



GreenHeritage

The impact of Climate Change on the Intangible Cultural Heritage

Deliverable D5.4 GreenHeritage Website

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EXECUTIVE SUMMARY

The GreenHeritage website was launched on 28 February 2023 under the domain name <http://www.greenheritage-project.eu>.

The GreenHeritage website is available in English language. Some parts will be further translated in Greek, Italian, Latvian and Spanish, which are the languages of the consortium members. It includes general information about the project such as main objectives, expected results, information about the Consortium and a section “News & Events”. The website will eventually be linked to the ICH map and the E-learning platform. It will, be also populated with additional news of interest for the project. The website has social media connections (LinkedIn, Twitter and Instagram) and contact details of the coordinator. It mentions the European Union's financial support and it is compliant with EU-funding visibility requirements, including relevant logo and disclaimer.

The GreenHeritage website will be continuously updated during the project implementation and will be maintained after the project's end (4 years) and according to the GA requirements.



1. Introduction

1.1. Document organization

The present document is organized in the following sections:

Section 2: Website design

Section 3: Website development

Section 4: Conclusions and future work

1.2. Reference Documents

Document name	Reference number
GreenHeritage – Annex 1: Description of Work	Grant Agreement nr. 101087596
GreenHeritage – Project Management Plan	Deliverable D1.2

1.3. Acronyms and Abbreviations

Acronym	Description
DB	Data Base
EU	European Union
GA	Grant Agreement
ICH	Intangible Cultural Heritage
PHP	Hypertext Preprocessor (originally "Personal Home Page")
PO	Project Officer
SEF	Search Engine Friendly
SEO	Search Engine Optimization
SQL	Structured Query Language
SSH	Secure SHell
URL	Uniform Resource Locator
WCAG	Web Content Accessibility Guidelines



2. Website design

The GreenHeritage website is the Deliverable D5.4. “GreenHeritage website” of “Task 5.1 Design and development of dissemination strategy & activities”. It was developed by ReadLab and reviewed by all partners.

The present report, deliverable D5.4_GreenHeritage Website, documents the release of the GreenHeritage Website, illustrating its structure and describing its functionalities.

The GreenHeritage website is the main online communication channel of the GreenHeritage project. It aims at spreading information about GreenHeritage project, its activities and its main achievement.

The website design included the interface design, the web graphic design, the page layout creation, the navigation design, and the content creation.

The website is designed according to the Web Content Accessibility Guidelines WCAG 2.0 (Level AA).

Initial website content has been created uploaded to the GreenHeritage website. The website content will continue to grow and evolve as the project progresses.

2.1 Website navigation

The GreenHeritage website navigation has been designed and streamlined to provide easy access to all the most relevant information as well as to the project results. It has an attractive format supported by a considerable number of hyperlinks. From all the sections of the website and without using the conventional top bar, the visitor can be directed to the sections “About”

The GreenHeritage website has the following main menus:

Home: This menu section redirects the visitor to the GreenHeritage homepage.

The Project: This menu section provides the basic information of the GreenHeritage project through the following submenus:

- ❖ About: in this section an at-a-glance overview of the GreenHeritage project is presented.
- ❖ Objectives: in this section the major objectives that the GreenHeritage project should attain are listed.
- ❖ Results: In this section the project results are being described.

Partners: In this menu section a short description for all project partner organisations is presented including links to their respective websites.

ICH map: This menu section provides direct access to the interactive map showing examples of the most endangered areas and regions in Europe where climate change has started to impact negatively different types of immaterial cultural heritage (ICH).

E-learning platform: This menu section provides direct access to the Online Learning Environment. When clicking on it the users will land on the E-learning Platform homepage.

News & Events: This menu section which keeps visitors up to date with latest project news and events. There are also submenus regarding newsletters and policy roundtables.

Contact: This menu section presents the contact information of the project coordinator Consiglio Nazionale delle Ricerche (CNR).

The figure below provides an overview of the GreenHeritage website:

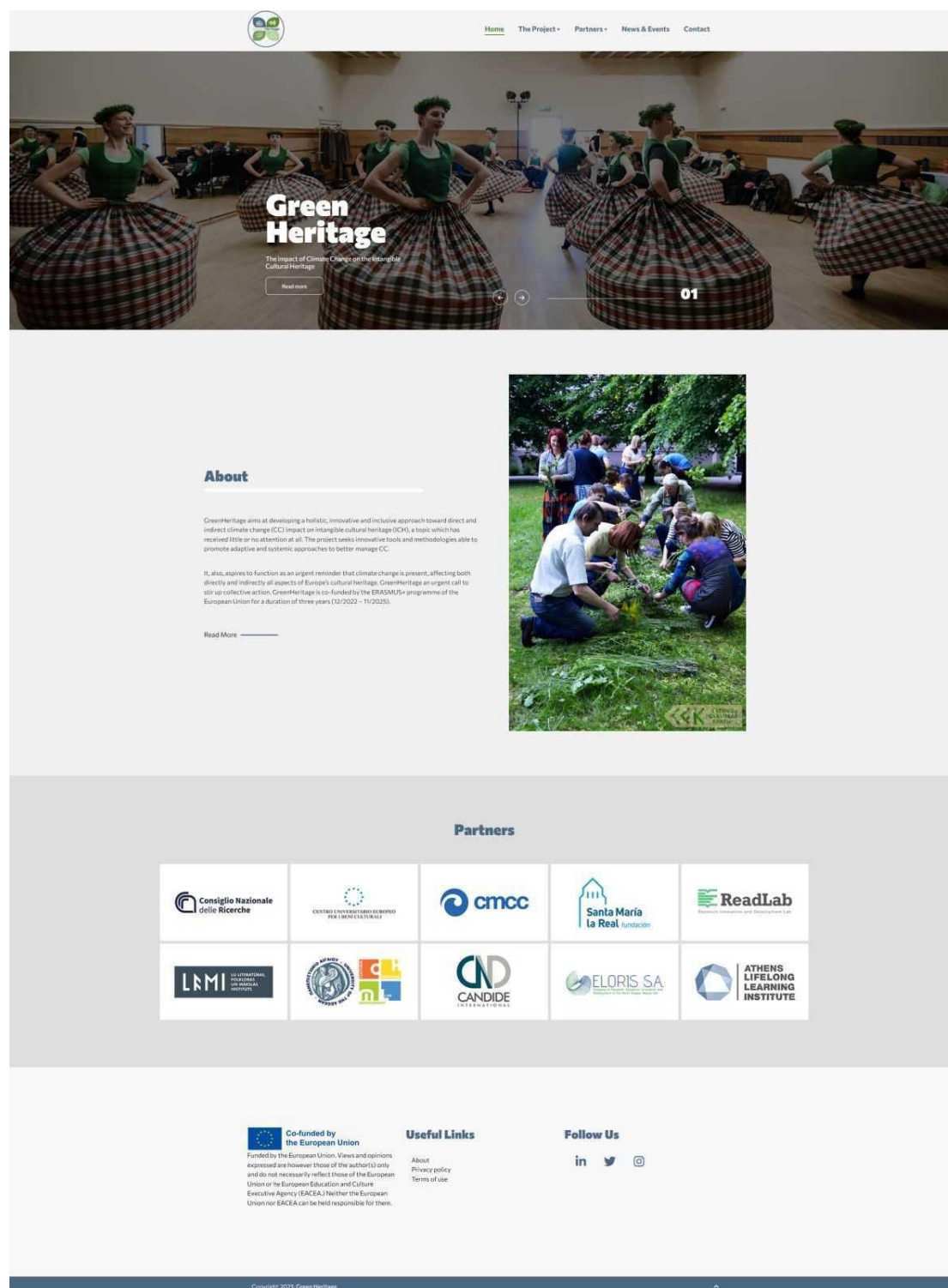


Figure 1 GreenHeritage landing page

2.2 Social media

GreenHeritage is using LinkedIn, Instagram and Twitter as its main social media platforms for the project. It will be added also Facebook. The GreenHeritage website contains three (3)



social media buttons, which link to the GreenHeritage social media pages as shown in the figure below. These links and buttons enable GreenHeritage website visitors and content viewers to easily share GreenHeritage content with their social media connections and networks.

2.3 Web graphic design

The graphic design of the GreenHeritage website was created as the visual representations used on the GreenHeritage website to enhance the project concept, to remain consistent with project brand and to make the website an attractive showcase for the project. The starting point for the web graphic design was the GreenHeritage logo (part of the GreenHeritage deliverable D5.1-Dissemination plan) and the GreenHeritage visual identity guidelines (part of Green Heritage deliverable D5.5-Portfolio of dissemination material, under the responsibility of the consortium partner FSMLR).

The web graphic design included the creation of the layout, selection of font color and font type, pictures, image captions and all other visual aspects of the GreenHeritage project as shown in Figure 1.

2.4 Accessibility

The GreenHeritage website complies with Web Content Accessibility Guidelines WCAG 2.0 (Level AA) that makes web content more accessible to individuals with disabilities.

3. Website development

The GreenHeritage website has been developed using state-of-the-art technologies and incorporates several innovative features such as:

- o Responsive layout, capable of uniform appearance in any device mobile or not;
- o Complied with WCAG 2.0 (Level AA);
- o Dynamic content representation;
- o Multilanguage content supporting SEO/SEF URLs.

3.1 Technologies

Backend

- o PHP 7.x
- o MariaDB 10.x / MySQL 5.x
- o Yii 2.x Framework

Frontend

- o jQuery 2.0.0
- o Wordpress
- o Other jQuery and php based technologies



3.2 Web Hosting

The GreenHeritage website is online and fully operational since 28 February 2023. It is hosted on a Linux server using the latest technology processors, with guaranteed 99,99% Server Uptime, Secure Shell (SSH) Access, 24/7 Network Monitoring and weekly website backups. ReadLab has committed to keep the website alive and active for at least four years after the contractual end of the project completion.

3.3 Maintenance

As administrators of the GreenHeritage website, ReadLab is responsible for the website maintenance and update including graphic design of the website elements, technical development and the overall online profile management. ReadLab will also continue to perform regular content updates ensuring that all deliverables, news, articles etc., are posted in a professional and timely manner.

4. Conclusions and future work

The GreenHeritage website aims to be an attractive showcase for the project and provides easy access to all basic project information and results. It is the main online communication channel of the GreenHeritage dissemination strategy, aiming at spreading information about the GreenHeritage project, its activities and its results.

The GreenHeritage website will be continuously updated as the project development proceeds.

Additionally, the GreenHeritage consortium is committed to keep the website alive and active after the project completion, ensuring the sustainability of the project's results.