

GenTree

Optimizing the management and sustainable use of forest genetic resources in Europe

<p style="text-align: center;"><i>Deliverable D6.2</i></p> <p style="text-align: center;"><i>Gentree project website</i></p>
--

Planned delivery date (as in DoA): M4

Actual submission date: M3

Workpackage: WP6

Workpackage leader: Bioversity

Deliverable leader: Bioversity

Version: 1.0

This deliverable is part of a project that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 676876.	
Dissemination Level	
PU Public	PU
CI Classified, as referred to Commission Decision 2001/844/EC	
CO Confidential, only for members of the consortium (including the Commission Services)	

Research and Innovation action: GA no. 676876

Start date of the project: March 1st, 2016



TABLE OF CONTENTS

1	Summary.....	3
2	Introduction	3
3	Results	3
4	Conclusions.....	4
5	Partners involved in the work.....	4
6	Annexes	4

1 Summary

The project website was developed using an attractive and modern graphic design, presenting a visual identity in line with the project logo to promote and disseminate the project's results and activities.

2 Introduction

As outlined in the GenTree communication strategy (D 6.1), the website is one of the main dissemination tools for the project to: i) present the project objectives, work plan and results; ii) publish regular project and sector-related news and iii) provide links to other EU or international forest initiatives, projects and stakeholder associations.

3 Results

The project website is available at the following URL: <http://www.gentree-h2020.eu/>

It hosts materials for an external audience presenting the project and its results. Below are listed the key sections:

- Description of the project objectives, partners, duration, species (*Abies alba*, *Betula pendula*, *Fagus sylvatica*, *Picea abies*, *Pinus cembra*, *Pinus halepensis*, *Pinus nigra*, *Pinus pinaster*, *Pinus sylvestris*, *Populus nigra*, *Quercus petraea*, *Taxus baccata*)
- Promotional materials (leaflet, slides template)
- Links to other projects tackling similar themes, topics, species
- 'Events' section, with important upcoming and past international events of potential interest to the FGR community, from scientific conferences to policy making events (e.g. organized by Forest Europe, FAO, etc.)
- 'News section' features stories about the ongoing work of partners

As soon as available, project results will be also featured through:

- A list of publications related to the project with hyperlinks to open access articles or PDFs
- Videos, presentations
- Meetings reports with summaries of meeting objectives, results and relevant reports

The homepage features compelling visual materials extracted from various pages into the website. A direct link from the homepage takes to the dedicated sections for additional details.

An easily accessible link to the internal platform reserved to the exchange of internal documents among partners is available at the top of each page.

4 Conclusions

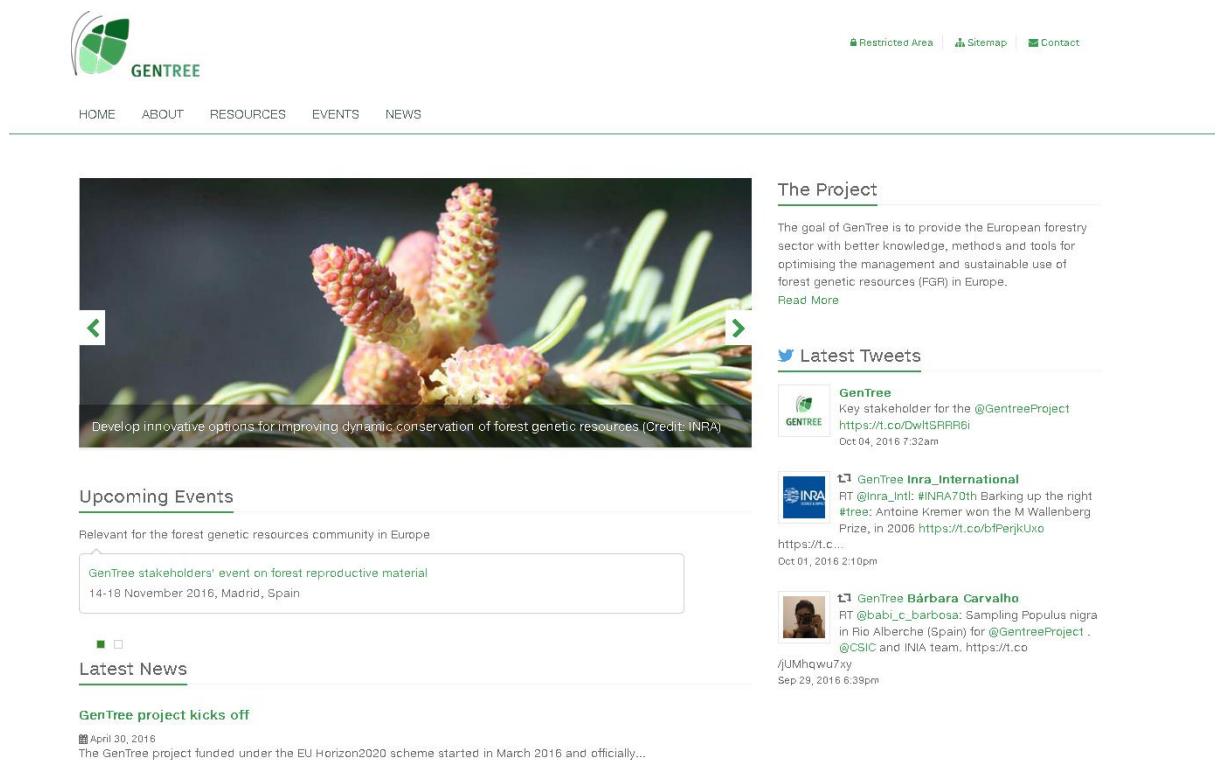
The project website was launched ahead of the planned schedule after an internal consultation with the project coordinator and WP leaders. The website usage is monitored through the 'Google analytics' online tool and is continuously updated and populated with new contents.

5 Partners involved in the work

Biodiversity International has been primarily responsible for setting up the website. Updating of contents and posting of news rely considerably on inputs from all partners. A network of focal points for communication has been set up; this involves all partners.

6 Annexes

Screenshot of the website homepage.



The screenshot shows the GenTree website homepage. At the top left is the GenTree logo. To the right are links for 'Restricted Area', 'Sitemap', and 'Contact'. Below the logo is a navigation menu with 'HOME', 'ABOUT', 'RESOURCES', 'EVENTS', and 'NEWS'. The main content area features a large image of pine cones with the text 'Develop innovative options for improving dynamic conservation of forest genetic resources (Credit: INRA)'. Below this image are sections for 'Upcoming Events', 'Latest News', and 'The Project'. The 'Upcoming Events' section lists a 'GenTree stakeholders' event on forest reproductive material' from 14-18 November 2016 in Madrid, Spain. The 'Latest News' section has a headline 'GenTree project kicks off' dated April 30, 2016. The 'The Project' section describes the goal of GenTree. On the right side, there is a 'Latest Tweets' section with three tweets from GenTree, INRA, and GenTree Bárbara Carvalho.