



D5.1 – ‘Project website published and available to the public’

WP5, T5.1 ‘Set up website and social channels’
[Version 1.0 – 23/02/2023]

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Technical References

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Table of Contents

| | |
|---|-----------|
| 1. INTRODUCTION | 6 |
| 2. WEBSITE | 7 |
| 2.1. WORDPRESS AND LAYOUT | 7 |
| 2.2. STRUCTURE AND CONTENT | 7 |
| 2.2.1. Homepage..... | 7 |
| 2.2.2. The Network..... | 8 |
| 2.2.3. Organisation..... | 10 |
| 2.2.4. Recruitment..... | 10 |
| 2.2.5. News and Events | 10 |
| 2.2.6. Planned Content | 11 |
| 3. WEBSITE MAINTENANCE | 12 |
| 4. GOOGLE ANALYTICS | 12 |
| 5. CONCLUSION | 13 |
| 6. APPENDIX: WEBSITE STRUCTURE | 14 |



Executive Summary

This report provides a general overview of the structure and content of the WildDrone project website. At the time of writing, it reflects the website status and the planned content and features to be developed during the project's 4 years lifespan. Updates will be made on a regular basis throughout the project period. Possible modifications and improvements might be identified in the future to address any needs not identified at this stage of the project. The website serves as a central point of contact to the project and provides extensive information to the public and other stakeholders. When designing the website particular attention has been made to constructing a site that is easy to navigate, informative, and visually appealing. The current content has deliberately been drafted in an accessible tone to make it accessible to many different segments. However, as the project advances, the content of a more technical character will also be published on the site (non-confidential deliverables).

Keywords: Communication, website, public awareness.



1. Introduction

The WildDrone website is designed and maintained by SDU. The website was launched in October 2022 and is one of several communication tools that will serve to promote and raise awareness of the network. The website can be accessed at the URL: <https://wilddrone.eu>.

The website was launched before the official project start (1 January 2023) in order to be used as a platform for the recruitment process of the Doctoral Candidate positions. The positions were announced on the website as well as on the website of the University of Southern Denmark (www.sdu.dk) on 15 November 2022. It was deemed important to make the website available to the public in the early recruitment stages to ensure maximum visibility of the job announcements and to provide possible applicants with the full PhD project descriptions.



2. Website

2.1. WordPress and Layout

WildDrone has great potential for visual communication with ample opportunities for photos and videos of natural landscapes, endangered wildlife, and cutting-edge technology. With this in mind, we have sought to design a very visual website. We have chosen to use the WordPress content management system for added flexibility, and have chosen a web theme, which offers a wide range of possibilities for showcasing visual elements such as photos and videos in a flexible and responsive manner. The theme also works well with more text-heavy subpages.

The layout of the website is characterised by wide header photos provided by the partners showing natural landscapes and/or the use of drone/computer vision technology. The network's logo is placed in the top left corner of each page, and next to it visitors will find the main menu bar that provides access to the main content pages and the subpages.

In the footer at the bottom of each page is the EU-logo accompanied by the funding statement, a link to the newsletter subscription, and a link to the official contact email. The contact mailbox is administered by the Coordinator and the SDU Administrative Team. Icons with links to the network's social media channels (Twitter, Instagram, and YouTube) can be found at the top and bottom of every page.

2.2. Structure and Content

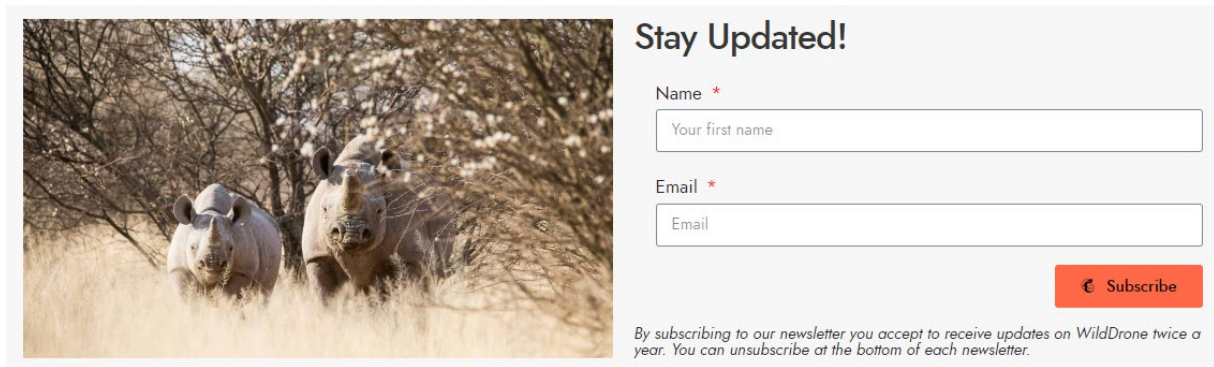
The fully envisioned structure of the WildDrone website is shown in the appendix (see p. 14). A significant part of the structure has already been published. However, certain parts such as the 'Output' menu have yet to be published as content for this part has not yet been generated. In the following sections, we will go over the main menu items and finish off with an overview of the parts of the structure that will be published at a later stage.

2.2.1. Homepage

The homepage is the central welcome page and is intended to give visitors a quick introduction to the network using visual elements, photos, and easily understandable content as seen in the elements "Who Are We", "We Work Across 3 Themes", and "Our Missions". The hard facts of the network (e.g., project duration, funding amount, etc.) are presented in a visual tile module. The module "We Care About" highlights four core values of the network: 1) Open science, 2) Security, 3) Ethics, and 4) Global Collaboration.

A central element on the home page is the overview of the 13 Doctoral Projects. This overview is presented in the module "Our Doctoral Projects" where the projects are divided into the 3 themes. Each doctoral project links to a subpage describing the individual project in detail.





Screenshot of the newsletter sign-up module.

As visitors move further down the home page, they will find the section “A Word from the Coordinator”, the newsletter sign-up form “Stay Updated!” where they can subscribe to the bi-annual newsletter (delivered by MailChimp), and a module showcasing the latest news from the project.

From the homepage, visitors can choose between the following menu items: The Network, Organisation, Recruitment, Output (not yet published), and News and Events. These menu items are available in the top menu of the website and will lead the visitor to more detailed and content-heavy subpages.

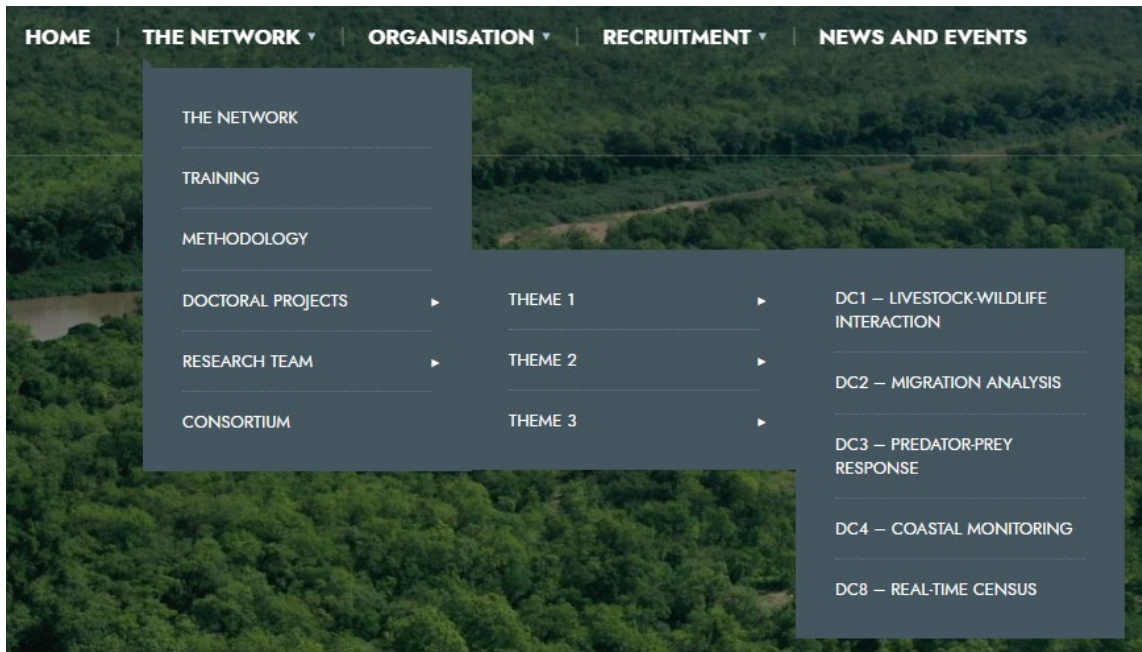


Screenshot of the menu bar.

2.2.2. The Network

‘The Network’ describes the core parts of the network such as the plans for the training and the methodology behind the research. It also contains an overview of the large consortium, where all the partners are introduced together with their organisational logos.





Screenshot of the subpages under the Network menu.

The "Doctoral Projects" page introduces first the 3 themes and then in-depth descriptions of the 13 doctoral candidate projects follow. Each theme and PhD project has been illustrated to increase the visitors' understanding of the research undertaken in the network.

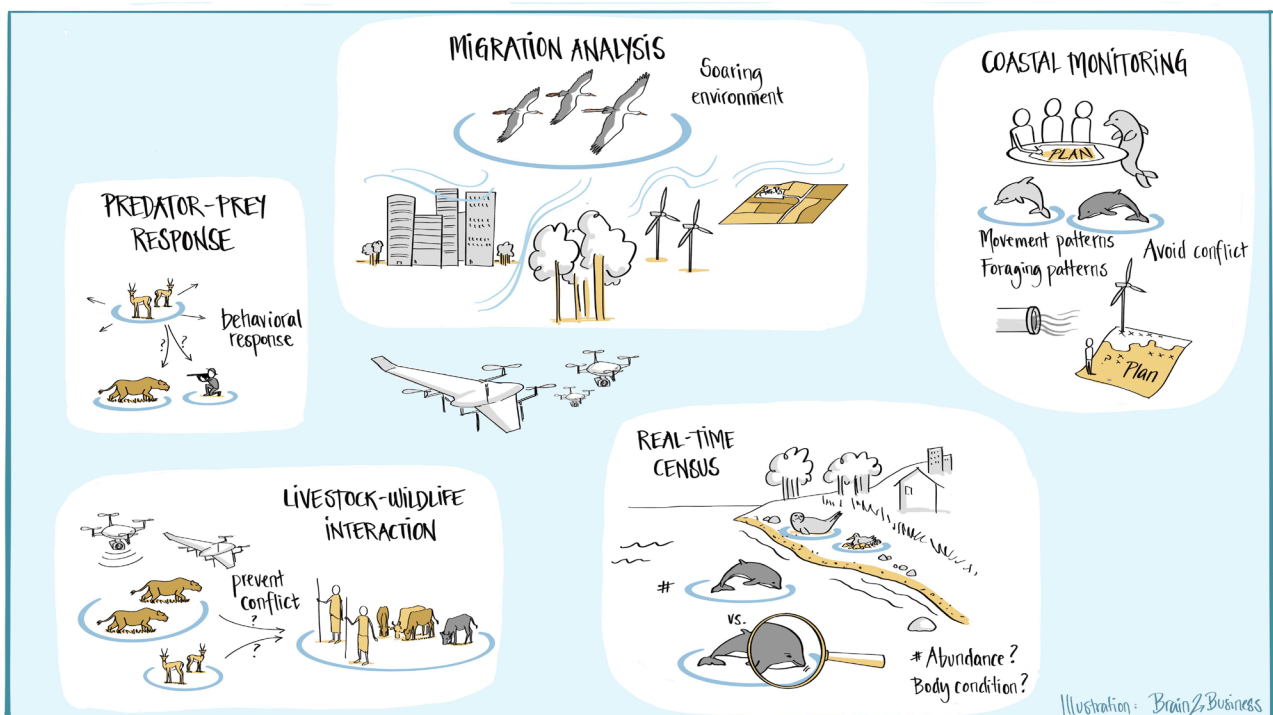


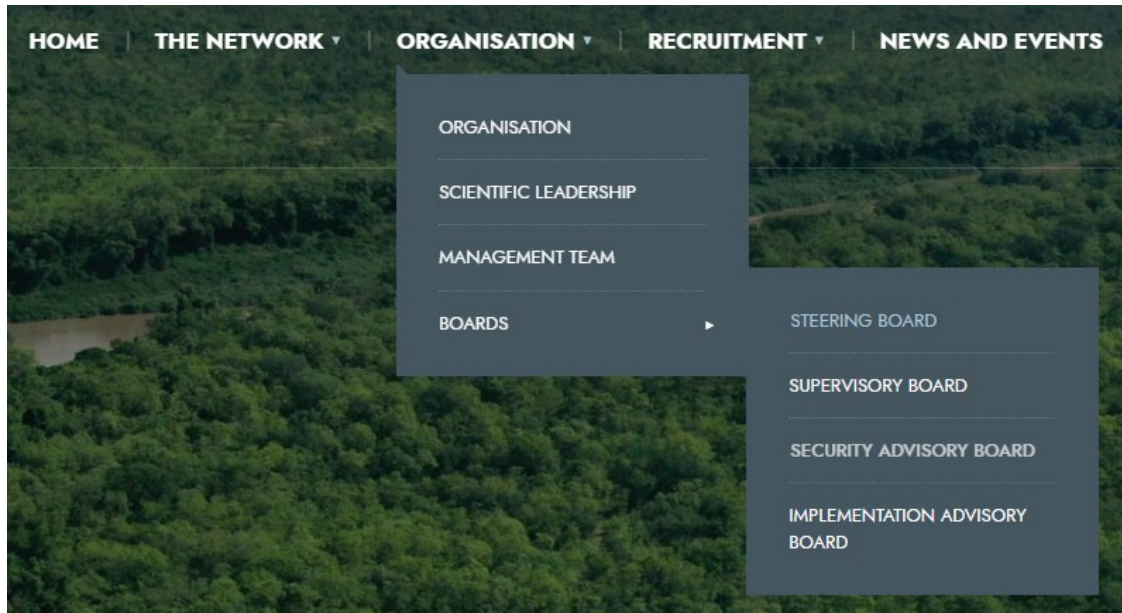
Illustration of the DC projects under Theme 1.



The research team is presented in three sections: 1) Supervisors, 2) Doctoral Candidates, and 3) Other Scientific Personnel (the two last sections have yet to be published).

2.2.3. Organisation

'Organisation' describes the network's organisational set-up, including the governance structure, the seven work packages, and the daily project management.



Screenshot of the subpages under the Organisation menu.

Visitors are introduced to the scientific leadership, the Management Team, and the Administration Team (not yet published). Finally, there is an introduction to the four boards, the different purposes they serve, and an overview of the board members (board members of the two advisory boards have yet to be published).

2.2.4. Recruitment

The 'Recruitment' page was used for advertising the Doctoral Candidate positions. The page will remain active until the recruitment phase is finalised.

2.2.5. News and Events

Project news and events will figure on the 'News and Events' page. Examples of content range from new publications, project meetings, upcoming events, introduction to new team members, etc. As previously mentioned, the three latest news items will also figure on the bottom of the home page.





Screenshot of the latest news items on the bottom of the homepage.

2.2.6. Planned Content

The website will continue to expand as the project progresses. The following parts are still under construction:

i) Output

The menu "Output" will contain content directly produced by the network. Naturally, this type of content has yet to be produced. The menu will have four subpages: 1) Scientific publications, 2) Reports and documents (only non-confidential), 3) Articles (for popular mainstream media outlets), and 4) Media (press releases, media coverage of the network etc.).

ii) Administration

This section will present SDU's Administration Team.

iii) Boards

The composition of the advisory boards is not yet finalised. The supervisory and steering boards will be described here in March 2023, and when finalised the advisory board members will likewise be presented in this section under their respective boards.

iv) Doctoral Candidates

When the recruitment process is finalised, the hired doctoral candidates will be presented in this section.

v) Other Scientific Personnel

Scientific personnel that do not serve as supervisors will be presented in this section.

vi) Collaborators



This section is intended for future collaborations with other projects or similar activities. Students who might be in some way affiliated with the network or certain project activities might also be listed in this section when considered meaningful.

3. Website Maintenance

The website will be updated regularly during the entire project period by SDU's Administration Team in close cooperation with the partners and the doctoral candidates. Website maintenance will continue for at least 6 months after the project ends to make sure that results and outcomes generated at the very project end will also be included.

To ensure that the latest activities, changes to the team, general project progress, etc. will be posted on the website, the Management Team will discuss news and input for the website at their monthly meetings. In addition, each doctoral candidate will have communication and dissemination tasks as part of their Personal Career Development Plan.

4. Google Analytics

Google Analytics has been implemented on the website to provide us with insight into who the site visitors are and what they do when they visit the website. The information collected can help us understand more about our audience (e.g., demographics, location, and device technology), whether they are new or returning visitors, and how they arrive at the website and in that way help us assess what channels deliver the most traffic.



| Top 10 Countries | | |
|------------------|--|-----|
| 1. |  Italy | 181 |
| 2. |  United Kingdom | 105 |
| 3. |  Germany | 98 |
| 4. |  Denmark | 88 |
| 5. |  Netherlands | 88 |
| 6. |  United States | 74 |
| 7. |  France | 60 |
| 8. |  Switzerland | 57 |
| 9. |  India | 40 |
| 10. |  Turkey | 39 |

[View Countries Report](#)

Google Analytics table showing the top 10 countries that visitors came from in the last 30 days.

We will also be able to determine their behaviour on the website: What pages or posts are most popular? How long do they stay on the website?



All this information will serve to guide SDU's Administration Team in their further development of the website and provide them with insight into how to gain more visitors and exposure.

5. Conclusion

In conclusion, the WildDrone website is an important communication tool for the WildDrone network and served well as a platform for the recruitment process of the Doctoral Candidate positions. Built with WordPress, the website has a layout that allows for great visual communication and flexibility, and a structure that provides a great overview of the network and its many research projects. The website will be regularly updated by the SDU Administration Team, and Google Analytics is used to gain insights into the audience and optimize the website. The importance of the website will undoubtedly increase as the network matures and become an important platform for distributing information about the network, its internal as well as external activities, and the findings of the research projects.



6. Appendix: Website Structure

