



SciShops

ENHANCING THE RESPONSIBLE AND SUSTAINABLE EXPANSION OF THE SCIENCE SHOPS ECOSYSTEM IN EUROPE

D7.1

Project website, social media channels and communication activities (Additional Report)



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Project

Acronym:	SciShops.eu
Title:	Enhancing the Responsible and Sustainable Expansion of the Science Shops Ecosystem in Europe
Coordinator:	SYNYO GmbH
Reference:	741657
Type:	Research and Innovation Action
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Website:	project.scishops.eu
Consortium:	SYNYO GmbH (SYNYO) , Austria Handelsblatt Research Institute GmbH , Germany University of Hohenheim , Germany KPMG Limited , Cyprus The National Unions of Students in Europe , Belgium Institute of Social Innovations , Lithuania University of Oxford , United Kingdom Katholieke Universiteit , Belgium Universidad Carlos III De Madrid , Spain Universitatea Politehnica Din Bucuresti , Romania Università Degli Studi Di Brescia , Italy Universiteit Leiden , Netherlands International Center for Numerical Methods in Engineering , Spain Institute Jozef Stefan , Slovenia Wuppertal Institute for Climate, Environment and Energy , Germany Vetenskap & Allmänhet , Sweden Bay Zoltán Nonprofit Ltd. For Applied Research , Hungary SciCo Cyprus , Cyprus

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Executive summary

This report presents information on the on the main digital resources and channels which were implemented as part of the SciShops.eu project. First, the structure of the project website and its content are explained. Illustrated by selected screenshots, the design, functions, and content of the website and each of its sections are highlighted. Furthermore, SEO (search engine optimiser) and Google Analytics information are explained. The report also includes information about social media channels and communication activities, which were set up as main tools for distribution and dissemination. Twitter and Facebook accounts are already launched and further social media channels (e.g. YouTube) may be set up later on. The project website will be regularly updated and possibly include new sections at a later stage. It represents only the first step of the project's communication and dissemination activities.

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1 Introduction

This report provides information on the main digital resources and channels, which were implemented as part of the SciShops.eu project. First of all, the structure of the project website is explained and its content is highlighted. Some selected screenshots illustrate the design, the functions and the sections and subsections of the site. Then, the report documents the social media channels, which were set up as central distribution and dissemination tool. After that, the main communication activities and channels are presented. Finally, we would like to remark that the website will be regularly updated, possibly including new sections, and it represents only a first step of our communication and dissemination activities. In the future, further social media channels (e.g. YouTube) may be set up whenever the consortium considers it necessary.

2 Project website

The project website can be accessed through <http://project.scishops.eu/>

2.1. Structure

The structure of the SciShops.eu website is illustrated in Figure 1. In the following, each subsection will be described with more details.

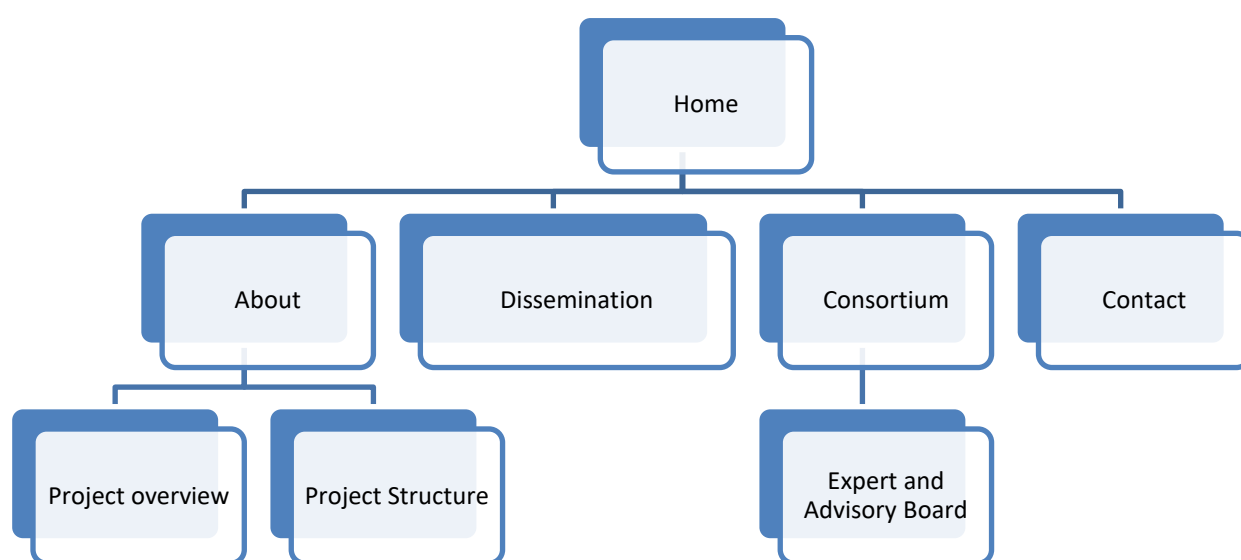


Figure 1 Structure of the SciShops.eu website

Figure 1 shows the high-level sitemap of the website. The main menu includes the most frequently required links like shortcut to the home page, project overview, media centre or dissemination and contact. The main menu items will be sublevelled into pages which give another context to these items.

The sitemap is also created as XML Sitemap and connected to SEO (Search Engine Optimizer) for better indexing and searching on search engines like Google, Bing, Yahoo and more.

2.2. Outline of the content

The front page (“**Home**”) highlights the main facts in brief and provides information on the project and the funding scheme as well as the project number and the coordinator. It also highlights the main targets and partners within the project.

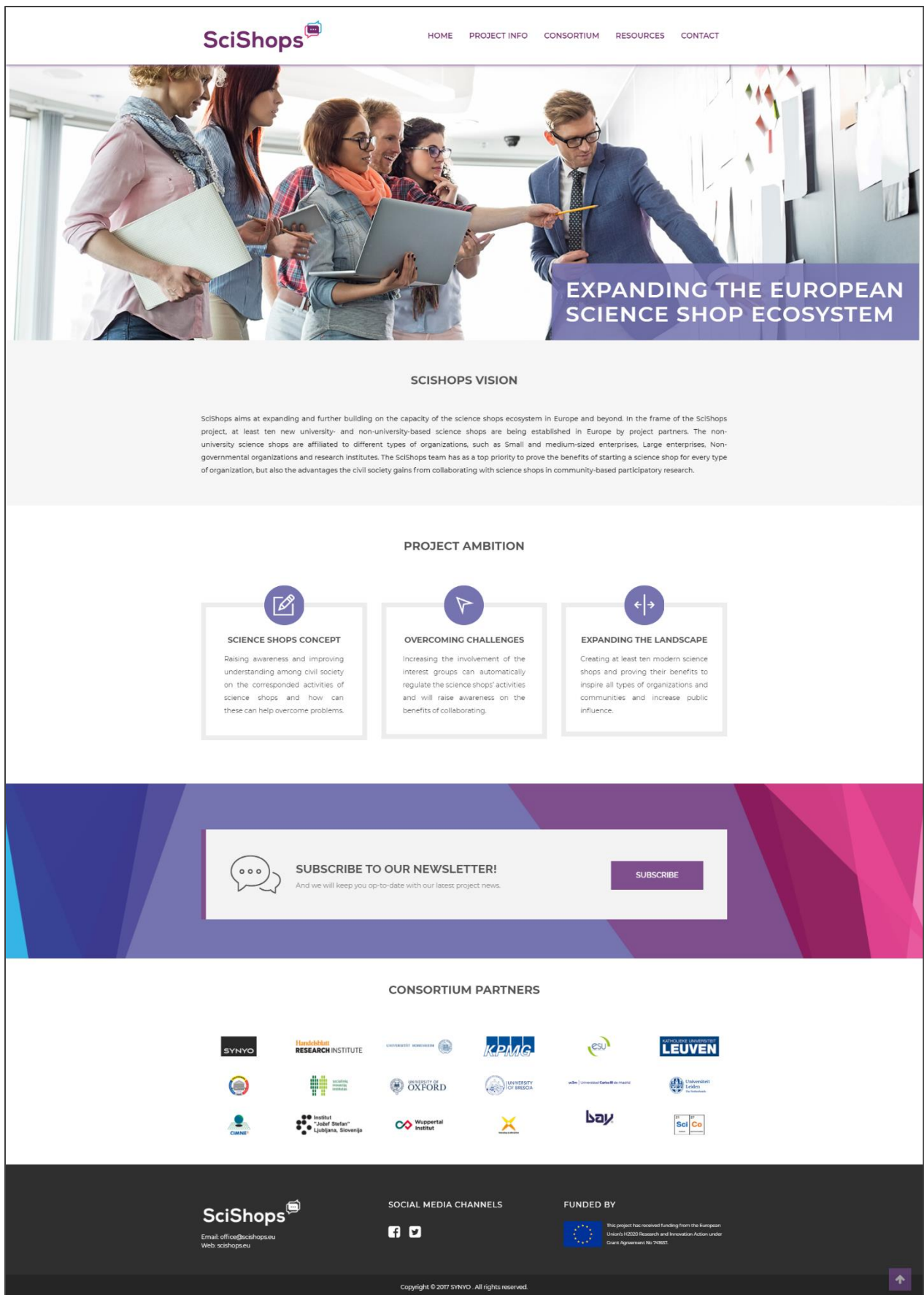


Figure 2 SciShops.eu Homepage

2.2.1 Section “About”

Project overview

The subsection provides a project overview and presents the main facts. It includes a brief introduction in the background of the project. Then objectives of the project are highlighted, before presenting a detailed description of the SciShops.eu partners.



Figure 3 SciShops.eu Project Overview 1

Project structure

This page shows how the work is planned and divided into work packages. The work is presented into planned deliverables. The public deliverables will be uploaded and linked at the end that related list item. The list items have an icon at the beginning which indicates the status of the deliverable (submitted or not).

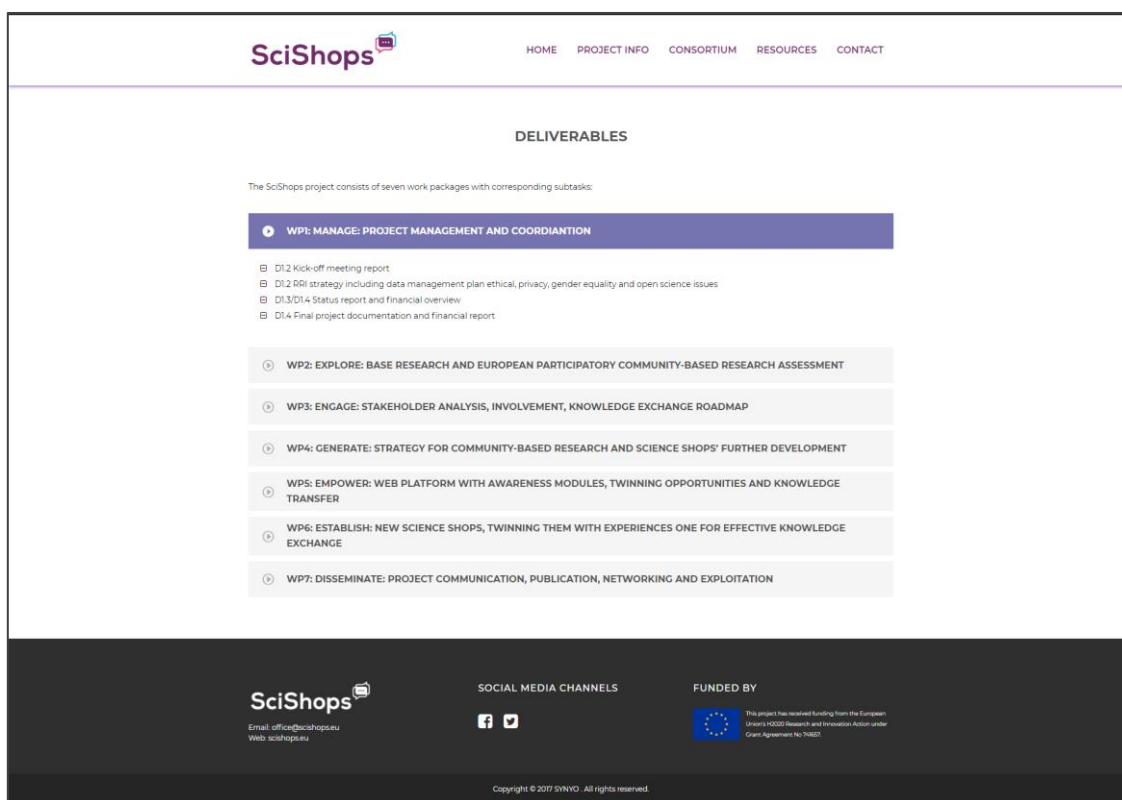


Figure 4 SciShops.eu Project structure

2.2.2 Section “Dissemination”

The section on dissemination offers space for listing of dissemination materials (flyers, factsheets etc.) and publications. It will be filled during the course of the project. Moreover, it contains downloadable versions of the project abstract, logo and the latest tweets posted by the official SciShops.eu twitter account.



Figure 5 SciShops.eu Dissemination

2.2.3 Section “Consortium”

This section provides information on the partners of the project. It includes a description of the institutions and their role in the project. Additionally, a simple click on the specific link brings to the related institution.

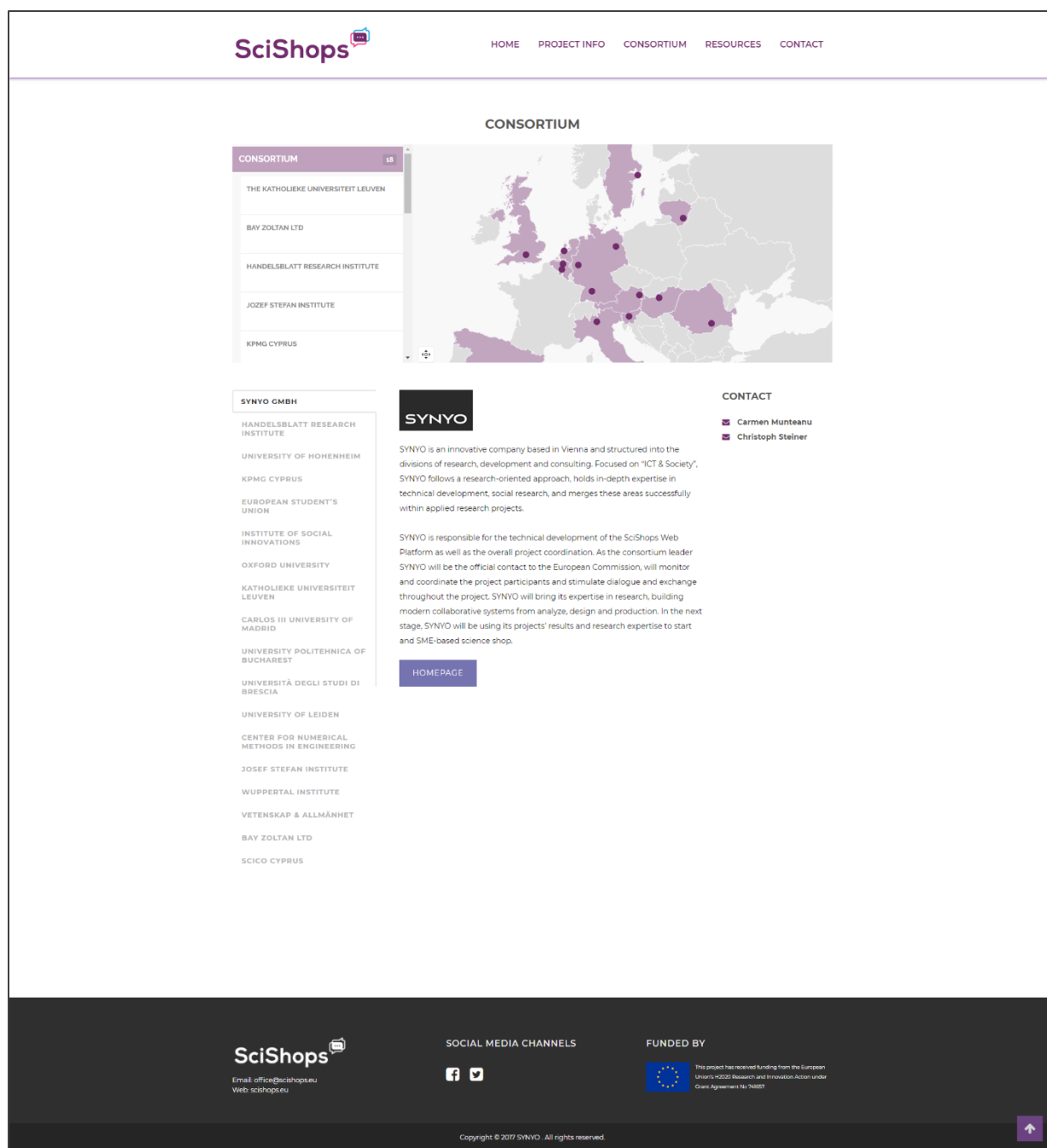


Figure 6 SciShops.eu Consortium

Expert and Advisory Board

In this page the selected Expert and Advisory Board members will be presented. A list of members is shown, and a link as preferred will be added at a later point.

2.2.4 Section “Contact”

The section shows the contact details of the coordinator (SYNNO GmbH) of this project. In addition to a web form for getting in touch with the project team, it includes the mailing address of the coordinator. For more information about the project or specific enquiries a single point of access email is provided (office@scishops.eu).

SciShops HOME PROJECT INFO CONSORTIUM RESOURCES CONTACT

CONTACT US

Your Name (required)

Your Email (required)

Subject

Your Message

SEND

PROJECT COORDINATOR

Project SciShops is coordinated by:

SYNYO

ADDRESS

Otto-Bauer-Gasse 5/74
1060 Vienna
Austria

Email: office@scishops.eu
Web: project.scishops.eu

SciShops
Email: office@scishops.eu
Web: scishops.eu

SOCIAL MEDIA CHANNELS

FUNDED BY

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Figure 7 SciShops.eu Contact Form

2.3. Search Engine Optimiser

The website has installed a SEO plugin which will increase the visibility of the site. In addition, the website is connected with Google Webmaster Tools to increase the project index in search engines.

2.4. Google Analytics

Project website is connected also with Google analytics which will help us survey the usage of the site from end users in different dimensions like location, language, device, technology, demographic, browser and more.

3 Social media channels and communication activities

A Twitter account was already created: https://twitter.com/SciShops_eu . It aims at increasing the presence and visibility of the project in Social Media Channels. Furthermore, it should serve as an important communication tool throughout the whole project duration and afterwards. Tweets about the project start and first presentations of SciShops.eu were already posted. Additionally, a Facebook account has been created, available at <https://www.facebook.com/scishops/> .



Figure 8 SciShops.eu Twitter Account

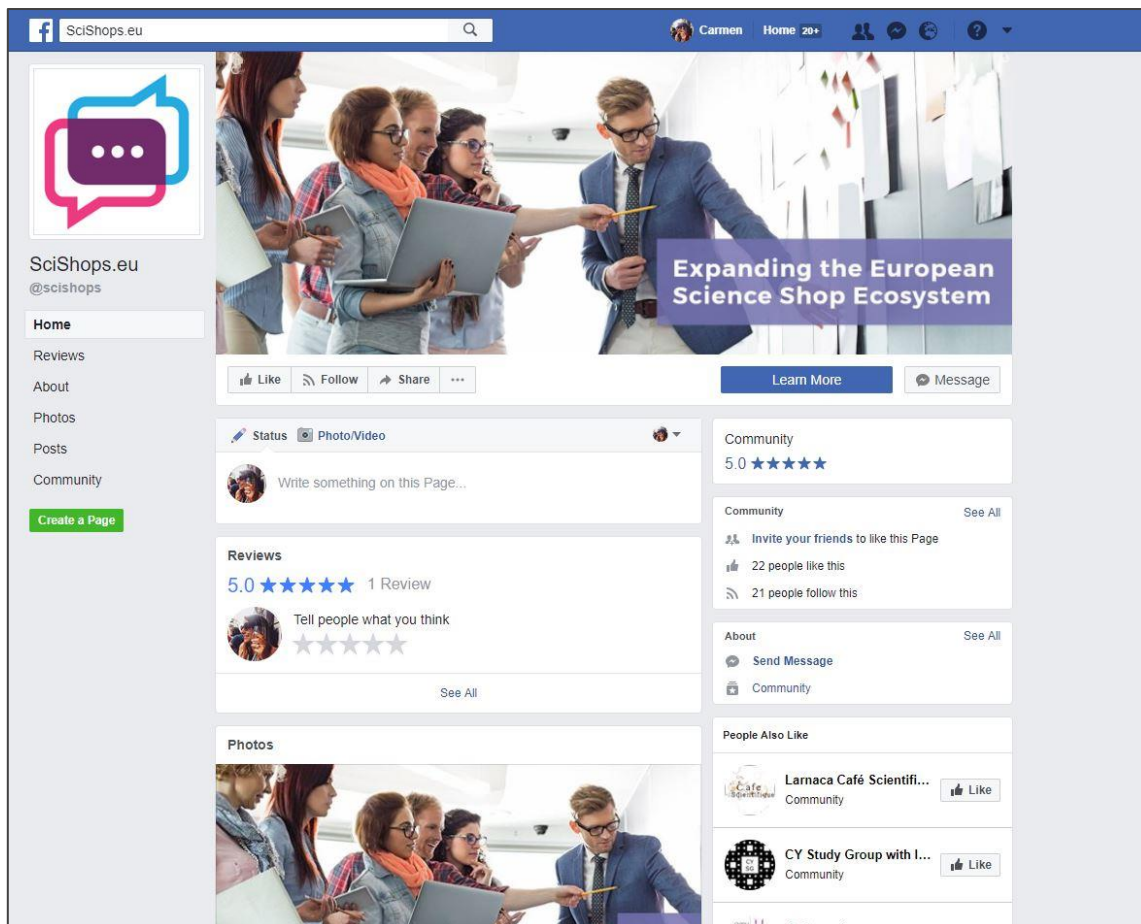


Figure 9 SciShops.eu Facebook Account

4 Conclusion

The project website will serve as an important resource and dissemination tool, where researchers, experts, stakeholders, the interested public and potential participants can find the relevant information about the project. The website is object to change as new information will be published or changed.

In addition to the project website, further dissemination channels and activities are planned to be enrolled including Youtube and Dissemination materials.