FLAGSHIPS

Clean waterborne transport in Europe

Deliverable D7.1 - Project website

Marie Launes, Antti Pohjoranta

Document information

Title	Project website
Deliverable #	D7.1
Draft delivery data	2019-06-10 - date for submission of draft version
Validation date	2020-11-16 - date for validation of deliverable
Dissemination level	Public
Deliverable type	Other - a public website in the world wide web
Authors	This deliverable document was authored by Marie Launes / MCT and Antti Pohjoranta / VTT. The website authoring information are given below.

Document validation mark-up
Partner representative add name + date when approving deliverable

VTT	Jyrki Mikkola, 2020-11-16
BPSE	
ABB	
PE	
NOR	
MCT	Marie Launes, 2020-11-13
CFT	
LMN	
LMF	

1   FLAGSHIPS project website

The FLAGSHIPS project website was launched to the public audience at the world wide web address http://flagships.eu on the 13th of May 2019. Before this date, the website was visible for the project consortium starting 4th of April 2019. A capture of the website front page is shown below in Figure 1.
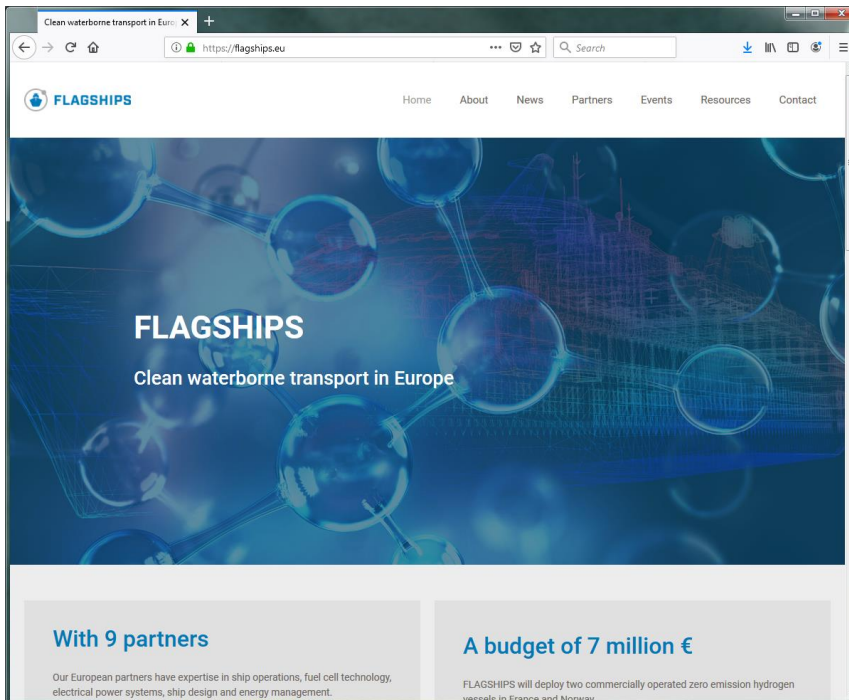

Figure 1 - The FLAGSHIPS website frontpage.

1.1   Website development and creation
Website content was compiled and formatted by MCT. The website hosting service, domain name and graphical design are provided as purchased service by the company Zpirit in Stord, Norway. All project partners took part in the review process before the site was published.

1.2   Website content
For the project the website is a key tool to raise a common understanding among stakeholders of the project goals and outcomes. It is used as a central point of access to project information, news and progress, and available documentation. The project website is linked to the websites of all project partners, and it has the following sub-sites: about the project, news, about the partners, events, resources and contact. All news and events are also featured on the home page.

Updates on project activities and news from the project is published on a regular basis. Information about the FCH JU funding is published on the home page and on all subsites.
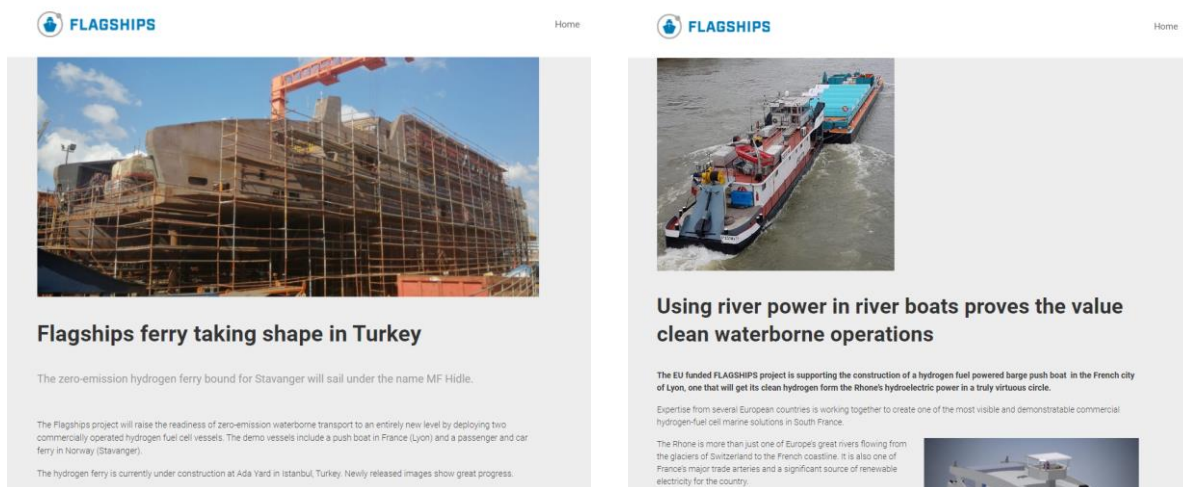
Figure 2 – Example of news stories published on the webpage

1.3 Advertisement of the website

As a general rule all news stories published on the website are shared on social media to draw stakeholders to the Flagships web site. Project partners are also continuously encouraged to share content from the website in the individual companies' social media channels. The address of the web site is also published on the last slide of all presentations held on behalf of the project.

1.4 Tracking of the website

MCT is tracking web traffic for the project through Google Analytics.

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic, currently as a platform inside the Google Marketing Platform brand. Google launched the service in November 2005 after acquiring Urchin. As of 2019, Google Analytics is the most widely used web analytics service on the web.

The KPI set for the website in the Dissemination, Communication & Exploitation plan was 10.000 hits from 20 countries during the project period. The target will be reviewed after the first reporting period.

1.5 Clarification of deviation from plan

The website was delivered to the public audience ca. three months later than intended in the project plan, where the website deliverable is planned due M2 (February 2019). The main reason for this delay is the unclear situation of Norled hydrogen ferry build project during the first months of 2019. During this unclear period, it was considered risky for the project partners to go forward with full expenditure and thus the website development and launch was on hold for a period of ca. three months.