Integrated Arctic Observation System

Research and Innovation Action under EC Horizon2020
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Project coordinator:
Nansen Environmental and Remote Sensing Center, Norway

Deliverable 7.1

Project website

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Version	DATE	CHANGE RECORDS	LEAD AUTHOR
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Approval	Date:	Sign.
	27.02.2017	Stein Sandven

USED PERSON-MONTHS FOR THIS DELIVERABLE					
No	*Beneficiary*	*PM*	*No*	*Beneficiary*	*PM*
1	NERSC		**24**	Terradue	
2	UiB		**25**	GINR	
3	IMR		**26**	UNEXE	
4	MISU		**27**	NIVA	
5	AWI		**28**	CNRS	
6	IOPAN		**29**	U Helsinki	
7	DTU		**30**	GFZ	
8	AU		**31**	ARMINE	
9	GEUS		**32**	IGPAN	
10	FMI		**33**	U SLASKI	
11	UNIS		**34**	BSC	
12	NORDECO		**35**	DNV GL	
13	SMHI		**36**	RIHMI-WDC	
14	USFD		**37**	NIERSC	
15	NUIM		**38**	WHOI	
16	IFREMER		**39**	SIO	
17	MPG		**40**	UAF	
18	EUROGOOS		**41**	U Laval	
19	EUROCEAN	0,4	**42**	ONC	
20	UPM		**43**	NMEFC	
21	UB		**44**	RADI	
22	UHAM		**45**	KOPRI	
23	NORUT		**46**	NIPR	
			47	PRIC	

DISSEMINATION LEVEL		
PU	Public, fully open	X
CO	Confidential, restricted under conditions set out in Model Grant Agreement	
CI	Classified, information as referred to in Commission Decision 2001/844/EC	

EXECUTIVE SUMMARY

Communication in INTAROS is a cross-cutting activity that is strategically planned with a view to the societal impacts we want to bring about. By developing a coherent communication plan (WP7) addressing focused activities INTAROS will raise awareness and engagement in issues of Artic observations. We target different stakeholder groups, namely: policy and decision makers; business sectors; service providers; scientists; local communities; high school teachers and students; and the general public.

The INTAROS website, (www.intaros.eu), to be launched on March 2017, is one of the main vectors for communication of all project relevant information, such as public downloadable products, presentations, news and events related to the project work scope. Furthermore, the website provides basic information regarding the project beneficiaries and links to their websites. The website follows the EC guidelines to support the activities of the project, promote communication among all partners and be a vehicle of promotion of the project to the "external world".

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1. Introduction

The vision of INTAROS is to contribute a sustainable integrated Arctic Observing System. This will be achieved by mobilizing and increasing cooperation between entities operating existing European and international observing systems and infrastructures (in-situ and remote data, including space-based). In this process, it is crucial to engage all relevant stakeholder groups, including the climate and forecasting modelling community, environmental agencies, industry, decision makers and local communities.

Considering the characteristics of this project, the associated online, public infrastructure (web portal) will be highly relevant, as it will be the main communication and outreach vehicle, which is vital for a project that aims to connect a large number of participants and stakeholders in distant locations and realities.

This task will develop, implement and constantly update an information, communication and management online structure - Web Portal. The web portal will follow the EC guidelines to support the activities of the project, promote communication among all partners and be a vehicle of promotion of the project to the "external world".

2. Part I – Specifications of the INTAROS website: Structure and Functionalities

A. Main specifications of the INTAROS Website

a. The principles considered for the specifications of the website are as follows:

- To be the focal point of information and dissemination of the results/products of the INTAROS project;
- To build a structure for the dissemination of information with open access that will serve as a window to the information about the project, but also work as an interactive platform. This will be the primary interface used to gain access to the Integrated Arctic Observing System Database (iAOS)
- To be a high quality website in terms of easiness and speed of access to information, and in terms of quality of the online information;
- Implementation of the website according to the rules for “accessibility” of the W3C organisation, (institution that sets the world accessibility standards), which allows citizens with some degree of disability to have access to the Information Society technologies.

b. Main components of the Information Portal:

- A public access website: that has one domain (URL) which is easy to identify - intaros.eu and has already been purchased. The URL leads the users to the front page of the website;
- An administration/editing area: to allow the input and editing of information as well as to change the page structures if necessary.

c. The "knowledge objects" of the website includes: contents, databases, files (virtual library, including media files) and links. The website management allows the inclusion of cross-referencing between contents and/or categories.

d. The graphical guidelines to the website design will be developed taking into account the selected Logos of INTAROS (Fig. 1).

Figure 1. INTAROS Logos in two versions

e. The website will be optimized for the most used versions of the most used browsers, namely Chrome, Edge, IE, Firefox and Safari.

f. The language of the portal is English.

g. EurOcean ensures the hosting and technical maintenance of the website throughout the duration of the INTAROS Project starting in February 2017.

B. Description of the two components of the INTAROS website

Administration/Editing

The website has an administration/editing area to allow the administrator(s) to manage the page structure and contents. The editing access is restricted to the management team of the website (Fig. 2).

The features of this administration/editing area include the following functionalities:

- Insert, deactivate and delete contents (HTML). All contents receive automatically a date of insertion online or of update;
- Insert, deactivate and delete Contents, News, Events;
- Management of the specific categories and sub-categories of the main navigational menu;
- Manage an Electronic Newsletter. This functionality consists of a preformatted email tool. The content of this newsletter may be a selection of pre-existing contents on the public website or a specific content created for a specific edition;
- Management of the mailing list containing the names and contacts of those to whom the eNewsletter and any other specific news material will be sent.

Public Website

The Public website is currently functional and is accessible by two web links: http://www.intaros.eu and http://www.intaros.net.

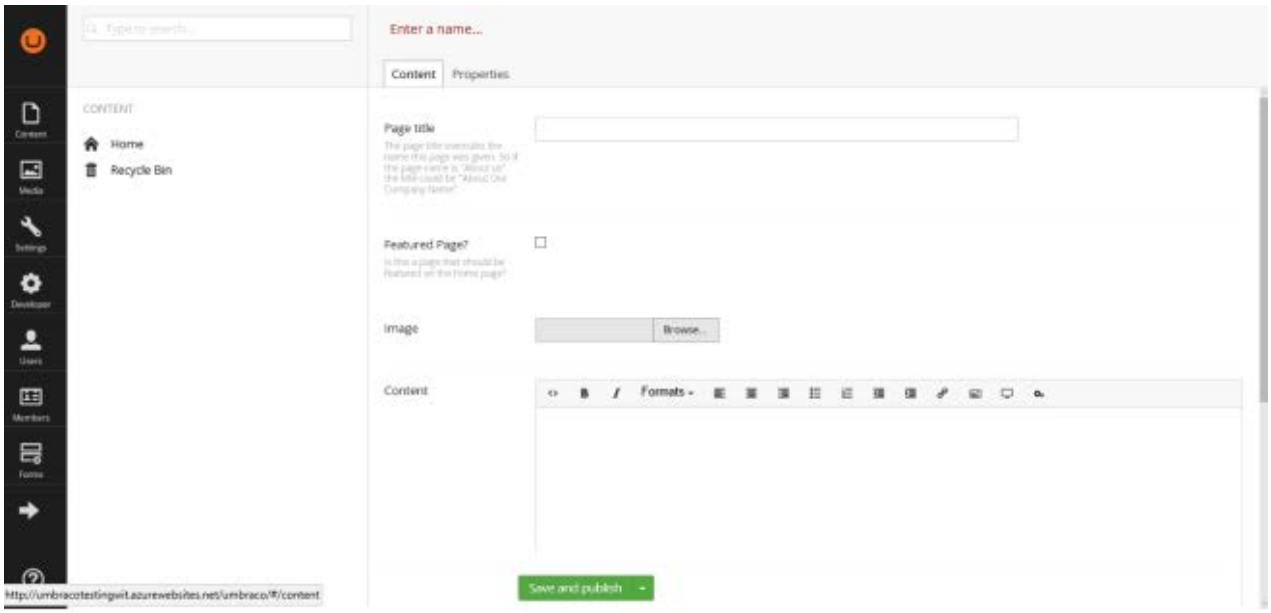

Figure 2. Example of UMBRACO back-office screen – insertion of contents

Temporary solution

The development of a fully functioning website takes time; however it is important to start the online dissemination of the project as soon as possible. Therefore, we have created a static website to meet this need for the first months of the project. From the landing page, shown in Figure 3, users can click through to information on the NERSC (coordinator) hosted project page. This website will be replaced during March 2017.

Figure 3. INTAROS Static website landing page.

INTAROS Content area of the homepage

The content area of the homepage includes:

- The title of the project: “Integrated Arctic observation system”
- A section for the latest headlines, (most likely testimonials from people involved or affected by the project);
- Interactive Image;
- INTAROS beneficiary logos with links to the respective webpage;
- INTAROS logo or banner;
- Inclusion of the EU flag and the following text: “INTAROS receives funding from the European Union’s Horizon 2020 Research and Innovation Programme under GA No. 727890. The project will run from December 2016 to November 2021.”

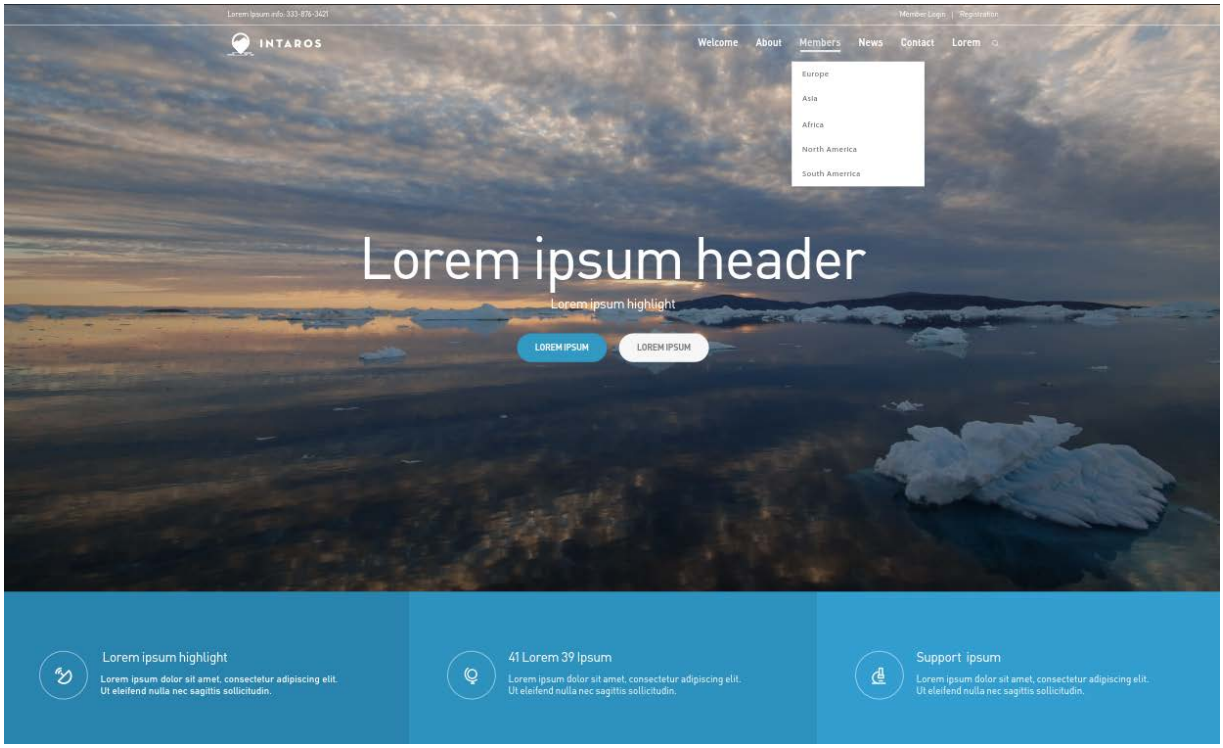

Figure 4. Example of a layout for the INTAROS Website Homepage

Category navigation

It is mainly through this area that users navigate across the “Web Portal” and consequently access the majority of contents. The following categories and related subcategories have been displayed on the following picture.

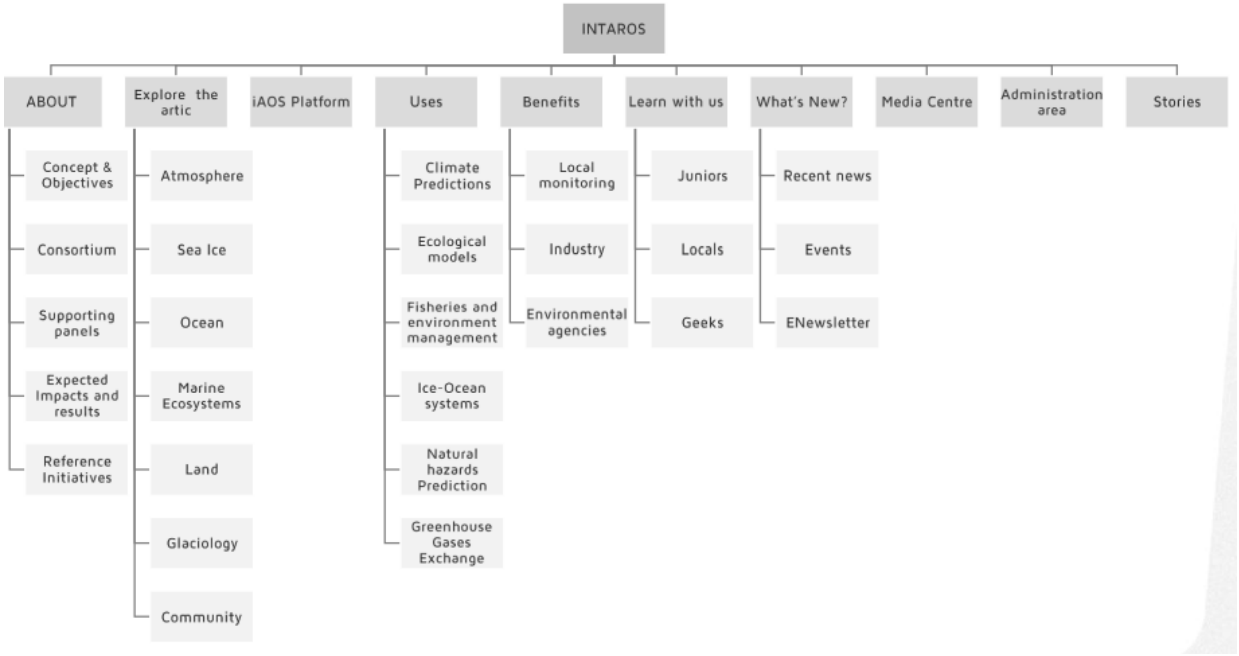

Figure 5. Overall structure of the INTAROS website

The idea of this structure is that it should appeal to different stakeholder groups, encouraging them to click through the main categories. For examples the menu item "Benefits" should respond to a potential user´s question "What is the impact or benefit of this project?". Under "Benefits" different stakeholder groups are then encouraged to navigate toward material which may be of direct benefit to them (e.g. locals, industry representatives, policy makers or implementers).

Additionally to these categories we consider the following as global navigation categories:

- Disclaimer: Rules regarding the usage of the information of the Project "Web Portal".
- Contact us: To avoid disclosure of personal emails, two forms will be created: one to contact the project management team and a second to contact the "Web Portal" administrators.
- Search functionality.

C. Hosting

The website is hosted in the EurOcean's Server and under the IT infrastructure of FCCN (Fundação para a Computação Científica Nacional), based in Portugal.

3. Part II – INTAROS Website – Technical approach

Introduction and requirements

According to the specifications, the website is organised in two key areas: a public website for the distribution of public documents and other material to act as a corner stone of the information portal of the INTAROS consortium and an Administration/Editing area where the entire public website (structure and contents) can be modified, inserted and deleted. Common to the two areas are the following requirements:

- **Robustness:** The solution will focus on the use of platforms and products with solid references in the market in which the development work will be mainly focused on the implementation of business rules and not on basic architectural functionalities;
- **Modularity, Flexibility and Scalability:** The selected architecture should allow decoupling of the various application layers through the isolation between data and content access components, business logic components and access, interaction and presentation components. The architecture must also allow the possibility of its physical distribution by several machines in order to guarantee a better management of computational resources;
- **Security:** Security should be embedded in root systems, and should not be developed as an accessory feature;
- **Usability and Ubiquity:** The architecture should also guarantee the maximum ease of use to allow a positive experience in the use of the website, regardless of the channel, by guaranteeing the uniformity of the graphic image and solutions of navigability and Response speed
- **SEO** (Search Engine Optimization)

D. Solution

The proposed architecture is based on the out-of-the-box (OOB) features of Microsoft products. Requirements that are not fulfilled by the OOB functionalities, must be fulfilled using Microsoft development tools and with strong integration with the product UMBRACO (Portal management, Content Manager, Research and Collaboration, being used to integrate the various systems in a single solution), namely MS Visual Studio.

The figure below shows the main software components to meet the requirements presented.

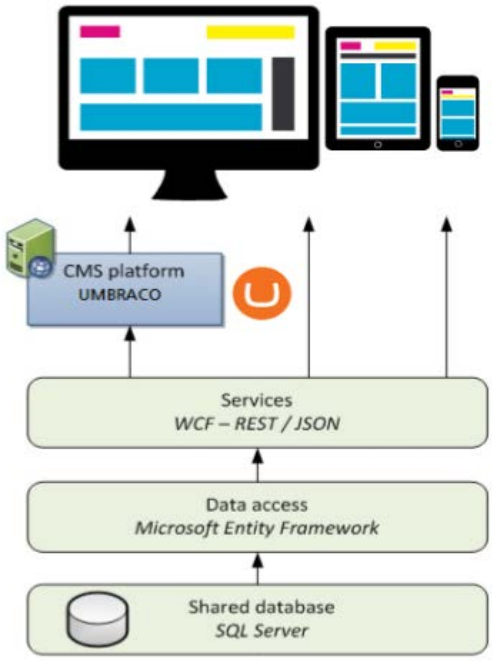

Figure 2. Software components

E. Project Schedule

The implementation phase started in February 2017, and will be finished by March 2017. The technical and content update and maintenance will be undertaken throughout the Project lifetime.

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This report is made under the project
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Project partners: