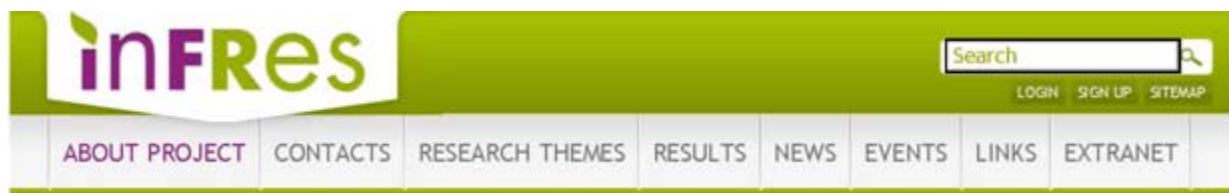




**INFRES – Innovative and effective technology and logistics for forest residual biomass supply in the EU (311881)**

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**AVAILABLE INFORMATION TO PUBLIC AT PROJECT WEBPAGE-  
WEBSITE REPORT –D7.1**



Dissemination Level	
Public	X
Restricted to other programme participants (including the Commission Services)	
Restricted to a group specified by the consortium (including the Commission Services)	
Confidential, only for members of the consortium (including the Commission Services)	

Joensuu, January 2013



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## Preface

Finnish Forest Research Institute (Metla) is coordinating a research and development project 'Innovative and effective technology and logistics for forest residual biomass supply in the EU – INFRES'. The project is funded from the EU's 7th framework programme. INFRES aims at high efficiency and precise deliveries of woody feedstock to heat, power and biorefining industries.

INFRES concentrates to develop concrete machines for logging and processing of energy biomass together with transportation solutions and ICT systems to manage the entire supply chain. The aim is to improve the competitiveness of forest energy by reducing the fossil energy consumption and the material loss during the supply chains. New hybrid technology is demonstrated in machines and new improved cargo-space solutions are tested in chip trucks. Flexible fleet management systems are developed to run the harvesting, chipping and transport operations. In addition, the functionality and environmental effects of developed technologies are evaluated as a part of whole forest energy supply chain.

This publication is a part of the INFRES project. The research leading to these results has received funding from the European Union Seventh Framework Programme (FP7/2012-2015] under grant agreement n°311881.

The document presents the state of the INFRES project website as of the end of December 2012. This document contains a brief introduction to the focal principles considered for its development, as well as a description of its current structure.

A continuous evolution of the website is expected through the project lifetime. The reason is that, as any other platform, it should grow organically by demand of its users. The aspiration often consortium should go beyond a final solution at this moment, but take the lead of further enlargement according to their evolving needs.

The website is managed and hosted by VTT and Metla, responsible for INFRES communication, but all partners involved in dissemination tasks will contribute to make it a lively environment supporting the achievement of the project objectives

Routa Johanna and Alakangas Eija, January 2013

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Title	<b>Title</b>
Author(s)	Routa, J and Alakangas,E.
Abstract	<p>The present document is a report on the real outcome of the project that is the INFRES project website: <a href="http://www.infres.eu">http://www.infres.eu</a>. This report aims at explaining several aspects related to the website design and implementation up to the end of December 2012.</p> <p>The project website is the main channel for external audience to access the project information and results (mainly public deliverables). Furthermore, the website is to ensure that the project results and achievements reach the target groups. Moreover it represents a secondary tool to exchange information among the practitioners.</p>
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# 1 Introduction

## 1.1 Purpose of the document

The present document is a report on the real outcome of the project that is the INFRES project website: <http://www.infres.eu>. This report aims at explaining aspects related to the website design and implementation up to the end of December 2012.

## 1.2 Purpose of the INFRES project website

The project website is the main channel for external audience to access the project information and results (mainly public deliverables). Furthermore, the website is to ensure that the project results and achievements reach the target groups. Moreover, it represents a secondary tool to exchange information among the practitioners. Due to its important role, the website is available at an early stage of the project and it is maintained all over the project.

The primary objectives of the website are:

- to raise awareness of INFRES project among the potential users,
- to serve as a contact point to the project,
- to highlight the results of the INFRES project and disseminate them and
- to foster cooperation among related projects and initiatives.

Website also includes a protected part for project partners to download confidential information, project administrative papers and templates and all deliverables.

## 1.3 Structure of the document

Aside from the “Introduction” and “Conclusion” chapters, the D7.1 document consists of three sections:

- Chapter 2 describes the principles according which the website has been designed and developed
- Chapter 3 describes the status of the website at the end of December 2012
- Chapter 4 provides some reflections on the web operation, maintenance and promotion.

# 2 Design Aspects

## 2.1 Graphical Identity

### 2.1.1 INFRES logo

A strong graphic identity strengthens the project’s image, creating a positive and lasting impression. It also contributes to an effective, consistently and correctly communication of INFRES main concepts and ideas. The starting point to create this graphical identity is the project logo.



Figure 1: INFRES logo

### 2.1.2 Website images

Apart from the project logo, the website contains a certain amount of images aiming at a fast conveyance of information. These images are mainly based on an own production, though some logos (European Union flag and FP7 logo are taken from reference pages). In the future, we also ponder the use of royalty free images, free for commercial and personal use that are available on Internet.

## 2.2 Web domain

The domain name needs to be selected carefully. INFRES domain name (*“infres.eu”*) is easy to read and remember. It is also short enough and written in all lower-case letters to prevent mistyping when making an online search. Additionally the domain is also descriptive itself by establishing a linkage to the project name and essence (European project).

## 2.3 Design principles

The usability and the utility, above the visual design, determine the success of a website.

Effective visual communication is based on three fundamental principles:

1. Organization: providing the user with a clear and consistent conceptual structure. This principle is related to the screen layout, relationships and navigability through the website.
2. Economization: doing the most with the least amount of cues. This principle is related to concepts such as “simplicity”, “clarity”, “distinctiveness”, and “emphasis”.
3. Communication: matching the presentation to the capabilities of the user. This principle relates to keeping in balance legibility, readability, typography, symbolism, multiple views, and colour or texture in order to communicate successfully.

INFRES website has been constructed according to these criteria.

The overall structure consist of three main regions: the navigation menu and highlighted content on the top, the main content of the active page in the middle and bottom region offers additional information to the project.

## 2.4 Target Audience

The target audience of the website is another key for its development. In principle the INFRES website is not foreseen as a collaborative tool, as the project will rely on other tools for that purpose. Therefore the target audience will consist majorly by visitors, this is, any person accessing the website to obtain information without further involvement.

The overall group of visitor can represent a heterogeneous mixture, but INFRES will target just the following groups:

- Industrial visitors, such as small to mediumscale enterprises, bioenergy sector actors (harvesting and chipper entrepreneurs, transport, biofuel users, heat and electricity producers)
- Academia, researchers, and other related R&D projects and initiatives European Commission (EC)
- INFRES partners
- General public

When creating the website, the informational needs of these groups have been taken into account. Mainly these are the types of information:

- public deliverables, those whose dissemination level is labeled as public usage (“PU”) in the DoW,
- dissemination material: project presentations, brochures and press releases,
- articles or publications by INFRES partners,
- information about INFRES events,
- information about clustering activities, and
- INFRES news.

### **3 Website structure**

#### **3.1 General structure of the website**

The structure of the website is a relevant factor when determining the visit rate and rating in the search engines. Therefore the layout of the website is designed in a clear and simple way, so that the visitors can easily find all information in which they may be interested. The general structure of the website is made up of the following parts:

1. Top area (header): the navigating menu with the most important options within the website; these options are available at any time when navigating in the web.
2. Bottom area (footer): contact information of coordinator, FP7 logo and EU flag, short description of the project reference to the funding program (FP7 Work Programme) and copyright.
3. Right area: Additional information related to the project (latest news and events) displayed in this area.
4. Central area: the main content related to the active section of the navigation menu.

Figure 2 provides an overview of the general structure of the website.



Figure 1: INFRES webpage general structure



## 3.2 Contents of the web portal

From the content perspective the website is divided into two main sections:

### 3.2.1 The Public Area

This label represents those contents that are accessible by any visitor to the website without restriction. The following subsections are part of the Public Area, most of them accessible from the navigation menu:

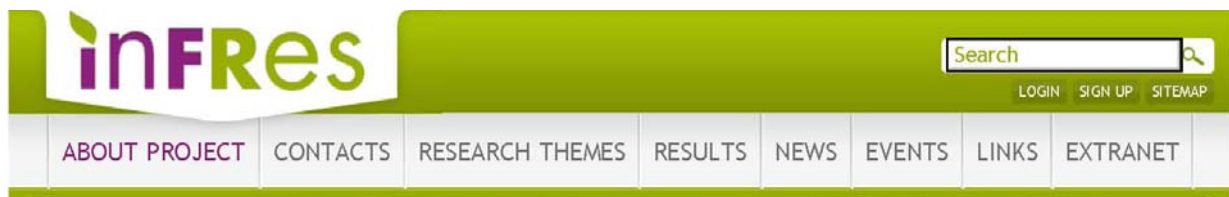


Figure 2. INFRES navigation menu.

### 3.2.2 About Project Page

The “About Project Page” is the main access to the project portal and provides access to the main sections. The central area highlights the motivation and objectives of the INFRES project, so that the visitor can receive a first impact by entering the page.

Page contains the abstract of the project, as well as changing pictures with lots of information about Bioenergy issues: The navigation menu is displayed on the top allowing the user to accede to other sections.

### 3.2.3 Contacts

This page includes all the contact information of participants in the INFRES project including the names, addresses, telephone numbers, e-mail addresses and organizations WebPages.

### 3.2.4 Research Themes

The “Research Themes page” includes information on different work packages e.g. main targets of the work packages and contact person, who is leading each work package excluding management. When some new results are available each theme page will be updated and link to results is formed.

The Research Themes are the following:

- Future technology, logistics and storage of forest energy
- Business innovations and adaptation of forestry practices to bioenergy supply
- Demonstrations and means of technology transfer
- Sustainability of forest biomass feedstocks
- Technology foresight and barriers of innovation
- Dissemination and exploitation

### **3.2.5 Results**

The “Results” page will include all project public results and publications (reports and short articles). Some of the results will be published in different languages.

### **3.2.6 News**

The “News” page includes press releases, public available photos and newsletters produced by the INFRES project. It will also include other news, which is relevant to this research topic.

### **3.2.7 Events**

The “Events” page will include information on the events and demonstrations and fairs organized by the INFRES project. It will also include information on events organized by the two other FP7 projects, which are cooperating with the INFRES project.

### **3.2.8 Links**

The “Links” section includes useful links and information about related projects, links to websites with INFRES references, EU institutions and other organizations or initiatives, which INFRES is bound.

### **3.2.9 Extranet**

Extranet pages are restricted area for the project partners. All important documents produced in the context of the project will be published within this section. Documents are classified according to WP categories. There are for example project deliverables (only public deliverables are available), publications and dissemination material as well as all the important templates.

## **4 Web Operation**

INFRES website is accessible externally from the following URL since November 2012:  
**<http://www.infres.eu/>**

Nevertheless the design of the website is only one part of the task 7.1. Maintaining and evolving the website in terms of content, graphics, accessibility and traffic is a larger challenge in order to achieve a successful web presence that will contribute to an effective INFRES communication. It also contributes to building up the credibility of the information within, especially INFRES outcomes. The web operation can be split into three main work lines:

### **4.1.1 Web maintenance**

At general level, the website is managed and hosted by Metla and VTT, responsible for INFRES communication. This is a continuous activity during the entire project. It deals with a set of activities:

- Website compatibility with main browsers, these are Firefox, Microsoft Internet Explorer, Safari, Chrome, and Opera.
- Regular checks (at least quarterly) of the following items:
  - Navigation links as well as internal links.
  - Style sheets.
  - Update time references
  - Automated messages from the website.
  - Load times of the website.

- Download times of the existing content.
- Page visibility in search engines.
- Domain renewals along the project lifetime (and beyond).
- Functionality changes (addition/removal/modification of components) on INFRES users demand

#### **4.1.2 Content maintenance and quality**

Website maintenance and quality assurance mean the backbone of high quality offers of information. Those INFRES partners involved in the dissemination task play a key role in content maintenance in the following areas:

1. The continuous inputs (content updates, announcements, articles, etc) will contribute to feed and make the website vivid. In principle, only the webmaster, coordinator and the dissemination leader are able to upload this new information on the website. The rest of the partners will provide the content (texts, pictures, links) in a suitable way and will take care of the quality of the information therein contained.
2. Any mistake or inaccuracy detected can be reported directly to the web master to be corrected.

#### **4.1.3 Website promotion**

The objective of this action is twofold:

- To attract as many visitors as possible to the website in order to provide them with further information about the project and its results.
- To collect more feedback about the project, and more specifically about the website design, structure and content. This objective however is less likely to occur.
- All partners are committed to the web promotion. As expected channels for this promotion we list the following:
  - Addition of links or references on INFRES partners' websites.
  - Inclusion of reciprocal links or references with websites of related initiatives and R&D projects
  - Own dissemination material, such as brochures, presentations, press-releases, where the website URL must be highlighted.

## **5 Conclusions**

The INFRES website has been implemented, considering all the aspects that constitute a good website: a simple, clear and easy look and feel that follows the graphic identity of the project; well-structured contents that cover different target groups; a fast, easy and flexible way to update content and information; and finally a good level of accessibility that will be increased during the life of the project. Feedback from users will be taken into account to evolve and adapt the current and foreseen functionalities of the website.



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