frame of the StarTree project. These can be sorted by category for easy consultation.

  iii. StarTree Database: this will become live when it has been created and populated with data collected through the regional and in-depth case studies.

  iv. StarTree Marketplace: this will become live over the course of the project as a forum for business and community interactions.

- News & Events – items are sorted into one of three main categories each of which have their own page:

  i. News: latest news about the project; this will include items from RSG and RCS pages when relevant to the whole consortium / general public A news feed also appears on the StarTree home page.

  ii. Events: Information on project events relevant to the whole consortium / general public.

  iii. Newsletter: a selection of StarTree news will be collated into a StarTree Newsletter for quarterly or trimestral dissemination (mailing list) and available for download from the Newsletter page.

- Extranet login – link to the StarTree extranet login – restricted access to registered users only

- Contact – contact details for project coordinator, project administrator and work package leaders

Figure 1: StarTree website home page