



BESTMAP
BEHAVIOURAL, ECOLOGICAL & SOCIO-ECONOMIC
TOOLS FOR MODELLING AGRICULTURAL POLICY

BESTMAP website and web-based within-project communication system

Deliverable D1.1

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BESTMAP

Behavioural, Ecological and Socio-economic Tools for Modelling Agricultural Policy



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● Preface

To promote and disseminate the BESTMAP research across stakeholders and the general public, and to raise awareness of the project findings, BESTMAP launched a website at the initial phase of the project.

This report describes in detail the purpose, creation process and content of the BESTMAP website – the project's key tool for successful dissemination, communication and knowledge transfer. The deliverable also describes the current and future implementation and maintenance of the website.

● Summary

As a foundation of the future effective communication activities, a sound set of working dissemination tools and materials is crucial to be established within the first months of the project. Accordingly, the project external website (www.bestmap.eu) was developed in the first three months of the project to form the backbone of BESTMAP's public visibility. Comprising of structured textual and multimedia content, the website emerges as a platform for distribution of all types of project-related information, from project description over to news items, events, outcomes and promotional materials.

Additionally, a within-project communication system was established to ensure accessibility for all consortium members, guarantee GDPR compliance, manage version control of documents and to facilitate collaboration.

To monitor and continuously improve the website performance, the website statistics (e.g., visitors, impressions etc.) will be monitored and used for enhancement of the project content and structure.

The longer-term impact of the project's results will be secured by maintaining the website for a minimum of 5 years after the closure of the project.

1. Purpose

The BESTMAP public website (www.bestmap.eu) was developed to act as an information hub about the project's aims, goals, beneficiaries, activities and results. The website serves as a prime public dissemination tool making the project deliverables and published materials available to the wider public. The events organized by BESTMAP or of relevance to the project are also announced through the website and reflected in a dedicated news section.

To establish a communication hub between the consortium members, the project uses the communication tool G-Suite for Education. This suite of tools from Google will facilitate communication and collaboration between members, whilst providing a secure internal repository for documents which is GDPR compliant.

2. Design

The BESTMAP website design is aligned with the overall project branding, including fonts, colours and icons, matching the style of the project logo and promotional materials. BESTMAP.eu has an easy-to-navigate layout with an interactive and user-friendly design, aiming to attract as many visitors as possible and retain them for as long as possible. The website design introduces to the project topic from the very beginning and puts a strong emphasis on it at every stage of the user visit. By means of a header image, the BESTMAP logo and acronym are present on every web page.

3. Content

The website comprises of separate information pages with all necessary background information, news, events, publications, contact details, etc. It is regularly updated to keep the audience informed and ensure continued interest of already attracted visitors.

To facilitate navigation to all pages on the website, there is a navigation bar at the top, which provides a link to the key sections.

3.1. Homepage

The BESTMAP homepage (Fig. 1) gives an overview of the core of the project and is used to provide linkage to other pages on the website. It displays up to three highlights, specially selected noteworthy items from the website content, which can be seen by each visitor upon entering BESTMAP.eu.

The user can also find an embedded Twitter feed, which caters for engagement of users on the project's Twitter channel.

BESTMAP

Home About Partners News Events Media Center Library Contact

BEHAVIOURAL, ECOLOGICAL AND SOCIO-ECONOMIC TOOLS FOR MODELLING AGRICULTURAL POLICY

Search

Existing impact assessment models do not appropriately address the complexity of decisions made by farmers and ignore the wider impacts of policy on natural, social and cultural assets in rural areas. BESTMAP's new modelling framework will transform future EU rural policies' design and monitoring, promoting a sustainable future for the EU agricultural sector.

Latest from the project



Ready for take off: First BESTMAP meeting in Brussels

BESTMAP held its official kick-off meeting from 23 September to 26 September in Brussels, Belgium, where partners met for the start of the four-year research and innovation... [read more](#)



New modelling framework will transform the design and monitoring of EU rural policies

Nearly half of the EU land is farmland. The livelihood of over ten million farmers and the sustainability of agro-ecosystems, including food, bioenergy, water, carbon storage and... [read more](#)

Tweets by @Bestmap_EU

BESTMAP (@Bestmap_EU) On the last day of #BiodiversityNext, specialists discuss how #climate change, #biodiversity loss, #food insecurity, and unsustainable development challenges can be solved via open #government, #FAIRdata, and #public access policy.

Oct 29, 2019

Subscribe **Calendar** **Feedback**

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Figure 1: BESTMAP.eu homepage

The newsletter subscription form placed on the website increases the project outreach, as visitors have the opportunity to sign up for the project's annual newsletter.

The footer of the homepage provides direct links to the BESTMAP social networks profiles in Facebook and Twitter, as well as a link to the project's privacy policy.

3.2. About page

The BESTMAP.eu About page contains detailed information about the project objectives, case study areas, as well as structure. The latter includes the different work packages with their leaders and objectives.

3.3. Partners page

The Partners page (Fig. 2) consists of an interactive European map, where partner countries are made visible through colours, which can be clicked upon mouse hover.

Consortium

12 partners from 7 European countries



Figure 2: BESTMAP.eu interactive map with partners

Whenever a particular country is selected, a list of all local partners and their short description is shown. This enables the user to easily get to know all project beneficiaries.

3.4. News page

The BESTMAP News page is key for the dissemination of important happenings, such as events and interviews, scientific progress and more. This page enables users to learn about the BESTMAP activities from the very beginning of the project lifetime.

With the option to directly share news items on the project's Twitter and Facebook accounts, the chances of popularising project-related news increases.

3.5. Events page

The Events page consists of project-organised and project-related events, which aim at firstly, increasing the visibility of project-organised conferences and meetings, and secondly, of events which BESTMAP will take part in or are relevant to the project.

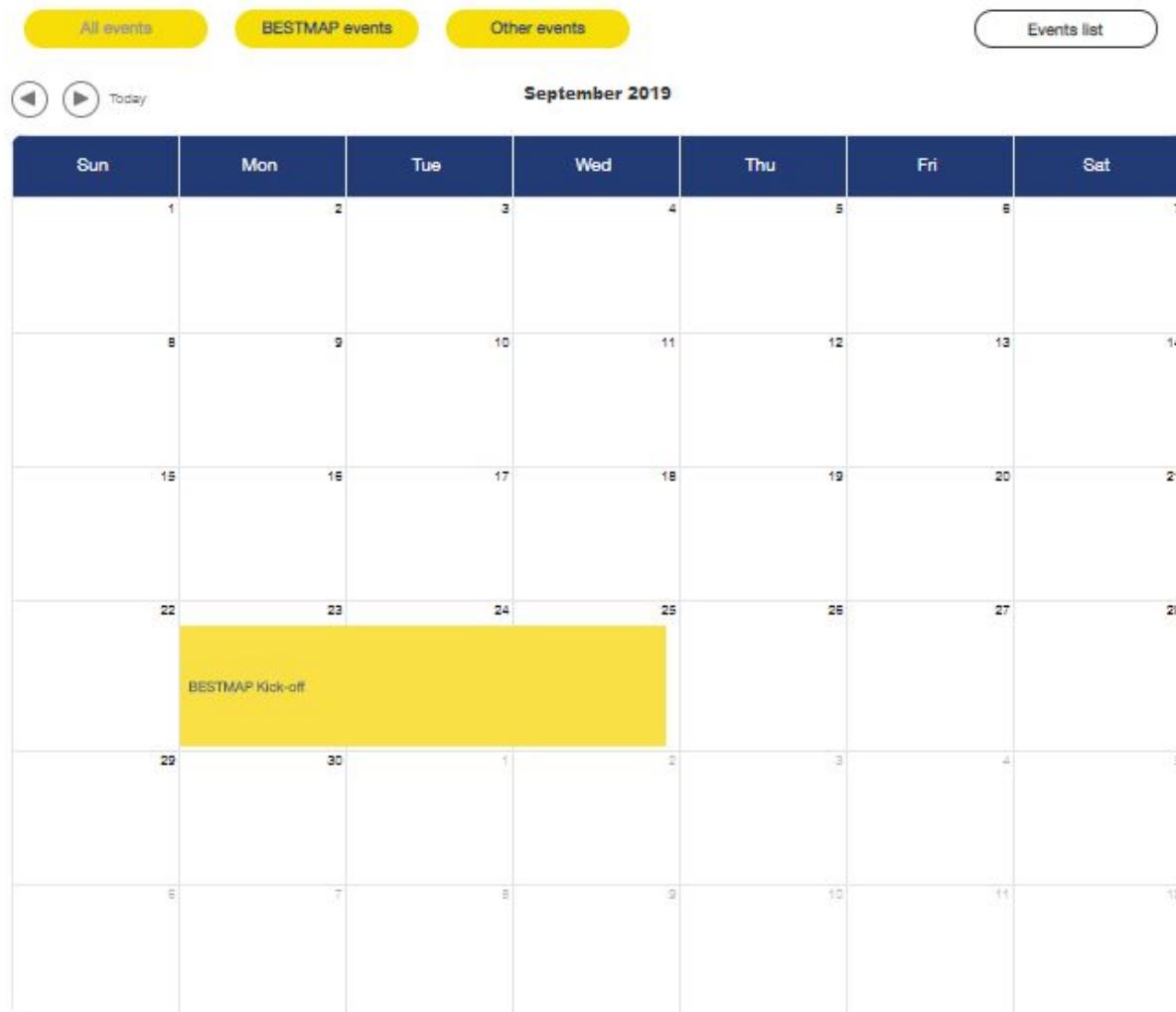


Figure 3: Events in the BESTMAP.eu calendar

3.6. Media Center

The Media Center on the website is the place where all BESTMAP promotional materials are stored and available for download. These are:

- the project logo
- flyers, brochures, posters
- presentation templates
- press releases

The Media Center is useful for all visitors, including project partners, stakeholders from policy and science, the general public as well as journalists interested in the project.

3.7. Library

The project Library contains the deliverables as well as all scientific publications resulting from BESTMAP. To ease the usability, the content of this page can be sorted by different criteria, such as Title, User, Author, Year, DOI/URL and Type.

3.8. Contact

The Contact page provides the detailed contacts of the project coordinator, deputy coordinator and project manager.

4. Within-project communication system

- **4.1 G-Suite**

BESTMAP have set up an account with G-Suite for Education for managing internal communication on the project. The licence is held by the University of Leeds and a BESTMAP organisational unit has been created with project coordinator and project managers as administrators.

G-suite is a set of cloud computing, productivity and collaboration tools, software and products developed by Google, free of charge to educational institutions, which includes the following tools;

| Function | Tools | Relevant to BESTMAP |
|-----------------|-------------------------------------|----------------------------|
| Communication | Gmail, Hangouts, Calendar, Currents | Gmail, Calendar, Hangouts |
| Storage | Drive | Drive |

| | | |
|--|--|-----------------------------------|
| Productivity & Collaboration | Docs, Sheets, Slides, Keep, Forms, Sites | Docs, Sheets, Slides, Forms, Keep |
| Collaboration in meetings (Interactive Whiteboard) | Jamboard | |
| Managing users and services | Admin panel, Vault | Admin panel |
| App development | App Maker | |

Figure 4. Table showing which tools in G-Suite will be utilised by the project.

- o **4.2 Drive for storage**

The internal repository for BESTMAP will be within the Drive tool of the G-Suite. This is organised into the following folders;

| Folder title | Contents |
|--------------------------------------|--|
| Case Study Data | Contains a sub-folder per case study for data collected via the interviews. |
| Case Studies Documents | Contains a sub-folder per case study for documents plus folder for minutes of the Case Studies group meetings. |
| Communication & Dissemination Events | Details of C&D activity including communications with the other RUR-04 projects. |
| Consortium Coordination Team | Minutes of the Coordination Team meetings. |
| Deliverables | Working drafts plus final versions of deliverables submitted via the Participants Portal. |
| Discussion Papers | Documents for discussion at central project meetings such as the kick-off meeting. |
| Events | Minutes and outputs of central project events such as the kick-off meeting. |
| General Assembly | Minutes of the General Assembly sessions including votes. |

| | |
|-----------------|--|
| GIS | Geographic Information System data including spatial information from Case Studies and EU wide data |
| Interviews | Documents such as the questionnaire, informed consent forms and minutes of meetings of the Interviews group. |
| Legal Documents | Grant Agreement, consortium agreement. |
| Milestones | Working drafts plus final versions of milestones submitted via the Participants Portal. |
| Templates | Deliverable and milestone templates, presentation and letterhead templates. |

Figure 5. Google Drive directory structure

- o **4.3 Google Groups**

To manage internal communication, a number of Google groups have been set up. Google Groups is a service that provides private discussion groups and a group email address which takes the place of a mailing list. This allows approved users to conduct and access threaded discussions either online or by email and archives all communication in the group.

The group names and email addresses were disseminated via the Kick-off meeting minutes and project partners were asked to sign up to all groups relevant to them. The membership of each group is managed by the project manager and project coordinator.

Please see the current Google Groups below:

| Topic | Email address xxx@googlegroups.com | Visit web page to join |
|---|---|---|
| ABMs | bestmap_abm | https://groups.google.com/d/forum/bestmap_abm |
| Policy narratives | bestmap_policy | https://groups.google.com/d/forum/bestmap_policy |
| Interviews | bestmap_interviews | https://groups.google.com/d/forum/bestmap_interviews |
| Biophysical / socio-economics modelling | bestmap_modelling | https://groups.google.com/d/forum/bestmap_modelling |

| | | |
|------------------------------------|----------------------|---|
| Co-design | bestmap_codesign | https://groups.google.com/d/forum/bestmap_codesign |
| Data/ modelling architecture | bestmap_architecture | https://groups.google.com/d/forum/bestmap_architecture |
| FSAs | bestmap_fsa | https://groups.google.com/d/forum/bestmap_fsa |
| Case studies | bestmap_cs | https://groups.google.com/d/forum/bestmap_cs |
| CCT | bestmap_cct | <i>by invitation...</i> |

Figure 6. List of Google Groups in BESTMAP

- - **4.4 GDPR**

G-Suite information security is compliant with GDPR.

Google states here <https://cloud.google.com/security/gdpr/> ‘While the GDPR is directly applicable to cloud service providers regardless of their contractual commitments in this regard, we have evolved our terms to reflect the GDPR. Our GDPR-updated terms notably reflect the provisions of Article 28 of the GDPR governing the use of a data processor by a cloud customer.’

5. Maintenance

To monitor and continuously improve the website performance, BESTMAP.eu will be registered in Google Analytics. In this way, a digital analysis will be performed on a regular basis and used for enhancement of the project content and structure.

The longer-term impact of the project's results will be secured by maintaining the website for a minimum of 5 years after the closure of the project.

Although the licence for the G-Suite for Education is held by the University of Leeds, the university's I.T. department does not support it. As such, a maintenance contract has been set up with Getech Ltd. to provide I.T. support for BESTMAP's use of G-Suite.