Coordinating and integrating state-of-the-art Earth Observation Activities in the regions of North Africa, Middle East, and Balkans and Developing Links with GEO related initiatives towards GEOSS

Report on Deliverable D6.2: GEO-CRADLE Website

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Executive Summary

The main scope of the GEO-CRADLE website is to disseminate information on the project activities and foreseen actions, allowing the different types of users to navigate smoothly and accurately across the various sections. It also provides a common working platform for the GEO-CRADLE members for document sharing and editing

This report, provides a short description of the content and structure of the GEO-CRADLE website. The website ("*D6.2 – GEO-CRADLE Website*") has been running since M1 (http://geocradle.eu/). It was initially launched earlier than the foreseen delivery date (M3) in order to facilitate the engagement of stakeholders attending the kick-off meeting and those targeted by the survey on regional EO capacities. The content, design and architecture of the website are currently being revamped to fulfil the specifications of the GEO-CRADLE portal, which apart from the various static or dynamic informative sections will include advanced functionalities such as links to the Regional Data Hub, the GEO-CRADLE Network and the Wiki. The detailed technical specifications of the GEO-CRADLE portal will be documented in the corresponding deliverable (D5.2); this report focuses instead on the following two aspects:

Section 1, offers an overview of the layout and functionality of the website.
Section 2, provides a thematic overview of the content of each individual site section

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Acronyms and Abbreviations

Acronym	Description
EO	Earth Observation
EU	European Union
NOA	National Observatory of Athens
IAASARS	Institute for Astronomy, Astrophysics, Space Applications and Remote Sensing
GIS	Geographic Information Systems
WP	Work Package

1. General overview of the website

The design and navigation architecture of the GEO-CRADLE website has taken into account the needs of the consortium members and the different dissemination/engagement targets. The GEO-CRADLE website front-end consists of a number of distinctive and dynamic content blocks which are positioned accordingly to accommodate the content of each section. Following the construction of the main navigation architecture and the development of the content of the webpages that provide information in text + visual elements style, the project will develop the GEO-CRADLE portal. It must be noted that all elements described in this deliverable and referring to the GEO-CRADLE website will be eventually embedded within the GEO-CRADLE portal, together with more advanced functionalities such as search engines, relational databases and the access to the Regional Data Hub. The specifications of the portal will be defined in a dedicated deliverable at M4.

As a general principle the GEO-CRADLE website, and subsequently the portal, will be designed in an attractive and informative way with strong emphasis on user experience aspects. The main elements included are:

Logo and Header: It will be designed to contain an Earth-Space based background concept, highlighting the EO nature of the project, together with the official logo(s) of the project.

Main Menu: It is a horizontal multi-level menu, consisting of the following Main Menu entries: *About GEO-CRADLE, Activities, Team, Regional Capacities, Outreach, Resources, Tools, News and Events.* Each of these entries leads to related sub-content.

Modules: These are blocks, which are positioned in different areas of each page, dedicated on enhancing the usability of the GEO-CRADLE site in terms of special content access, information briefing on renewed and updated project material, the project news and the secured content sharing facilities.

Main Content: The main content area has been designed to allow the flow of the web content in a user friendly manner via a single or multi-column frame template. It should be noted that in order to assist users in accessing the various web sections (e.g. Project Partners), specific modules inline to the content are used. The navigation architecture is presented in the next chapter, together with a brief description of the content for each webpage.

2. Content of the Website

2.1. Site Map

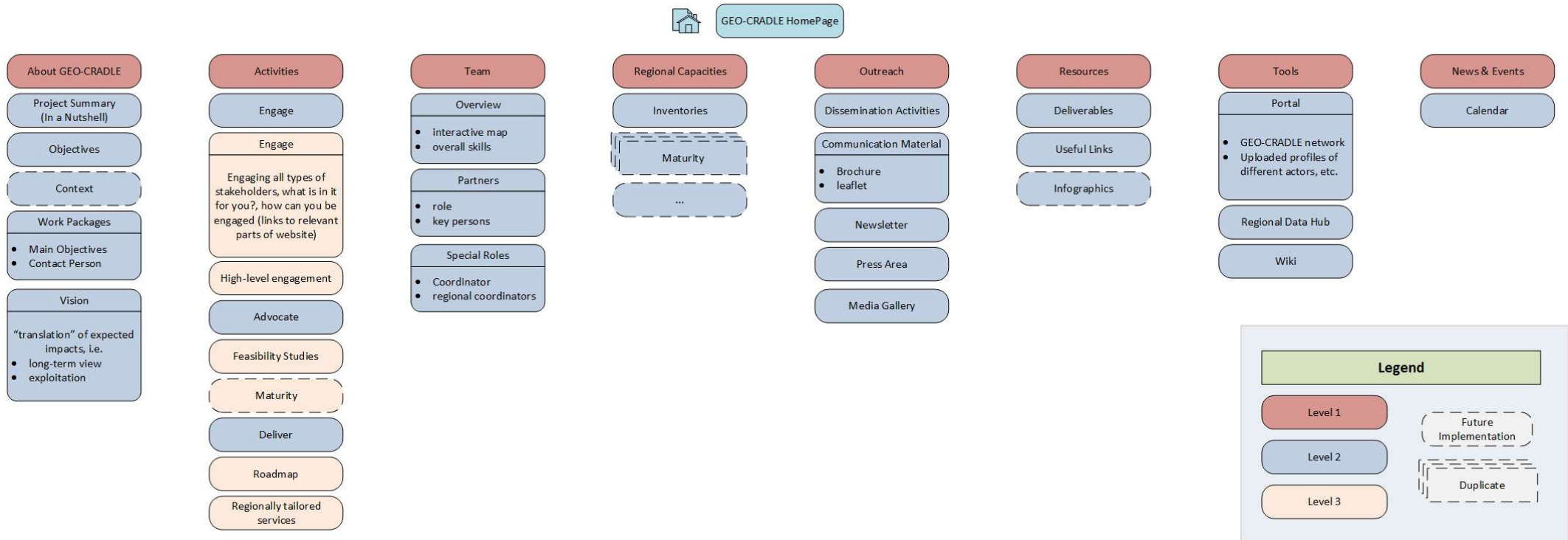A detailed structure of the GEO-CRADLE website is given through the following figure.

Figure 1: GEO-CRADLE Site Map

2.2. Homepage

The GEO-CRADLE website (***geocradle.eu***) is designed to act as the main information gateway informing the user community (incl. the public) and stakeholders on the objectives, current and planned activities, and outputs/achievements of the project. As shown in the sitemap before, this information will be presented across a series of webpages that are accessed through the Main Menu which appears at the top of the homepage (but also the other pages further on). The users will be also able to navigate to the different pages of the website (primarily the top-level pages) through a number of static and dynamic items presented in the homepage. The following items are envisaged:

- Brief overview of the project's objectives
- Preview of the latest published articles and key current activities (provided with links to the relevant sections of the website)
- Clickable icons providing an additional route (besides the drop-down list on the main menu bar) to access the various sections of the website.

2.3. Main Menu Sections

2.3.1. About GEO-CRADLE

The Main Menu item *"About GEO-CRADLE"* illustrates detailed information on GEO-CRADLE. Under the Main Menu Item "*About GEO-CRADLE*", several submenus (buttons) are available that depict more detailed information for the project. The main submenus are: Project Summary, Objectives, Context, Work Packages and Vision.

Project Summary - The project summary section will provide a concise and accessible overview of the project's activities. The text will be developed on the basis of the project introduction document.

Objectives - A short overview of the main objectives of the project

Context - A brief "in a nutshell" description of the context within which GEO-CRADLE is launched, i.e. links to GEO and Copernicus implementation in the region.

Work Packages - This section will present the "work breakdown structure" allowing for external stakeholders to understand how the different activities are to be carried out, i.e. what are the specific objectives and timelines and the responsible organisations for each of the tasks.

Vision - A brief "mission statement" underlining the greater aspirations of GEO-CRADLE. It will draw on the exploitation scenarios and the expected impacts of the project.

2.3.2. Activities

The Main Menu item *"Activities"* illustrates detailed information on GEO-CRADLE activities. Under the Main Menu Item "*Activities*", several submenus (buttons) are available that depict more detailed information for the three main principles of the project: Engage, Advocate, Deliver. The logic of presentation will follow one of the main schemes produced by the GEO-CRADLE team, namely the GEO-CRADLE ecosystem. This way the various stakeholders will be able to follow the project's activities but also understand what are the expected outputs for each and at which points they can be engaged.

As the project progresses, additional material (text, pictures and graphs) will be made available under the "activities" menu. This includes, for example, a more detailed presentation of the activities related to the feasibility studies, the maturity benchmarking methodology and results, the elaboration of the roadmap on the implementation of GEOSS in the region, etc. The team will pursue to establish appropriate links with the news section and to promote the main tools relevant for these activities that are available through the GEO-CRADLE portal.

2.3.3. Team

The Main Menu item *"Team"* provides information concerning the profile of each of the partnering organisations that cover the whole project. Under the Main Menu Item "*Team*", several submenus (buttons) are available that depict more detailed information for the different roles of the partners of the Consortium. An interactive map will be available allowing easy navigation and providing links to the partners' individual websites. The special roles foreseen in the project's organisational structure (i.e. coordination team, regional coordinators, etc.) will be given appropriate visibility to allow for more efficient communication of external stakeholders with the project team.
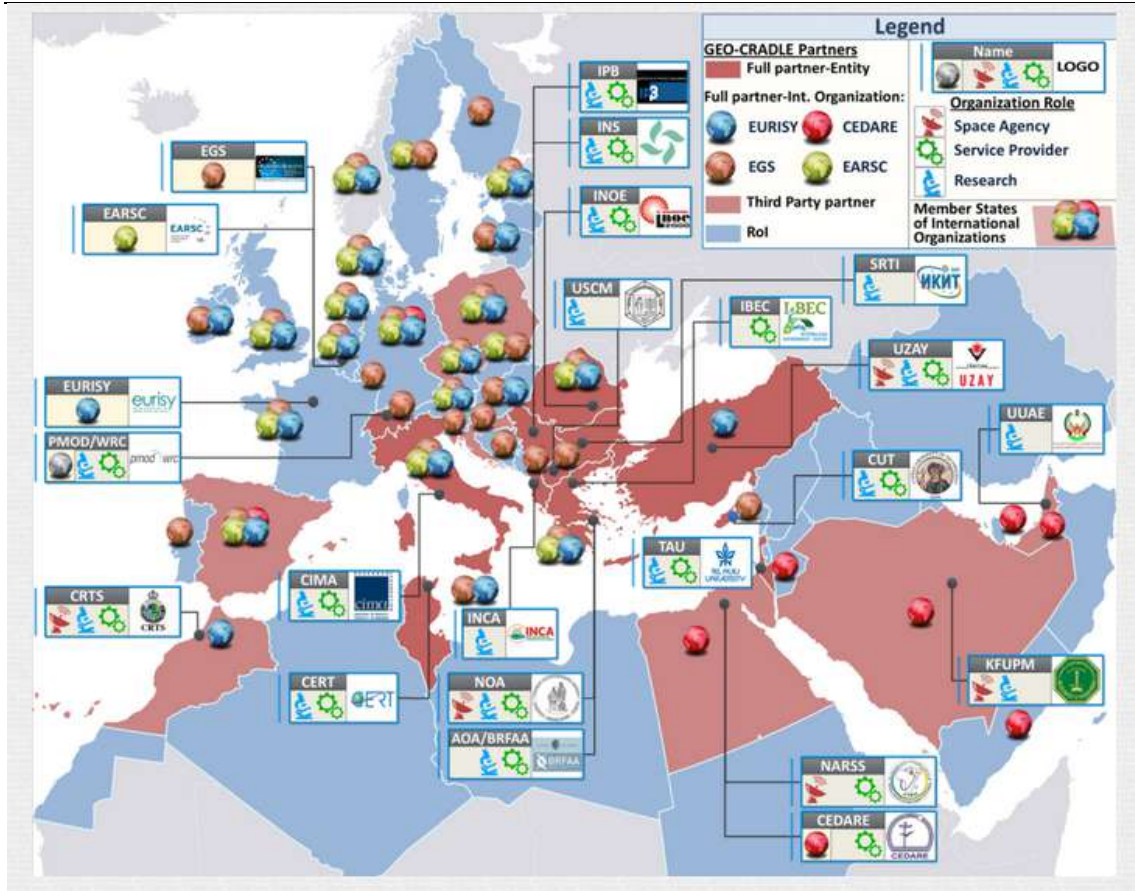
Figure 2: The GEO-CRADLE partners. An interactive version of this map will be made available.

2.3.4. Regional Capacities

One of the main activities of GEO-CRADLE involves the construction of an accurate and comprehensive picture of the regional EO capacities. Therefore a dedicated section *"Regional Capacities"* has been foreseen, in which the outputs of WP2 (inventories and user need analysis) and WP3 (gap analysis, maturity analysis) will be presented. This section will provide access to the various surveys and consultations undertaken by the project.

Thus, the module "Inventories" contains the GEO-CRADLE survey of the regional EO capacities which will document organisation's capacities in terms of: space/air-borne/in-situ Earth Observation (EO) monitoring networks and infrastructure, as well as modelling and EO data exploitation facilities and skills.

Survey features

The GEO-CRADLE survey is a multipage form consisting of different thematic sub-sections. Some of the latest and most important features used in its development are:

1. Skip logic, a feature that allows the respondents to jump directly to the relevant sections depending on the answers they give to a set of initial questions. Also known

as "conditional branching" or "branch logic," skip logic creates a custom path through the survey that varies based on a respondent's answers.

2. Validation rules. Validation rules control whether the answer for a specific answer is valid or not, and if it is not valid – what message should be shown to the respondent.

3. Data export on multiple formats for further analysis and reporting, such as: pdf, xml, csv, Google Spreadsheet for getting responses in real time, or even data integration on popular RDMS systems (i.e. MySQL, PostgreSQL).

2.3.5. Outreach

Outreach activities are central to the success and impact maximisation of GEO-CRADLE. Through a dedicated section on the website, the various different stakeholders will obtain information on the dissemination activities (conferences, workshops, scientific publications, etc.) carried out by the project. Furthermore this section will provide access to the various communication materials produced by the project including the project brochure, leaflet and newsletter. Press releases and articles appearing in specialised magazines/journals and/or national media will be also included. Finally, a dedicated media gallery will allow external stakeholders to be informed about the project's activities and access photos or videos produced in the framework of the events organised or attended by the project.

Overall, this section is expected to maximise the visibility and impact of the project, through the efficient communication of the project's progress to the stakeholder community.

2.3.6. Resources

This section will provide access to the publically available deliverables of the project and a list of useful links to relevant initiatives and organisations (e.g. GEO, other projects, Copernicus, etc.). Moreover a series of infographics will be developed to offer sharp and rich information on a number of activities carried out by GEO-CRADLE.

2.3.7. Tools

Once the GEO-CRADLE portal is fully realised, the various tools developed therein will be made available through a dedicated section of the main Menu (*"Tools")*. This includes the section that allows users to search for stakeholder profiles, capacities, activities through a search engine ("GEO-CRADLE network"); the GEO-CRADLE Regional Data Hub and the wiki that enables internal communication and exchanges. A more detailed description of these tools and the functionalities will be provided in D5.2 and D5.3.

2.3.8. News & Events

A timeline of project related information will be provided through this item, focusing on the latest dissemination activities and other related information. Additionally, all the highlights of the project (e.g. upcoming events, news, activities) will be announced through this section and projected onto a calendar. Several submenus (buttons) are available that depict more detailed information on Announcements of workshops and special sessions in scientific conferences and meetings and announcements of activities open to the public (e.g. press conferences).

3. Foreseen Updates & Interoperability facilities

3.1. Content updates

At present, several of the planned functionalities have been implemented into the website. Thus, several of the pages are already available with content that is primarily stemming from the Technical Annexes. However, as the project progresses and more activities kick off, several updates are foreseen. This will concern first and foremost upgrading the text to make it more attractive and user-friendly for the different types of users. In addition, as concrete outputs are produced, the website will progressively "transform" into the GEO-CRADLE portal, where more interactive and advanced items will be accessible (e.g. GEO-CRADLE network, Regional Data Hub, infographics, etc.).

Other than such content upgrades, the GEO-CRADLE website will be an environment that is dynamically refreshed and curated so that all external stakeholders can stay up-to-date with the latest developments, news, events, milestones, etc. of GEO-CRADLE. A team, consisting of the communication manager, the dissemination manager and members of the PCT will be responsible for regular content updates, further facilitated by augmented functionalities as the website becomes a portal. The GEO-CRADLE portal is expected to be fully-fledged by M6 as foreseen in the Grant Agreement.

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