

## Deliverable 8.6

### Project website

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## WEB SITE – [www.GEOEssential.eu](http://www.GEOEssential.eu)

According to our work plan, the project should undertake a series of communication activities to directly engage with different target groups, present the project to the broader R&D community of the sector, develop mutual channels for knowledge transfer and collective learning, and obtain relevant feedback from local market actors for the development and implementation of target group-adapted solutions (Table 1). Among these activities the Website plays an important role and is a major communication channel.

*Table 1: Dissemination tools, channels, contents and targeted audiences*

Tools [Channel]	Content	Targeted audiences
Web pages [Website]	Main portal of the project [ <a href="http://www.GEOEssential.eu">www.GEOEssential.eu</a> ]. Links to other key national and regional websites of agencies and EO associations or clusters.	Public
Documentation [Website]	Accessible repository for all public results, i.e. downloadable tools and datasets (where possible), including the public deliverables. Publication of training material (tutorials, etc.). The press echo documents the collective dissemination via local and regional press, radio and TV features, newsgroups/newsfeeds, and the internal channels of key disseminators.	EO experts, scientists, stakeholders
Communication kit, [Website]	General background info on the project, partners and objectives. Corporate visual identity (logo, layout templates). Project factsheet, brochure, PowerPoint standard presentation and roll-up/posters.	Public, EO experts, scientists, stakeholders
Press releases, newsletter, news, videos, [Website, Social Media]	Update news on all ongoing activities, progress and important achievements of the project, plus early announcements of upcoming events of the project and in the sector. E-newsletter is foreseen twice a year. Twitter and LinkedIn newsgroups are feed on a regular basis. Project events, launches of pilot projects, and interesting individual stories of target groups used as headliner/topic.	Public, media, stakeholders
MOOC [Website]	MOOC on Earth Observation knowledge: Remote sensing and In Situ data, Essential Variables, Indicators, Policy needs	Scientists, EO experts, students
Publications [Website]	A scientific publications strategy in international open access peer-reviewed journals will be prepared from the main outputs of the projects	EO experts, scientists, stakeholders
Data and knowledge [IPR]	An Intellectual Property Right agreement will be included in the Consortium Agreement to allow for, collectively and individually, pursue market opportunities arising from the	Project participants, private sector

	project. A Dissemination and Data management plan will be elaborated in WP8.	
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## Methodology

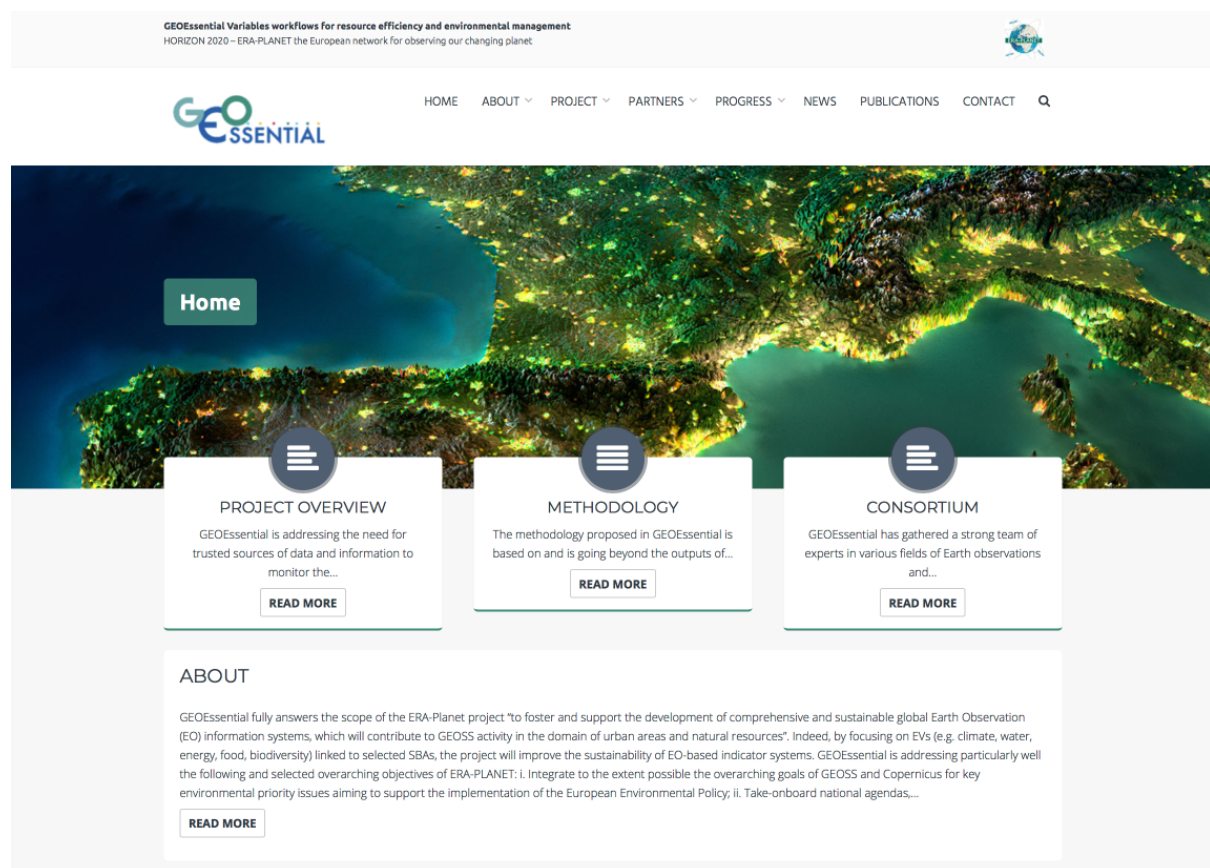
GEOEssential web presence has been developed using the open source solution, Wordpress CMS (content management system) and takes advantage of the open community support that guarantees the longevity and future proof of use, update and sustainability, which is an important requirement from the European Commission.

www.GEOEssential.eu displays and handles a modern design architecture which is optimized to work on multiple devices, browsers, and systems using a customized fully responsive free theme.

The website is highly reliable with image optimization of its elements and it supports the scalability that provides fast loading of the content to user. It is optimized for search engines tools and integrates connectivity and sharing with social media networking sites.

Security tools and supporting plugins are setup and used to extend functionality and maintenance and to enhance the reporting activity and traffic measurement of the website use.

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*GEOEssential website*