



FOLOU

D8.5 – Project website

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FOLOU website

The project website, which is already online at www.folou.eu is the most powerful tool to widespread the project and raise awareness on its objectives, activities, results.

The website is designed in order to allow users to easily navigate through the different sections and find the relevant information on the project. The website features:

- Project scope, objectives and expected results;
- Partnership;
- Collaborations;
- News;
- Events, with a dedicated section for Twinning of regions programme;
- Resources, including publications, articles on specialized press, public deliverables, newsletters, etc..;
- Case studies with a section dedicated to regional activities;
- Library where upload all the relevant documents that stakeholders might be interested in (such as EU Directives, etc..), as well as the FOLOU tool and the Learning center;
- Contact.

A section to collect first information from stakeholders is embedded in the frontpage to facilitate the interaction with them when project activities will require the stakeholders involvement (i.e. surveys). The link to social media channels, namely Twitter and LinkedIn, are also part of the frontpage of the FOLOU website together with the link to subscribe to the project newsletter. The frontpage also includes the logo of the Biorefine Cluster Europe, which is one of the platforms supporting FOLOU.

A privacy and cookies policy has been set up to inform stakeholders on how their data will be collected and handled. All the data gathered will be treated in strict compliance with the General Data Privacy Regulation.

The website has been developed by Alys and it will be maintained by Impact over the course of the project. Therefore, Impact will take care of updating it with all the produced contents and relevant information provided by project partners.

The project website was due by M6 (June 2023) but a preliminary landing page has been created to start attracting potential stakeholders and allow them to subscribe to the FOLOU newsletter.

The website has been conceived to be user-friendly adopting responsive design allowing a good browsing experience from different devices. This will ensure that the content of the website is correctly displayed by interested stakeholders at any time, ensuring an effective promotion of the project.

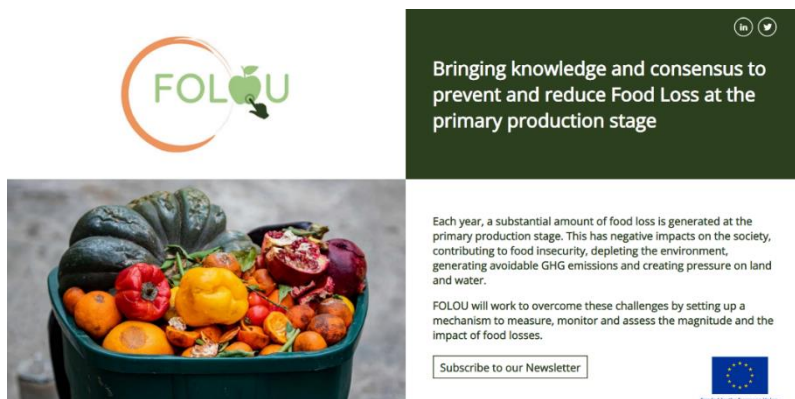


Figure 1. FOLOU website - preliminary webpage

To monitor the website outreach and engagement, the website activities will be tracked with MATOMO, which will provide all the analytics related to users, downloads and visits to the webpages of the FOLOU website.

Below some screenshots of the different sections of the website.

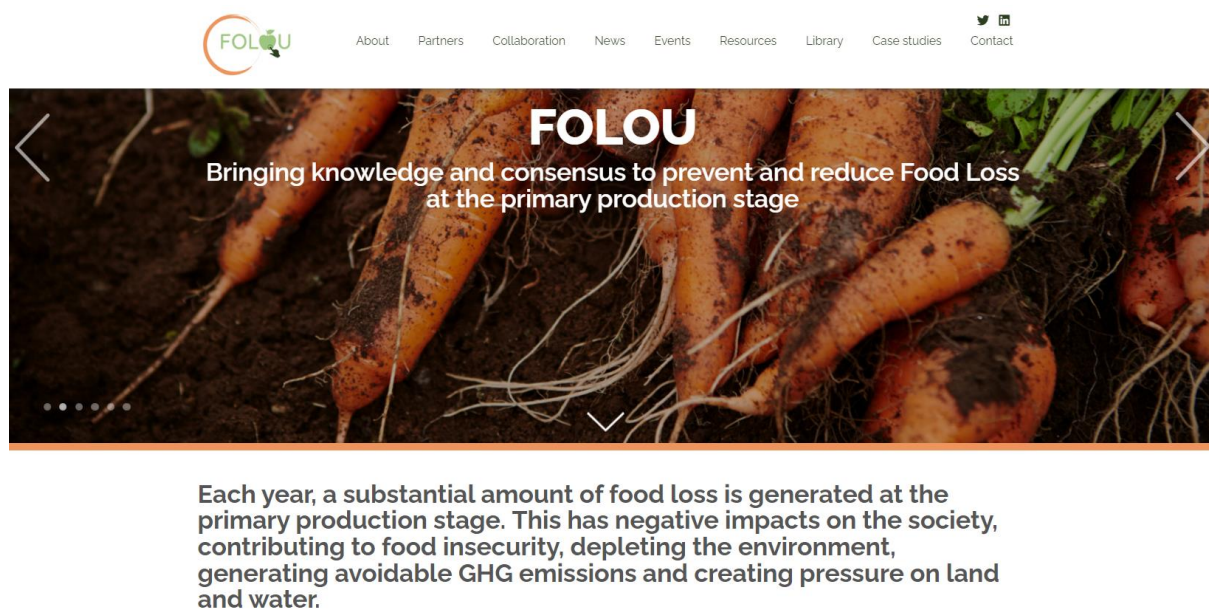


Figure 2. FOLOU website. Screenshot frontpage (1)

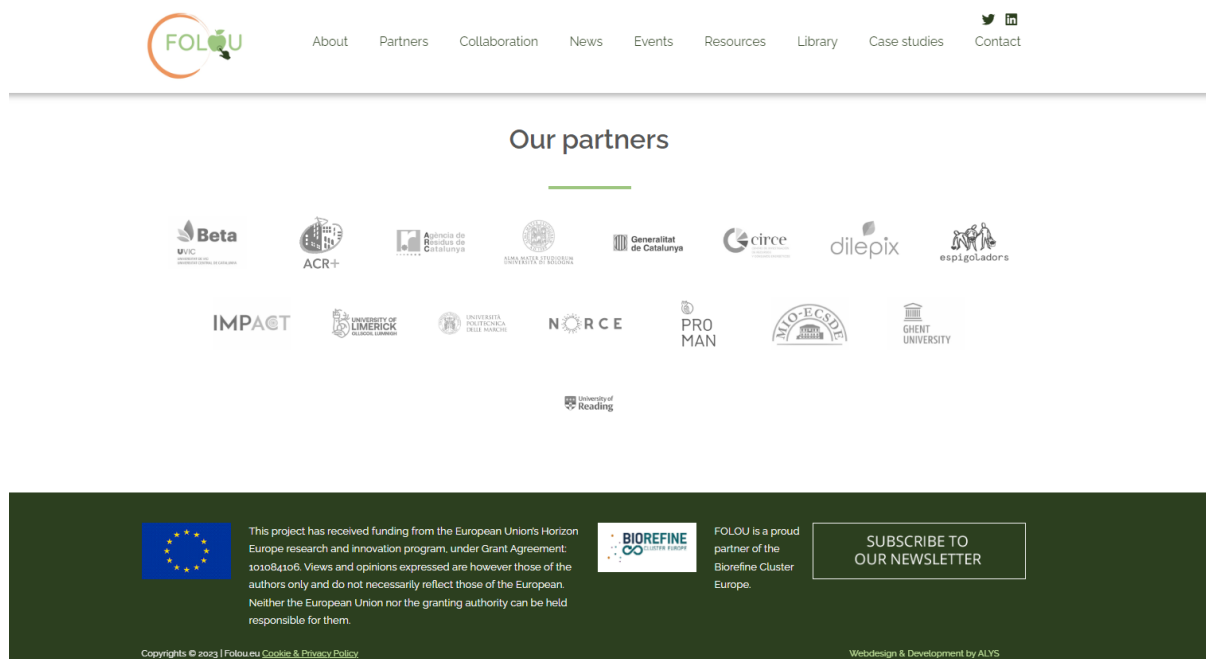


Figure 3. FOLOU webpage – screenshot frontpage (2)

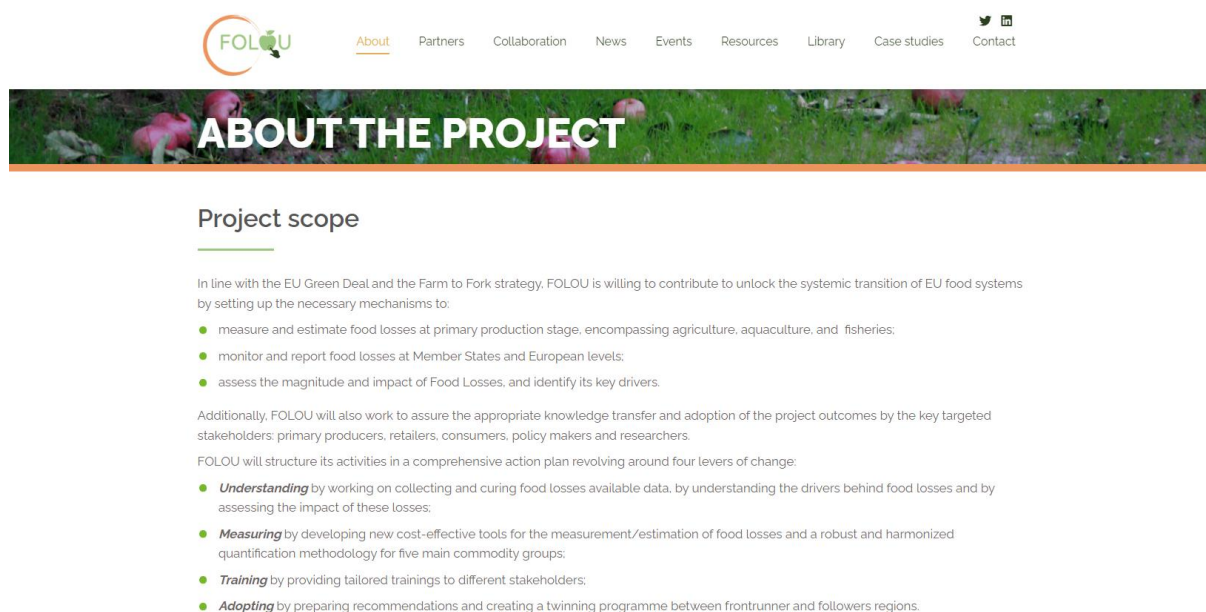


Figure 4. FOLOU website - About the project

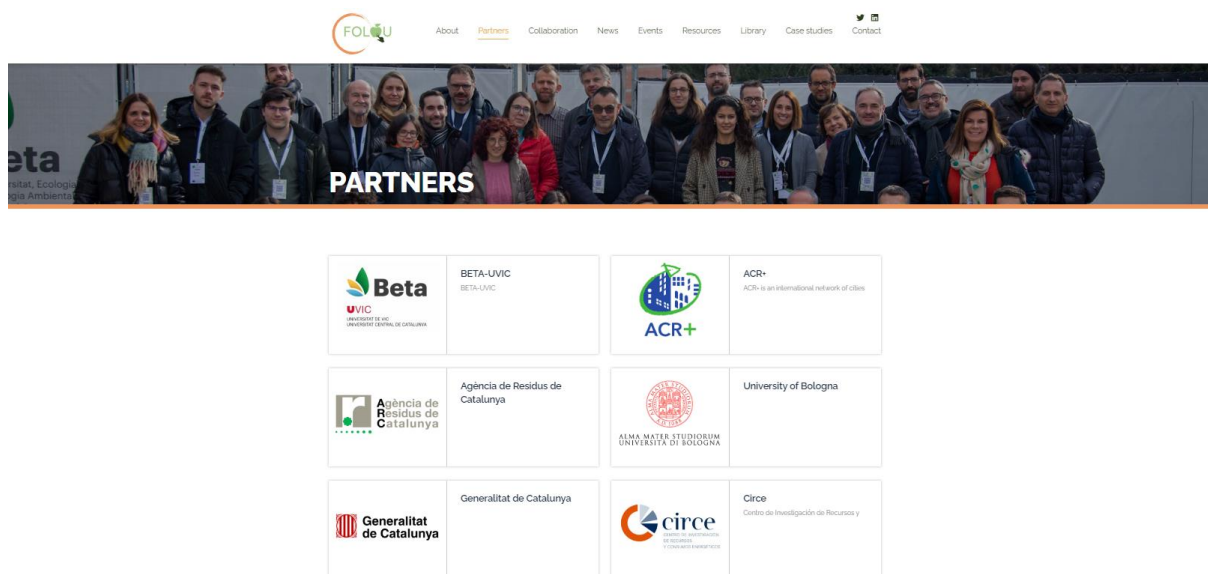


Figure 5. FOLOU website. Partners



Figure 6. FOLOU website. Collaboration and networking

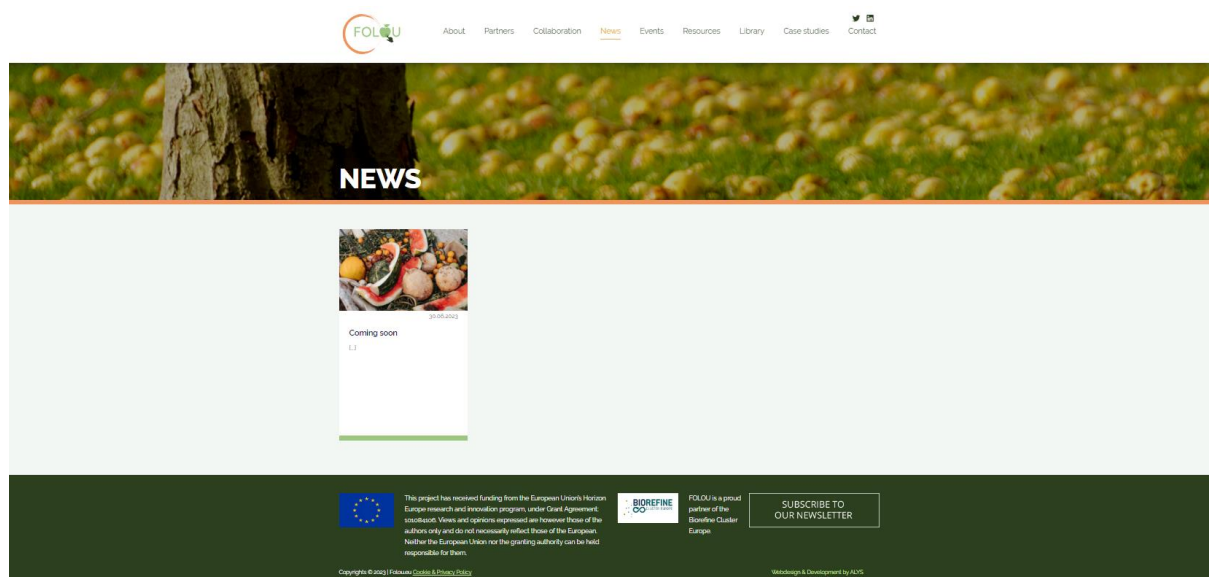


Figure 7. FOLOU website. News



Figure 8. FOLOU website. Events

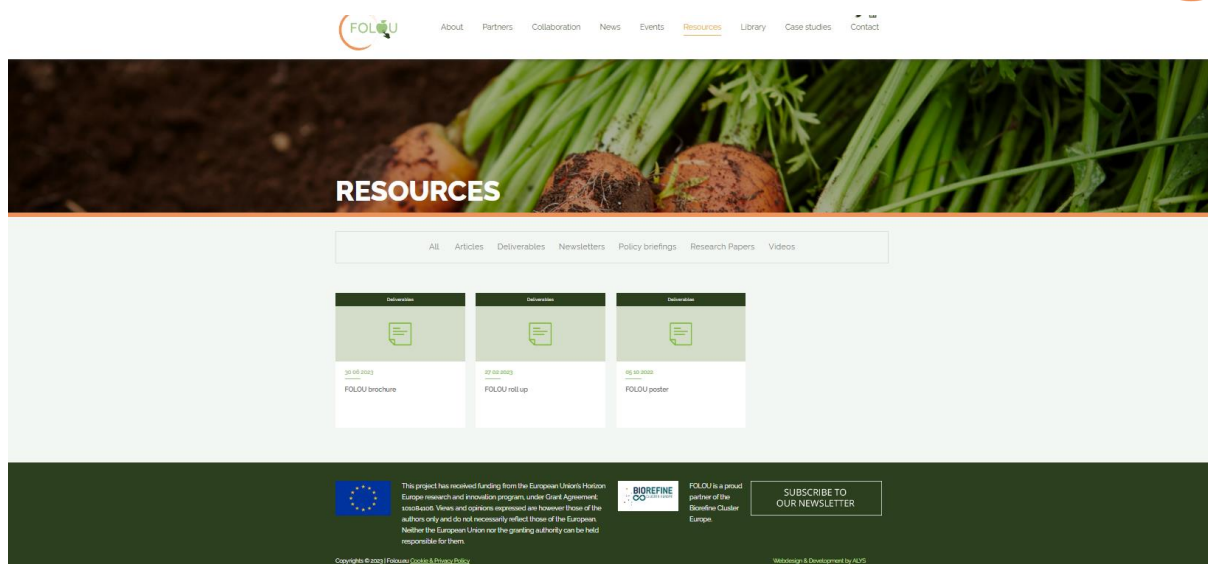


Figure 9. FOLOU website. Resources

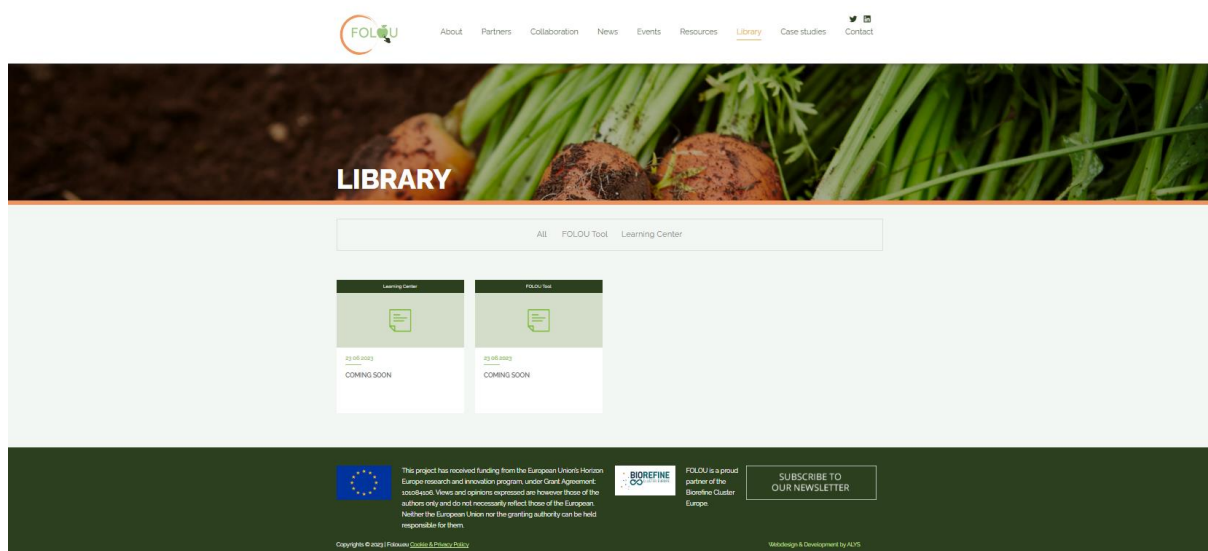


Figure 10. FOLOU website. Library



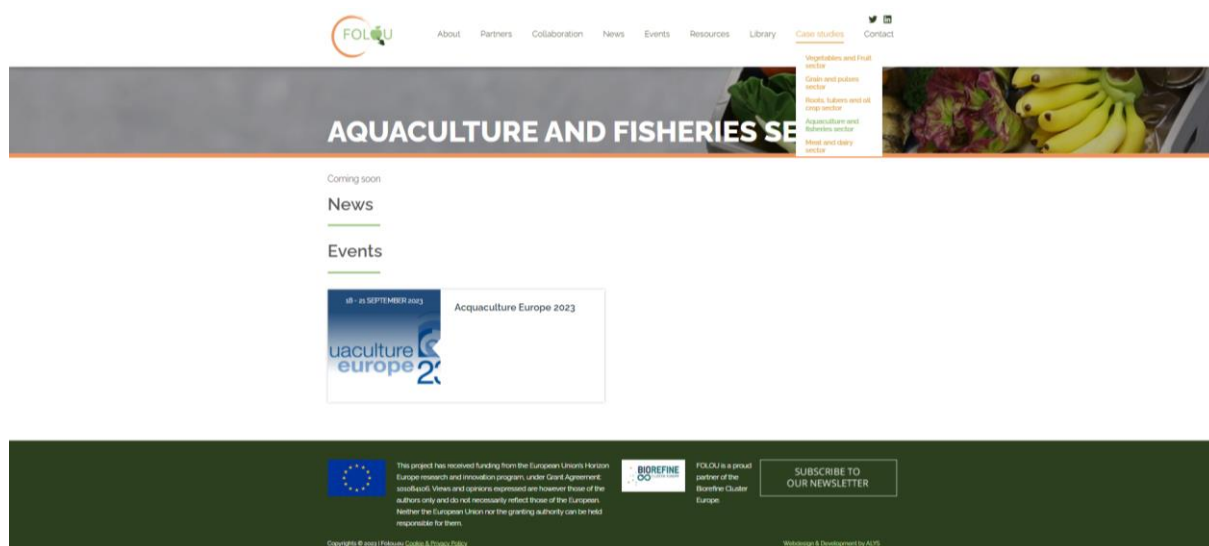


Figure 11. FOLOU website. Case studies

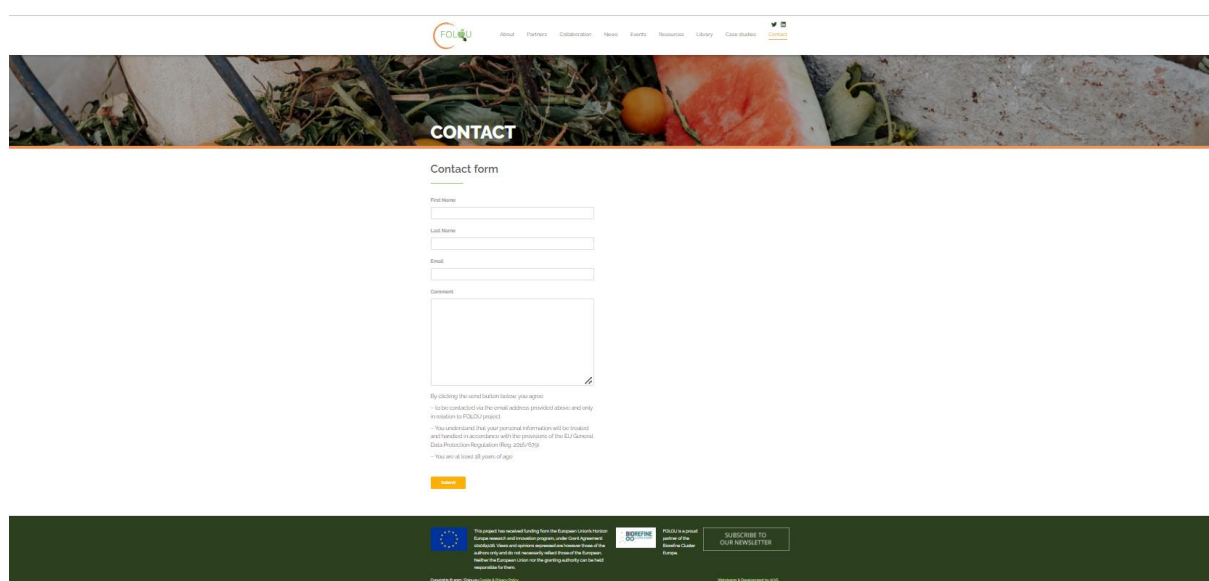


Figure 12. FOLOU website. Contact