

D5.3 First version of the COLLECTORS website

Deliverable 5.3

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Credits

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List of abbreviations

ACR+	Association of Cities and Regions for sustainable Resource management
CDW	Construction & Demolition Waste
P&PW	Paper & Packaging Waste
WEEE	Waste Electrical and Electronic Equipment

Introduction

A specific website was developed for the dissemination and communication purposes of the COLLECTORS project. It was created as an online tool and space for announcing project developments, as well as news from the partners and as the major communication tool for announcing new deliverables, project achievements, milestones and events.

The current document outlines the purpose of this website, as well as its initial content and future developments.

General information

Objectives and overview

A first version of the website has just been launched end of March 2018 in order to ensure quick communication at the start of the project. It includes general information on the project, presenting COLLECTORS' objectives, partners, activities, progress, and results.

The website will enable interested stakeholders to find out more about the project, follow its activities, and register to the newsletter, as well as to the Regional Working Group and expert panels. It will serve as a tool for a clear communication and wide dissemination of the project news, activities, outputs and results. Thus it has mainly an informational purpose. It will provide the different target groups with a stable source of information, in an attractive and encouraging way. The website allows interested stakeholders to find out more about the partnership and their activities within the project.

In addition to serving dissemination purposes, the website will meet direct communication needs too. Visitors will be able to interact with the COLLECTORS consortium through a contact form where they can send questions and comments. Project partners will also be able to share information about the project progress and deliverables through the private area of the COLLECTORS website.

At a later stage, the website will be further developed during the project and the web-based platform will be integrated (Task 5.4). To ease the involvement of the Regional Working Group (RWG) members and inform them on the project's progress, an extranet will be set up. The extranet will enable users to share work documents, gather comments and feedback, present the timeline of the project and organise RWG meetings. It will also be used to centralise the communication between the project's consortium and the RWG, and to allow its different members to interconnect.

Development

A specialist website developer was sub-contracted for website design, development, hosting, maintenance and integration of the information platform.

The website relies on WordPress, a web content management system (WCMS), which allows modifications on the website by the administrator without needing any particular web developer skills.

Web-based information platform

Integrated results from WP1, WP2, and WP3 will be included and reported in a web-based platform in a corresponding and comparable manner. Through the platform, authorities/end users will be able to get information on relevant waste collection systems. Relevance of the collection systems will be defined according to pre-defined criteria and specific input data entered by the user (such as information on local characteristics and preferred selection criteria).

The design and layout of the platform will be discussed with the Regional Working Group whose members will be invited to test draft version to provide feedback. The platform will be presented during stakeholder capacity building events and during the web training. The platform will be integrated in the COLLECTORS-website and will be made available first at M11 with information from WP1. Updated versions of the platform are foreseen at the end of WP3 and at the end of WP4. Throughout and after the project the website will be further developed, maintained and exploited.

Website content

The website was imagined a living space, in order to be attractive for web users. In that sense regular news articles will be posted. The **website content will be provided by all partners** throughout the duration of the project. The relevant tasks leaders will be involved in drafting the technical parts in relation with the tasks and deliverables they are in charge of. ACR+ will centralise the content, have it validated by the project's coordinator and ensure the input of the content in the website.

The website is available in English at the address www.collectors2020.eu as of March 2018. Updates will be done at least 4 times a year and according to the tasks achieved by the project. The aim is to reach 3000 unique visitors, which will be verified by using Google Analytics. To ensure the website reflects the project's activities, it is important that it becomes a living space. Partners will be invited to share news that will be presented on the project's home page.

A first version of the website outline and contents was sent to the developer to set up the initial website in its most basic form. As the project evolves, partners will adapt the text to take into account progress and results. The initial menu structure can be seen in Figure 1.

The Website includes an online subscription to the COLLECTORS newsletter (by filling in a form) and will include access to the key deliverables by the project as they are developed, as well as subscriptions to the events.

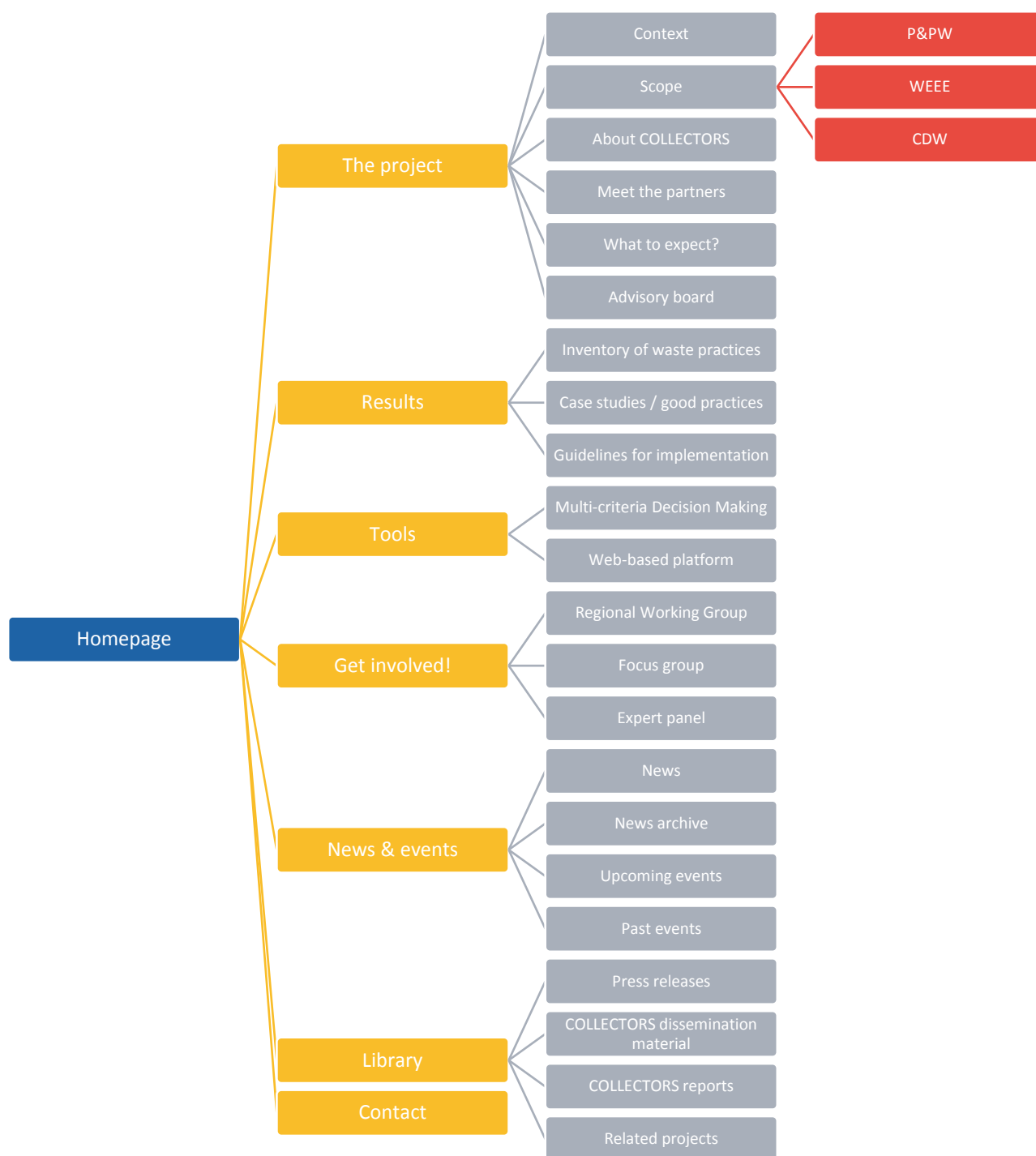


Figure 1 Website core menu structure

Special functionalities

The following functionalities were integrated into the website for better performance and exploitation:

- **News section:** when a new news item is drafted it is automatically fed into the news block on the homepage as well as in the archive.
- **Search option:** it is possible for the user to search the website for words, phrases and/or provide them with key topics from which to choose.
- **Online forms:** a form building tool (plugin) is available on the website, so that the website administrator can build and edit forms without recourse to the web developer. The website administrator is able to choose the different items/categories of the registration forms as well as to modify to which email address the registrations are sent. The forms include:
 - registration to an event
 - subscription to the newsletter
 - contact us
- **Visitors statistics:** it is possible for the website administrator to have access to statistics on the website, for better monitoring and reporting on the effectiveness of the website
- **Newsletter management:** the website includes a newsletter management tool which enables newsletters to be sent from the website and to be stored there
- **Contact list:** together with the newsletter management tool, it is possible to have a management of a contact list – newsletter receivers – directly via the website. Keeping this information in a secured place with limited access will help comply with the requirements on personal data protection.
- **Social network integration:** in order to enhance the visibility and number of visits to the website, the website has direct links to Twitter and LinkedIn.
- **Email account:** a general email account for external communication with the same domain like the website: info@collectors2020.eu

Design

The overall design of the website respects the project's visual identity. Screenshots of various pages are presented in following pages to give an overview of the website's design.

Figure 2 gives a screenshot of the home page where key pages of the website can be easily and directly accessed.

Each page contains the disclaimer stating that the project received funding from the EU and that the content of the website does not reflect the official opinion of the European Union, as requested by the Grant Agreement.



Figure 2 Homepage and its main sections

The homepage includes an image slider, for which the images can be modified depending on the communication needs. For now, it shows collection systems and the three waste streams – some examples are shown in Figure 3.

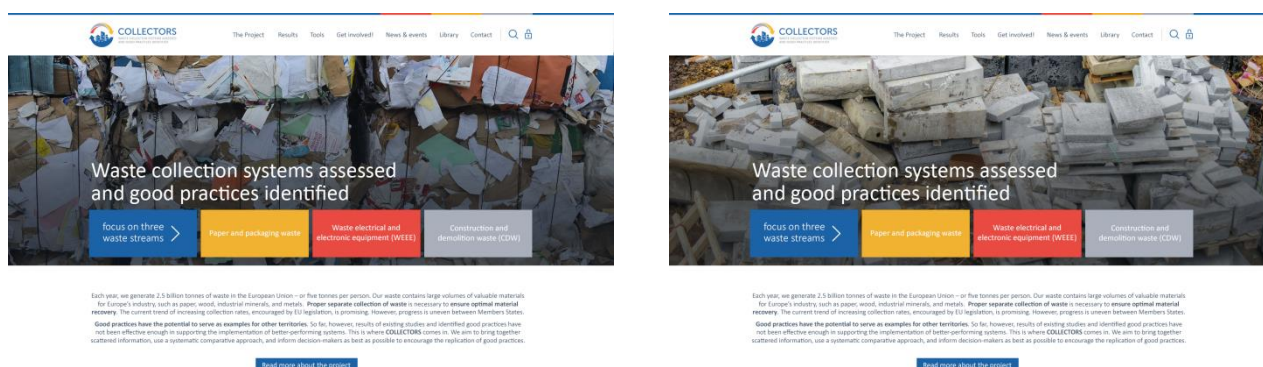


Figure 3 Example images in the homepage image slider

The main pages are accessible via the menu that is permanently displayed on the top of each page. The sub-pages should appear when passing over the menu categories, as shown in Figure 4. It is possible to change and adapt the whole menu structure and to add, edit, and delete menu items by the website administrator.

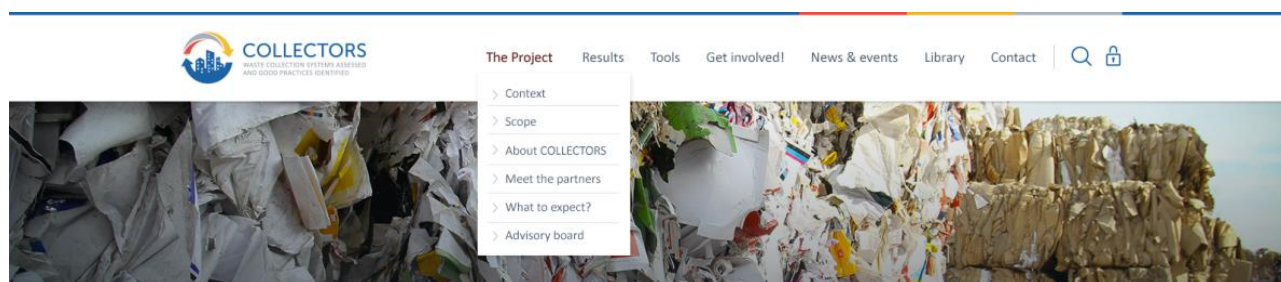


Figure 4 Drop-down menu to access subpages

In order to keep the website as simple and attractive as possible, visual elements were used whenever possible instead of text, as shown in Figure 5, Figure 6, and Figure 7. Additionally, each news item will have a photo to illustrate it.

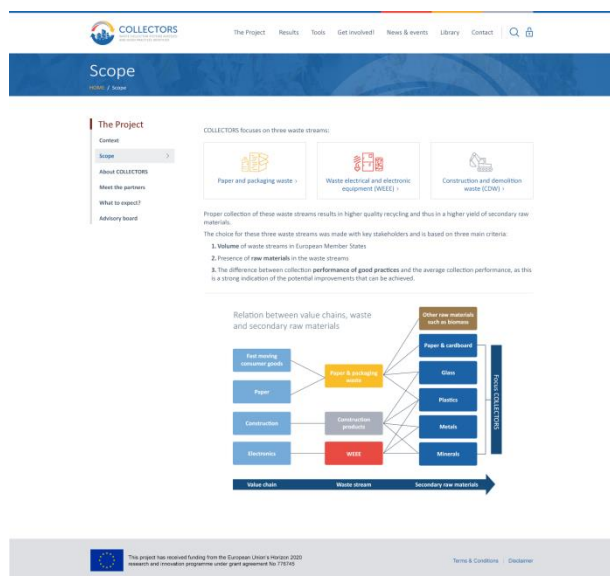


Figure 5 Scope page

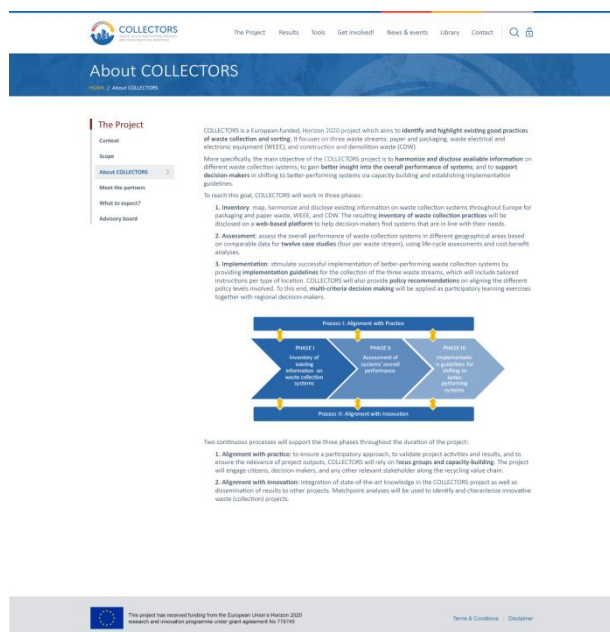


Figure 6 About COLLECTORS page

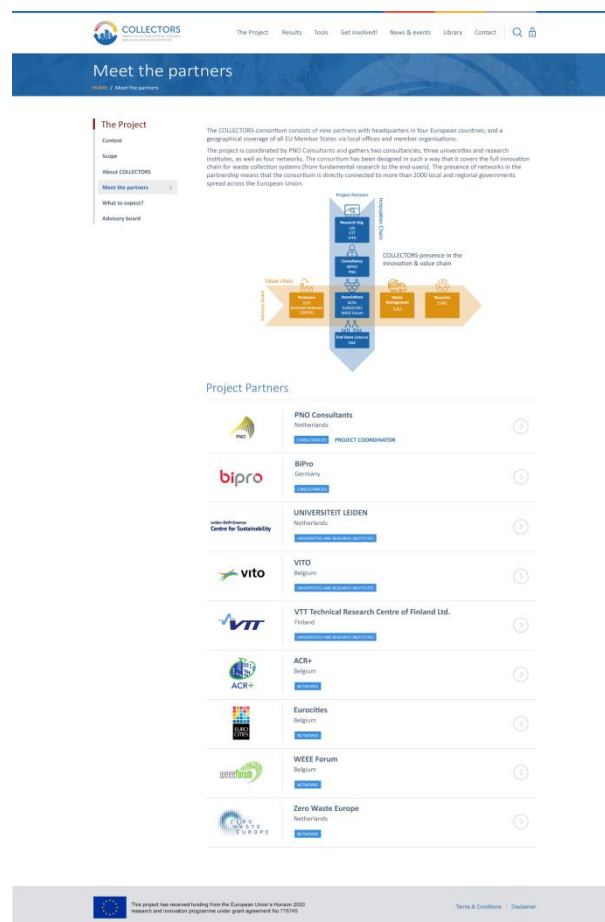


Figure 7 Meet the partners page

COLLECTORS Consortium



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www.pnoconsultants.com



BIPRO
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VTT
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VITO NV
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ACR+
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WEEE FORUM
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ZERO WASTE EUROPE
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