



GENOVATE

Transforming Organisational Culture for
Gender Equality in Research and Innovation

Work Package 8 [Dissemination and Sustainability Strategy]

Deliverable D8.1 [Website]





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Deliverable [D8.1] Website

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Executive Summary

This document provides a summary of the design and implementation of the GENOVATE Project web site. The document includes a description of the different elements and the navigation structure of the portal. Lastly, the administration tool of the web site is also described.



Background

GENOVATE is an action-research project which aims to ensure equal opportunities for women and men by encouraging a more gender-competent management in research, innovation and scientific decision-making bodies, with a particular focus on universities. The project is based on the implementation of Gender Equality Action Plans (GEAPs) in six European universities with on-going evaluation provided by one other partner European university, and brings together a consortium with diverse experience in gender mainstreaming approaches. All consortium partners come from different disciplinary backgrounds and have different national context. However, each of the institutions shares common challenges for gender equality in research and innovation, and all have identified three common areas for intervention:

- Recruitment, progression and research support
- Working environment, work-life balance and institutional culture
- Gender and diversity dimensions of research excellence and innovation

Scope

This report relates to task 8.1 – ‘maintain a website with information about the project’. The GENOVATE website is a part of work package 8 – Dissemination and sustainability strategy. The objective of this work package is to inform the public about general information on the objectives and activities of the project and to store freely available dissemination material such as events, public reports and deliverables and publications. The GENOVATE website is a major dissemination tool intended to facilitate the spread of project’s information to different stakeholder groups: policy makers, professional organisations, higher education and research institutions. It provides a general presentation of the website and describes the format, the design, the technology used, the development process and the functionalities.

Deliverable – D8.1 GENOVATE Website

Overview

Based on consultation with GENOVATE partners and users, the GENOVATE website has been designed, developed, and implemented; <http://www.genovate.eu/>. The website hosted by the University of Bradford has been designed according to “EU project Websites – Best Practice Guidelines (August 2009). Statistics about its visitors are collected using Google Analytics.

As a core element of the external communication strategy of GENOVATE project, the website [figure 1] is a dynamic environment to which information will be added as it becomes available. All partners provide content to keep the information on the website up-to-date. In particular, the sections on ‘Project Reports’, ‘Publications’, ‘Deliverables’, ‘News’ and ‘Events/Conferences’ will be updated frequently.

The website tells key stakeholders and the general public what GENOVATE is about. The GENOVATE website provides information on the project, updates on progress and results; it also acts as a gateway to other relevant projects.



Figure 1: GENOVATE Website Homepage

Design

Prior to the development phase, a benchmark of similar websites projects has been made to gather helpful ideas to optimise the selection of the information to be highlighted, its presentation and its spatial organisation. It is designed to be

informative with plain language to ensure wide communication with diverse categories of stakeholders and external audience.

The key functionality for the GENOVATE website was agreed at the inaugural Consortium Convention in March 2013. The website was designed in alignment with the GENOVATE logo and banner, ensure attractiveness to users and provide easy access to information on the site. There is a top and left navigation and Quick Links section on the home page to allow easy navigation around the site.

Website Structure

The content of the website is based on both, non confidential information contained in the Description of Work (DoW - Annex I of the contract) and on information provided by each partner of the project. The site is loaded with initial content that will be developed further by the GENOVATE partners as more information becomes available.

The GENOVATE website is structured in seven sections:

- Home – contains welcome, synopsis page, link to the GENOVATE Community [virtual platform for intra-consortium knowledge exchange], information of the GENOVATE secretariat, and last news.
- About Us – provides project overview, concept, objectives and expected impact.
- Consortium - contains information on the consortium and the international advisory board. It provides a profile for each participant in the consortium and a link to partner GENOVATE websites in English and partner languages.
- Project - The project area of the Website provides information about the project and its work-packages that is available to both partners and non-partners. It also contains information on the GENOVATE management structure, work plan and deliverables.
- Dissemination - GENOVATE news, publications, events/conferences and reports.
- Links – will provide links to other relevant initiatives or projects.
- Contact – provides contact information for the international director and scientific coordinator for each consortium partner.

Web Accessibility

The University of Bradford, the GENOVATE website host, is committed to making its Web site accessible. The GENOVATE website complies with the University's World Wide Web Code of Practice and is W3C Accessibility compliant. We aim to ensure that people with disabilities can perceive, understand, navigate, interact with, and contribute to our website.

Content Management System

TerminalFour (T4) Content Management System (CMS) is used in managing the GENOVATE website (provided by the University of Bradford) and which is then hosted on the University's servers.. The system provides an array of user friendly authoring, collaboration and management tools that allows the GENOVATE project team to create and manage the website content. To ensure clarity and consistency of information made visible on the website and overall security of the site, user rights are assigned to GENOVATE consortium members which are based on pre-defined/agreed CMS roles. The rights allow members to perform certain functions while limiting them to perform other functions. The CMS administrator(s) across the Consortium have full administrative rights to the entire site; however publishing rights are reserved for the Project Coordinator who authenticates/approves content for publication.

Review and Evaluation

The website is constantly promoted to stakeholders and the public through the agreed project dissemination channels. To assess how effective the website is in reaching stakeholders, it will use standard web traffic analysis tool [Google Analytics] to track the number of visitors and similar metrics over the life of the project. The website will be continually reviewed and updated throughout the duration of the project.

Conclusion

The GENOVATE website has been designed, developed and launched and is a live and operational environment. The content will continue to develop throughout the project life.

The GENOVATE website is a key element of the project's dissemination strategy. This site will:

- ensure the visibility of the project,
- facilitate the disseminating the project's results, and
- promote their utilisation and exploitation.

The website provides a basic set of information about the project and will be regularly updated with results, findings and achievements. Popularity of the site will be increased through active links (websites of GENOVATE partners and of relevant EU projects / institutions and within the stakeholder network of national relays) and by targeting appropriate keywords for each page of the GENOVATE website.

The information contained on the project website is likely to be valuable even after the project has finished. Therefore, the consortium aims at ensuring that the website will continue to exist after the project funding has finished and that bookmarks and published URLs will continue to function.