<table>
<thead>
<tr>
<th><strong>Project</strong></th>
<th>AtlantOS – 633211</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Deliverable number</strong></td>
<td>10.2</td>
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<tr>
<td><strong>Deliverable title</strong></td>
<td>Project Website</td>
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<tr>
<td><strong>Work Package number</strong></td>
<td>10</td>
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<tr>
<td><strong>Work Package title</strong></td>
<td>Engagement, Dissemination and Communication</td>
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<tr>
<td><strong>Lead beneficiary</strong></td>
<td>BLIT</td>
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<tr>
<td><strong>Lead authors</strong></td>
<td>Simon Keeble / Sandra Ketelhake / Anja Reitz</td>
</tr>
<tr>
<td><strong>Contributors</strong></td>
<td>All AtlantOS project partners</td>
</tr>
<tr>
<td><strong>Submission date</strong></td>
<td>30 September 2019</td>
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<tr>
<td><strong>Due date</strong></td>
<td>30 September 2019 (PM 54)</td>
</tr>
<tr>
<td><strong>Comments</strong></td>
<td>For the AtlantOS cost-neutral prolongation of 3 months (June-September 2019), the AtlantOS coordination asked to re-open this deliverable to showcase the updates made at the AtlantOS project website to become more outcome oriented. An update was delivered by 20 December 2019 on agreement with the AtlantOS Project Coordination Unit.</td>
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</table>

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement no 633211.
### Stakeholder engagement relating to this task*

| **WHO are your most important stakeholders?** |  
| x Private company  
  If yes, is it an SME x or a large company x?  
  x National governmental body  
  x International organization  
  x NGO  
  x others  
|  
| Please give the name(s) of the stakeholder(s):  
|  
| *This deliverable report details a number of visual, interactive and legacy products that are aimed at a wide variety of stakeholders including researchers, commerce, policy, public and education.*  
|  
| **WHERE is/are the company(ies) or organization(s) from?** |  
| x Your own country  
  x Another country in the EU  
  x Another country outside the EU  
|  
| Please name the country(ies):  
|  
| *All countries interested in the Atlantic Ocean observing, AtlantOS vision and its products and services.*  
|  
| **Is this deliverable a success story? If yes, why?** |  
| x Yes, because without such coherent data management, its value would be completely lost.  
|  
| □ No, because .....  
|  
| **Will this deliverable be used?** |  
| x Yes, by AtlantOS community and end-user groups who will continue to use and promote the AtlantOS products and services until the end of 2021 at the earliest.  
|  
| □ No, because .....  
|  

NOTE: This information is being collected for the following purposes:

1. To make a list of all companies/organizations with which AtlantOS partners have had contact. This is important to demonstrate the extent of industry and public-sector collaboration in the obs community. Please note that we will only publish one aggregated list of companies and not mention specific partnerships.

2. To better report success stories from the AtlantOS community on how observing delivers concrete value to society.

*For ideas about relations with stakeholders you are invited to consult D10.5 Best Practices in Stakeholder Engagement, Data Dissemination and Exploitation.
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Description of Work

The AtlantOS website has been designed and integrated into a suitable Content Management System (CMS) and populated with initial content. The website was launched in November 2015 and is available at www.atlantos-h2020.eu. Initial content focussed on the project aims and objectives, the consortia and partners, news and events and other relevant project information. As the project progressed, the website was continuously updated with the latest AtlantOS products and services, upcoming events, relevant news, materials produced (e.g. Newsletters), Deliverable Reports and other outputs.

Toward the end of the project, the website was extensively modified to focus on the AtlantOS achievements, First International Symposium, Materials Produced, News and its continuation into the AtlantOS program.

Website Design

A website design concept was produced and presented to the project coordination teams. Key design elements include:

- A flexible and simple to use navigation system to allow users to easily find information about the AtlantOS project.
- A top ‘slider’ to allow publicity and rapid access to information of specific interest to website visitors.
- Summary information about the AtlantOS project and links to further information.
- A map displaying the project partners and associate partners.
- A call-to-action to invite potential external partners to engage with the project.
- Upcoming events and latest news to keep visitors updated on the latest project developments.
- Links to the project Social Media activities.

Website Development

Upon approval of the design, the website was developed using the Wordpress Content Management System. Key development features include:

- Content pages
- News section
- Events section
- Calendar of all events (project specific, global and other dates of interest)
- General Contact form
- Form to invite external partners to connect.
- Email distribution lists
- Social Media integration
- Secure log in areas for partners and administrators
- Project newsletter and Work Packages subscription facility
- Map displaying the locations of partner’s organisations and external partner locations.
- Media section of the website to allow partners to obtain common graphics for the project.
All menus, pages and sections of the website are easily administrable and new sections and amendments can be made as and when required.

The website was submitted to the Steering Committee for review and feedback prior to launch.

**Security / Access to information**

A multi-tiered security layer has been implemented to the site. Categories of users have been created to ensure that content and site access is available to the appropriate groups. The user categories are:

Public User (unregistered)

Registered User

Project User (A person directly funded / engaged in the project)

Project Administrator (A role reserved for management by the project coordination team. Same access as a Project User but with the ability to add extra features that should not be generally available).

Administrator (Reserved for technical administration of the website).

Other categories of user can be created as required to provide appropriate access to content.

**Initial Content Loading**

Following development, the website was tested and populated with initial content provided by Anja Reitz (GEOMAR) in preparation for launch. The website will continue to grow as the project progresses. Initial content includes (see Figures 1 – 3):

- Summary information about the project.
- Initial news and events
- Detailed information about the consortium members
- Detailed information about the project / Work Packages.
Figure 1. Screen shot of AtlantOS project website home page.
Figure 2. AtlantOS website calendar

Figure 3. AtlantOS example Work Package page
Server and Hosting
A dedicated server has been configured to host the website and is in a permanent position on a server suitable to allow growth of the website and addition usage capabilities to be implemented during the course of the project.

Social Media Integration
A dedicated project Twitter account (@AtlantOS_H2020) and a Facebook page (https://www.facebook.com/AtlantOS-H2020-1501607506834224/?fref=ts) have been created and styled in a similar fashion to the website. These will be used throughout the project to post news, articles and events from the website as well as for providing ‘in the moment’ news from events. The most important aspect of the social media integration is to form a ‘community’ for sharing information.

End of Project Website Updates
Throughout the project, the website and social media content evolved and new functionality was development and implemented as it is required (e.g. the First International AtlantOS Symposium Website pages and online registration process). The website acted as a central hub for the project and provided information to partners, associates and a wide variety of visitors from outside of the project.

Toward the end of the project, the website was extensively modified to focus on the AtlantOS achievements (https://www.atlantos-h2020.eu, see Figure 4). The tone of the homepage was updated to focus on what the project aims and objects were. The navigation was modified to highlight the AtlantOS achievements, the First International AtlantOS Symposium, Information Materials Produced by the Project and its continuation into the AtlantOS Program (http://atlantos-ocean.org). The AtlantOS website will remain online at least until 31/12/2021 (https://www.atlantos-h2020.eu).
Figure 4. Screenshot of updated AtlantOS project website home page