



# D 10.2

## Project Website



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## Deliverable description.

Deliverable 10.2 explains in detail the guiding principles, steps and tools that have been put in place in order to build an effective and user-friendly website. This document focuses on the process and the rationale behind the development of STEP CHANGE website.

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<b>PU</b>	<b>Public</b>	<b>X</b>
<b>CO</b>	<b>Confidential, only for members of the consortium (including the Commission Services)</b>	
<b>CI</b>	<b>Classified, as referred to in Commission Decision 2001/844/EC</b>	

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## Summary

This document corresponds to the deliverable D 10.2, *Project Website*, the second deliverable assigned to the WP 10, Communication & Dissemination, led by EUSEA, European Science Engagement Association.

It presents the rationale for the development of the website, which is part of STEP CHANGE Communication Strategy. In this framework, STEP CHANGE website will be a key tool to reach out to different audiences and sharing the development and outcomes of the project. To know more about STEP CHANGE's strategy and action plans regarding Communication and Dissemination, please refer to Deliverable 10.1.

Communicating effectively the results of a EU-funded project via an effective website is a relevant component of its success. It not only allows to inform diverse target groups about projects' milestones and outcomes, but it also contributes to shed light on the impact of EU funding while building a stronger sense of European community.



## Acronyms

Acronyms	Definition
<i>ARUWE</i>	Action for Rural Women's Empowerment (UG)
<i>AU</i>	Aarhus University (DK)
<i>CDEG</i>	Communication, Dissemination and Exploitation Guidelines
<i>C&amp;D</i>	Communication & Dissemination
<i>CS</i>	Citizen Science
<i>CSI</i>	Citizen Science Initiative
<i>EC</i>	European Commission
<i>ECSA</i>	European Citizen Science Association (DE)
<i>EUSEA</i>	European Science Engagement Association (AT)
<i>H2020</i>	Horizon 2020 funding programme
<i>K&amp;I</i>	Knowledge and Innovation Srls (IT)
<i>KoM</i>	Kick-off Meeting
<i>NIHR</i>	Oxford University Hospitals NHS Foundation Trust (UK)
<i>R&amp;I</i>	Research and Innovation
<i>RRI</i>	Responsible Research and Innovation
<i>SfC</i>	Science for Change (ES)
<i>STEP CHANGE</i>	Science Transformation in Europe through Citizens involvement in Health, conservation and energy research
<i>UNITOV</i>	University of Rome Tor Vergata (IT)
<i>UP</i>	Univerza na Primorskem Università del Litorale (SL)
<i>WECF</i>	Women Engage for a Common Future (DE)
<i>WP</i>	Work Package
<i>ZSI</i>	Centre for Social Innovation (AT)



## Introduction

Communication and dissemination via an effective website along the project's timeline will contribute to reach target audiences, and help to explain the societal relevance of Citizen Science as a strategy to address complex global challenges by making science more robust, inclusive and democratic.

The STEP CHANGE project was launched in March 2021, during the COVID-19 outbreak, in a context where science appears to be under the limelight as never before. Nowadays, more than ever, science is critically exposed to phenomena such as fault-finding attitudes of the general public, increasing demands for transparency and accountability, and an overall decrease in people's trust. Furthermore, a new wave of misinformation, disinformation and conspiracy theories is hindering even more the communication of science evidence. In times of high fears, uncertainties and unknowns, there is fertile ground for fabrications to flourish and grow. It is for instance the case of the unreliable and false information on the COVID-19 outbreak that has spread and is still spreading around the world to such an extent, that some commentators have started to refer to it as "infodemic". On the other hand, though, the pandemic has driven a huge increase in participation in citizen science, meaning that people without specialized training are helping collect data or perform simple analysis to help scientists out.

At a time when public trust in experts has declined precipitously, a more collaborative research model could help counter science skepticism. STEP CHANGE will build upon the current situation to take advantage of the considerable interest that both society and academia are demonstrating with respect to Citizen Science.



## 1. STEP CHANGE, overview of the project

STEP CHANGE will implement five Citizen Science Initiatives (CSIs) in the fields of Health, Energy and Environment. The CSIs will tackle the issues of wildlife conservation in Slovenia, non-alcoholic fatty liver disease in the UK, energy communities in Germany, infectious disease outbreak preparedness in Italy, and off-grid renewable energy in agriculture in Uganda.

The project, launched in March 2021, will draw on the expertise of 11 partners from 7 European countries and Uganda, to increase the mutual responsiveness of science and society while boosting the capacity of scientific investigation over phenomena that cannot be completely seized within conventional disciplinary boundaries.

STEP CHANGE builds on the assumption that citizen science can play an even broader societal and scientific role than is generally acknowledged. The overall objective of the project is to explore the potential of citizen science and to formulate recommendations and instruments for better cementing this approach within R&I institutions as well as changing researchers' mindsets on its value.

To support the spread of citizen science, the project will design a Citizen Science Navigator, a web-based tool that will collect theoretical and practical insights about different citizen science applications. The aim of the project is to ensure that research institutes make the most of what citizen science has to offer, whilst also identifying, analysing, and limiting the associated risks.

To maximise its impact, STEP CHANGE will make use of a multifaceted methodology not only fostering alignment with local contexts, but also nurturing mutual learning, encouraging self-reflection, and performing participatory evaluation exercises.

STEP CHANGE was conceived in reply to the call *H2020, Strategic orientation 4 – Exploring and supporting citizen science, topic SwafS27-2020: Hands-on citizen science and frugal innovation, sub-topic A, Citizen science*. The project will run until the end of February 2024.





## 1.1. The objectives of STEP CHANGE

### Overall objective

The overall objective of STEP CHANGE is to explore and take advantage of the potential of citizen science for knowledge and innovation as well as to foster mutual responsiveness of science and society, through the development and evaluation of 5 hands-on CSIs in three different areas (Energy, Health and Environment) in Europe and beyond (Africa). Following this preliminary phase, STEP CHANGE will formulate recommendations and develop tools to cement citizen science approaches within scientific institutions.

### Specific objectives

The specific objectives of the project are listed below:

- To produce new knowledge and innovation in 5 critical fields of research in which citizens' knowledge and capacities are of paramount importance for scientific advancement;
- To harvest new knowledge on Citizen Science itself, providing evidence of the role of Citizen Science for a better alignment of science and society;
- To develop and disseminate recommendations and tools in order not only to streamline citizen science, but also for a better anchorage of it within R&I institutions;
- To promote social inclusion in the territories where the CSIs will take place, by involving vulnerable and disadvantaged citizens and by nurturing multi-stakeholder dialogues on societal stakes of science.

**Table 1: Overview of STEP CHANGE Work Packages**

Work Package	Objective	Leader
WP1	Scoping process	SfC
WP2	CSI on wildlife conservation in Slovenia	UP
WP3	CSI on non-alcoholic fatty liver disease in UK	NIHR
WP4	CSI on energy communities in Germany	WECF



WP5	CSI on infectious disease outbreak preparedness in Italy	UNITOV
WP 6	CSI on off-grid renewable energy in rural Uganda	ARUWE
WP 7	Mutual Learning and Training	ZSI
WP 8	Participatory evaluation	K&I
WP 9	Stocktaking Exercise and Recommendations	ECSA
WP 10	Communication & Dissemination	EUSEA
WP 11	Management	UP



## 2. Project Website

A project website has been developed with the aim of showcasing results and presenting to the public the main activities of the project. The website has been built with the support of a web development company under the guiding principles of simplicity, user-friendliness, and minimalism. The company appointed to develop an appealing website is the experienced Italian company [Web42](#). The company will be in charge of hosting along project's timeline as well.

The website was developed in Wordpress, and it provides EUSEA with the possibility to update contents without advanced programming skills. It is user-friendly, and it features a clean, elegant and impactful front-end. The domain name of the website is [www.stepchangeproject.eu](http://www.stepchangeproject.eu). Web42 based their web design taking into account STEP CHANGE Visual Identity.

The development of the website was executed during April, May and June. It included regular Skype meetings with the developers, regular follow-ups via email, and systematic communication between EUSEA and each partner, in order to gather information to be featured in the website in a timely fashion. The development of the website has been, in fact, a cooperative work. The whole Consortium has been involved in the process, and regular updates on progresses have taken place during monthly communication meetings, in order to gather feedbacks, fine-tune with partners' needs, and collect relevant ideas to move forward.

Several concepts were considered in the final proposed design:

- STEP CHANGE website has to convey the spirit of the project, resonating with the concepts of collaboration, openness and innovation.
- STEP CHANGE website has to look fresh, modern and appealing.
- STEP CHANGE website must showcase the potential of Citizen Science for the territories and feature a local angle.
- STEP CHANGE website must be easy to navigate, not overloaded with information.
- STEP CHANGE website must have some elements in motion.



The website has been launched on June 22.

## 2.1 Sitemap

Building on several exchanges with the whole Consortium, the following wireframe was considered for the website:

About	Citizen Science Initiatives	Horizontal Activities	Media Centre	Knowledge	Connect
The Project	Wildlife Conservation	Scoping Exercise	News	Publications	
The Team	Non-Alcoholic Fatty Liver Disease	Mutual Learning and Training	Events	Resources	
Advisory Board	Energy Communities	Participatory Evaluation	Press Releases	Deliverables	
Citizen Science	Infectious Disease Outbreak Preparedness	Stocktaking Process	Newsletter		
	Off-Grid Renewable Energy in Agriculture				

The website contains several sections. The first one briefly presents the objectives of the project, as well as project partners and advisory board. The drop-down menu pertaining to this first section contains as well relevant information about CS. The second section of the website presents the 5 CSIs. Each one has its dedicated space on the website, which will be updated regularly following a storytelling approach. The pages also contain animated videos (see Annex 1) clearly explaining the goals of each initiative, as well as a contact form allowing citizen scientists wannabes to reach out to core research teams. Translations in local languages are provided for these specific webpages. Translation of animated videos will be provided at a later stage.

Moreover, a section called "Horizontal Activities" provides visibility to the transversal components of the project, in order to explain what activities will enrich the implementation of CSIs as well as their systematic assessment.



A section called “Media Centre” collects news, press releases and latest information about events, as well as a webpage dedicated to the newsletter. On the other hand, a section named “Knowledge” will act as a repository for policy briefs, documents and publications. The website, which will showcase progresses along project’s timeline, also features a footer displaying social media icons in order to multiply visibility over diverse platforms. Moreover, the website also contains a webform facilitating exchanges between users and the whole Consortium.

STEP CHANGE website has a dynamic homepage allowing easy navigation by scrolling. The user will immediately grasp the available contents by scrolling down. The following screenshots present different sections of STEP CHANGE's website, namely the menu bar, the animation, one of the webpages of the CSIs translated in local language, and one of the forms facilitating exchanges between interested users and research core teams:

#### Menu bar



#### Animation





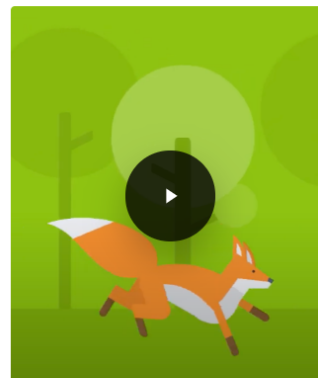
## CSI webpage translated in local language

Lovska zveza Slovenije (LZS) je slovenska nevladna organizacija organizacija, ki šteje skoraj 21.000 članov. Njeno poslanstvo vključuje trajnostno upravljanje divjadi, izobraževanje lovcev in varstvo narave. Za uresničevanje te večplastne naloge je LZS razvila edinstven in celovit sistem zbiranja podatkov s pomočjo informacijskega sistema Lisjak. Namen tega v svetu edinstvenega sistema je zbiranje in shranjevanje nacionalnih podatkov o prostoživečih živalih in predstavlja pionirsko orodje na evropski ravni.

Kljub temu da dobro sodelovanje LZS z odločevalci in raziskovalci že obstaja, dejanski potencial zbranih podatkov za različne prostorsko-časovne analize in znanstveno – raziskovalne namene trenutno še ni popolnoma izkoriščeno.

V projektu STEP CHANGE bomo nadgradili oz. izboljšali zmogljivosti informacijskega sistema za pridobivanje različnih podatkov o prostoživečih živalih v Sloveniji z razvojem državljanske pobude, ki bo vključevala začetnike ljubitelje narave, kot so: fotografi, planinci in različni uporabniki foto-kamer. Obenem bomo razvili postopke za avtomatizirano preverjanja pridobljenih podatkov.

V sklopu projekta bo razvita aplikacija za zbiranje podatkov o prisotnosti prostoživečih živali kot enostavno orodje za vključevanje širše zainteresirane javnosti – državljanov ljubiteljev narave. Z vključevanjem množice podatkov, ki jih bodo na sistematičen način zbrali ljubitelji narave, bomo izboljšali razumevanje, kako se živali prilagajajo spremembam v okolju ter prispevali uspešnejšemu upravljanju z živalmi in hkrati prispevali k ozaveščanju o pomenu varovanja biotske raznovrstnosti in narave.



English

## Example of form facilitating exchanges with the core research teams

### Participate in the project

Do you want to take part in the project as a citizen scientist and join our British team? Do not hesitate to reach out to us and to send us a message via the form below. A member of our research team will get in touch with you.

Name \*

Email \*

Message \*

I agree to the website [privacy policy](#) \*

Send

### Supporting Institutions

Dean Manor

University of Oxford, John Radcliffe Hospital

Director of NIHR Oxford Biomedical Research Centre

British Association for the Study of the Liver



## Annex 1



