



# Impact matrix analysis and cost-benefit calculations to improve management practices regarding health status in organic dairy farming

Project Number: 311824

## - Deliverable -

### D7.2 - Launch of IMPRO website and newsletter

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#### Executive Summary

This document describes the state of the IMPRO project website at the end of March 2013. It contains a brief introduction of the principles for its development and its structure. The Deliverable does not only involve this documentation but also development and maintenance of the website itself. A continuous evolution of the website is expected throughout the project lifetime.

Dissemination Level		
PU	Public	PU
PP	Restricted to other programme participants (including the Commission Services)	
CO	Confidential, only for members of the Consortium (including Commission Services)	



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## 1 Purpose of the IMPRO website

### 1.1 Objectives of the website

Within the IMPRO project, WP7 aims at implementing an effective communication of the obtained results, to inform about the results and innovations brought by the project. The project website is an important tool within this communication strategy and for the external audience the main channel to access the project information and results.

The objectives of the IMPRO website are:

- to provide information on the IMPRO project, its R&D framework and the partners,
- to give access to the public to deliverables and to any other public document of interest produced within the project like project presentations, brochures and press releases,
- to serve as a contact point to the project,
- to allow stakeholders to get into contact with the consortium,
- to network with other related projects, communities and initiatives.

### 1.2 Target audience

In principle the IMPRO website is not foreseen as a collaborative tool, as the project will rely on other tools for that purpose (see D8.2). Therefore the target audience will consist mainly of visitors, that is, any person accessing the website to obtain information without further involvement. The overall group of visitors can represent a heterogeneous mixture, but IMPRO will target just the following groups:

- Stakeholders related to agriculture and agricultural extension with a special interest in animal health, organic dairy farming and alternative treatments,
- Academia, researchers, and other related R&D projects and initiatives,
- The European Commission (EC),
- IMPRO partners.

## 2 Functions and graphical identity

### 2.1 Website functions to meet the defined objectives

The web pages and associated functions are created to meet the dissemination and communication objectives towards the target audience. Table 1 summarises the current and planned pages and functions related to the objectives. The pages related to deliverables and publications as well as news and events will be launched as soon as the first deliverables and news are available.

**Table 1: Webpages and associated functions of the IMPRO website**

Webpage	Status	Objective
Home	Online	To introduce the main ideas and the R&D framework of the IMPRO project. The homepage is available in the native languages of the involved countries.
Project overview <ul style="list-style-type: none"> <li>• Consortium</li> <li>• Objectives</li> <li>• Expected impact</li> <li>• Workplan</li> <li>• Workpackages</li> </ul>	Online	To provide more information on the project, the partners and an overview on the workplan.
Contact and Imprint	Online	To allow getting into contact with the project members.
News and Events <ul style="list-style-type: none"> <li>• Press Release</li> <li>• Events</li> <li>• Newsletter</li> </ul>	Planned	To provide updates on the project advancement and findings as well as to motivate towards attending or contributing to planned events and workshops at a later stage of the project's life.
Newsletter registration	Online	To allow the registration for the newsletter.
Downloads <ul style="list-style-type: none"> <li>• Deliverables</li> <li>• Publications</li> </ul>	Planned	To give access to the public deliverables and to other public documents of interest produced within the project.
Links	Online	To network with other related projects, communities and initiatives.
Secure Area	Online	To forward to the internal project management area of EMDESK (see D8.2).

## 2.2 Project logo

The IMPRO logo (Figure 1) was designed to underline the project's general ideas, creating a positive and lasting impression. It contributes to an effective, consistent and correct communication of IMPRO's main concepts and ideas.



**Figure 1: IMPRO logo**

The core element of the logo is the acronym of the project, related to the first letters of the words *impact*, *practices* and *organic* and the main purpose of the project: *improvement*. A cow, the target species of the project, is placed in the centre of a circle, standing for the o in IMPRO. The dot on the i and the cow are connected with an arch, representing the idea of “bridging the gap” between research and practice, an underlying concept of IMPRO.

The IMPRO colours are green, magenta, and black as shown in Figure 2. The green colour represents the concept of nature and is related to organic agriculture. Magenta represents the aspect of energy and tension and the use of black colour reinforces the concepts of functionality.



Figure 2: IMPRO logo colours

### 2.3 General structure and website design

The IMPRO site is realised in Joomla, a content management system (CMS) to publish, manage and organise web sites. It is an open source solution and freely available. The main principle of content management systems is to separate content and design, making the maintenance of content easier. While the CMS organises all content of the site, like text, logos, pictures or documents, the design provides the used colours and fonts in a style sheet and a template, defining different areas on the site, where the content appears.

Joomla is widely used for community based websites and offers a user-friendly backend for general maintenance of the website. It provides flexibility, scalability and simplicity for the web site construction, content generation, and further upgrades. Technical support is provided by online fora, documentation, and a substantial community of developers. Several extensions enable special features like the integration of a newsletter.

The IMPRO website design benefits from the Joomla capabilities in terms of menus and blocks and is shown in Figure 3. The main menu is on top of the page and is organised to a maximum of three levels. The main content of the active page is presented in the centre and accompanied by additional information on the right side of the page, depending on the main content. The footer on the bottom of the page provides information on the location of the current page within the website for orientation ('breadcrumbs'). Furthermore, the logos of all consortium members are presented.

### 2.4 Newsletter

To inform about news within IMPRO a newsletter will be created and distributed. A newsletter will be published according to new public deliverables, press releases, and events of interest. The template for the newsletter follows the design of the IMPRO website.

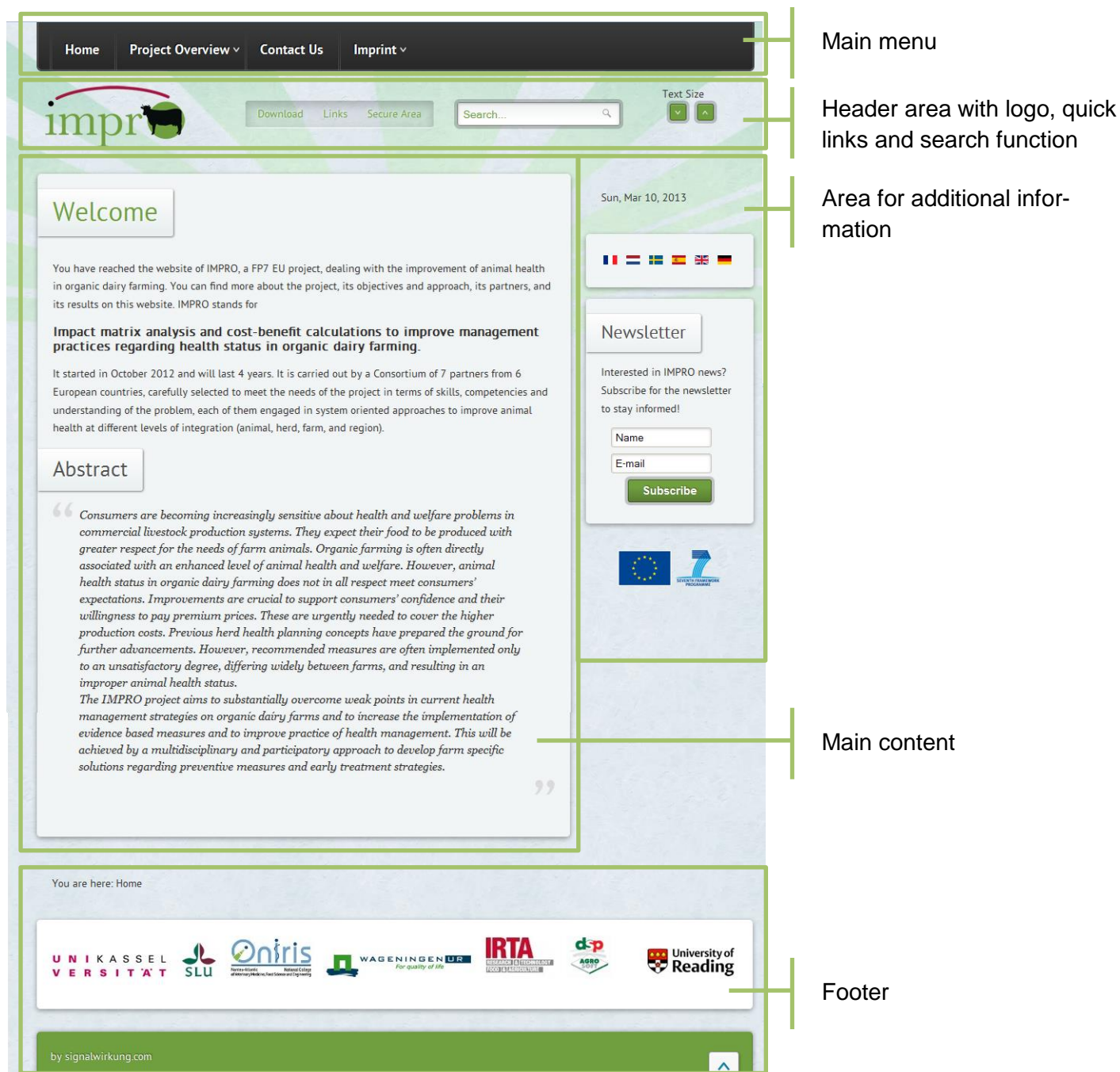


Figure 3: IMPRO website design

### 3 Operation of the website

The website is administrated by the Coordinator in collaboration with the WP7 leader. Main tasks are the update of public web contents like news about the project advancement, internal meetings and external events of interest. Furthermore, a newsletter will be prepared according to new public deliverables, or main IMPRO issues.

#### 3.1 Web domain

The IMPRO domain name (impro-dairy.eu) was selected carefully. It is short enough and easy to read and to remember. Including the project acronym *IMPRO* and the main research area *dairy*, it is



descriptive in itself. Additionally the domain provides a linkage to the project essence (European project).

The IMPRO website has been accessible from the URL [www.impro-dairy.eu](http://www.impro-dairy.eu) since October 2012.

### 3.2 Web maintenance

At general level, the website management is a continuous activity during the entire project. It deals with a set of activities like:

- Regular checks (at least quarterly) of
  - Navigation links as well as internal links
  - Style sheets for website and newsletter
  - Automated messages from the website
  - Download times of the existing content
- Domain renewals along the project lifetime (and beyond)
- Addition, removal and modification of components on IMPRO users demand

### 3.3 Content maintenance and quality

The continuous inputs (content updates, announcements, articles, etc.) of all IMPRO partners will contribute to feed and make the website vivid. In principle, only the webmaster is able to upload new information on the website. According to the Joomla user management, different types of permission can be given to the IMPRO partners, allowing access, editing, publishing and administrating the website if needed. All partners will provide the content (texts, pictures, and links) in a suitable way and will take care of the quality of the information therein contained

The partners' feedback about the website content will be gathered all along the project duration so as to implement improvements if required, in the limit of the planned effort and subcontracting budget.

### 3.4 Newsletter management

The creation and delivery of the newsletter is managed by AcyMailing, an extension of the Joomla CMS. Figure 4 shows a screenshot of the newsletter management. AcyMailing provides several features for an efficient user management like user and admin notifications (new subscriber, unsubscribe notification) and the preparation of newsletters (template management, integration of website articles, online visibility).

A template for the newsletter is created and new subscribers to the newsletter are collected in the IMPRO mailing list.



**Administration** Joomla!

Site Benutzer Menüs Inhalt Komponenten Erweiterungen Hilfe 0 Besucher 1 Admin 0 Vorschau Abmelden

**AcyMailing** Nutzer Listen Newsletter Warteschlange Statistiken Konfiguration Optionen Hilfe

**Nutzer**

- Nutzer erstellen / ändern / löschen
- Die Anmeldung aller Nutzer verwalten
- Nutzer Importieren/Exportieren

**Listen**

- Mailing Listen erstellen / ändern / löschen
- Massen-Anmeldung unter Verwendung von Filtern

**Newsletter**

- Newsletter erstellen / ändern / löschen
- Newsletter testen
- Sende einen Newsletter an eine oder mehrere Mailing Listen

**Auto-Newsletter**

- Automatischen Newsletter verwalten, der regelmäßig an eine oder mehrere Mailing Listen versandt werden kann *Nur verfügbar in AcyMailing Business*

**Kampagne**

- Erstellen Sie Ihre Marketing Kampagnen mit nachfolgenden autoresponder-Nachrichten *Nur verfügbar in AcyMailing Enterprise*
- Verbinden Sie jede Kampagne mit einer oder mehreren Mailing Listen, so dass jeder neu angemeldete Nutzer bezogen auf sein Anmeldedatum die Kampagnen E-Mails bekommt. *Nur verfügbar in AcyMailing Enterprise*

**Templates**

- Newsletter Template Erstellen / Ändern / Löschen, das Sie für jede E-Mail verwenden können

**Statistiken**

Betreff	Sendedatum	E-Mail geöffnet	In HTML gesendet	In Text gesendet	Erfolglos
Test 4	04 November 2012 20:22	100%	2	0	0
Test 3	04 November 2012 20:12	100%	2	0	0
Test 2	04 November 2012 20:04	100%	2	0	0
Test 1	29 Oktober 2012 19:59	33%	3	0	0

Figure 4: Newsletter management backend