Deliverable 7.2: Project website creation

Grant Agreement number: 101083589
Start date of the project: 01/05/2023   **End date of the project**: 30/04/2027
Deliverable due date: 31/10/2023   **Date of delivery**: 28/10/2023
Classification: Public
Associated Work Package(s)

WP1	WP2	WP3	WP4	WP5	WP6	WP7	WP8
☐	☐	☐	☐	☐	☐	☑	☐

Version History

Version number	Implemented by	Notes
1.0	AUA	

Table of contents

Abbreviation	Full title
DEC	Dissemination, exploitation, communication
AWMN	Agroecological Weed Management Network
AWM	Agroecological Weed Management
LL	Living Lab

Introduction

The GOOD website will host a forum for AWMN to share knowledge and experiences among AKIS actors, relevant OGs, stakeholders of AWMN, across the agri-food value chain and key stakeholders from other networks/projects/initiatives. A series of Practice Abstracts, Best Practices, AWM repository, guidelines, standards, videos and one e-learning modules will be made available twice a year to build capacities and facilitate widespread adoption and scale up and out.

The website has been developed by AUA and the url is: https://www.goodhorizon.eu/

GOOD will periodically deliver public deliverables which will be stored on the website under *Results* main section (see below). Several important milestones are depicted in the following Table.

Table 1: Milestones related to the project's website

Content	Due date	Deliverable
First version of the basic website including the functional and full of content versions of the main sections *Home, About, Platform, Results, News, Contact*	**M6 (October 2023)**	**D7.2**
First version of the AWM repository (in the GOOD website)	**M12 (April 2024)**	**D1.5**
First batch of Practice abstracts (in the GOOD website)	**M12 (April 2024)**	**D7.4**
Second and final version of the AWM repository	**M36 (April 2026)**	**D1.9**
First version of the AWM Toolbox (in the Platform)	**M36 (April 2026)**	**D5.7**
Best Practices in conventional farming systems	**M46 (February 2027)**	**D2.7**
Best Practices in organic & mixed farming systems	**M46 (February 2027)**	**D3.7**
Business models	**M46 (February 2027)**	**D6.4**
Policy recommendations	**M46 (February 2027)**	**D6.5**
Second batch of Practice Abstracts	**M46 (February 2027)**	**D7.13**
Second and final version of the AWM Toolbox	**M48 (April 2027)**	**D5.10**

There will be 2 sites (Table 1):
1. the first will be the main website for standard information, DEC, resources etc.
2. a platform which will contain more dissemination material

Table 2: Main target groups and update frequency of the GOOD Website and GOOD Platform

Website	Main sections	Target groups	Update frequency
Main	**About**	All	Only when a major change is needed
	Toolbox (*external link*)	Farmers, advisors, researchers	No updates on the website
	Results	All	Only when a deliverable is validated by the EC and has been successfully completed
	News & Events	All	Frequent for the news/announcements Every quarter for the newsletters
	Contact	All	Only when a major change is needed
Platform	**Network**	All	Frequent for the forum of the AWMN Only when a major change is needed for the interactive map of the LLs
	AWM Toolbox	Farmers, advisors, researchers	In packages
	E-learning module	All	In packages
	Contact	All	Only when a major change is needed

Website layout

The layout of GOOD's **WEBSITE** is described in Table 2.

Table 2: Layout of GOOD's website, home page, footers, main and sub-sections

Home page of the WEBSITE					
Main sections	ABOUT	PLATFORM	RESULTS	NEWS	CONTACT
Sub-sections (content)	Concept, vision & objectives	A page that has info about the platform and a link that *leads to another site.*	AWM Repository (current weed management practices and herbicide use)	News	
	Workplan (WPs, methodology)		Public deliverables	Newsletters	
	Consortium partners (links, pics)		Publications		
	Relevant initiatives (linked projects and networks)		Practice abstracts		
			Factsheets		
			Promotion material		

Content on the main page
• Main sections and subsections • *Slogan* (e.g., An Agroecological Weed Management Network for the promotion of the adoption of sustainable weed management strategies) and *Learn more* button • Teaser video for the project • Latest news and social media (e.g., Twitter) card • Consortium partners • Footer

Cookies

Cookies are small pieces of data that are stored on the browser of the visitor and play a crucial role in the modern web experience for several reasons, such as:

- **Session Management:** Cookies are vital for keeping users logged in as they navigate between pages on a website. Without cookies, you'd need to log in anew on every page you visit on a site.

- **Personalization:** Cookies store user preferences, like language settings, layout choices, or themes. This customization enhances the user experience by tailoring it to individual preferences.

- **Tracking and Analytics:** Cookies help website owners understand how users interact with their sites. This information is crucial for improving website functionality, content, and user

experience. For example, they can track which pages are most visited, how long users stay on them, and what path they take through a site.

- **Third-Party Services:** Many websites use third-party services like social media plugins, chat services, or analytics tools. These services might use their own cookies to provide their functionality seamlessly across various websites.

In the scope of the GOOD website, when a visitor accesses it for the first time, a popup appears, as depicted in the *Figure 1*, informing the users for the utilization of cookies from the website and prompting to either accept, reject or customize the cookies preferences.
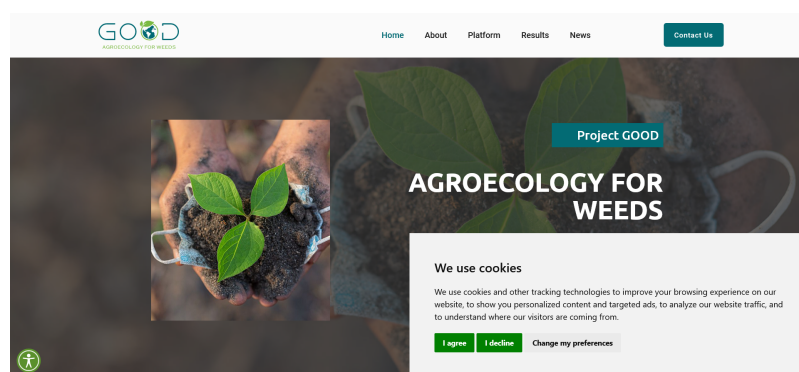

Figure 1: Cookie consent

Good website utilizes two categories of cookies:

goodhorizon.eu cookies

These cookies are vital for the system to operate and us such are mandatory and set directly by the website. The following table presents the cookies set on this category by the website.

Cookie name	Duration	Explanation
pll_language	12 months	This cookie is responsible for storing the language preference of the visitor. When a user selects a language for viewing the website, this preference is saved in the pll_language cookie, ensuring that the user sees the website in their chosen language on subsequent visits.
cookie_consent_level	13 months	This cookie is integral to managing a user's consent level for cookies on a website. It stores information about the categories of cookies the user has consented to. For instance, a user might consent to essential and analytics cookies but not to advertising cookies. This information is then used to control which types of cookies are loaded during the user's interactions with the site.
cookie_consent_user_accepted	13 months	This cookie plays a key role in the cookie consent mechanism of a website. It specifically stores a boolean value (true or false) indicating whether the user has provided consent to use cookies. This is a fundamental cookie for compliance with various data protection and privacy regulations, as it directly reflects the user's decision regarding cookie usage.

cookie_consent_user_consent_token	13 months	This cookie contains a unique token or identifier. It's used in conjunction with the user's consent preferences and acts as a record or proof of the consent given by the user. This token can be important for audit purposes or to verify compliance with legal requirements regarding user consent.
_GRECAPTCHA	6 months	This cookie is set by Google reCAPTCHA, which is a service used by websites to distinguish between human users and automated bots. The _GRECAPTCHA cookie is essential for the functioning of reCAPTCHA on web forms and other areas of a site where user verification is necessary. It helps in providing security and preventing spam or automated abuse on websites

Google's Domain Cookies

Cookie name	Duration	Owner	Explanation
_ga	13 months	Google	This cookie is a part of Google Analytics and is used to distinguish unique users by assigning a randomly generated number as a client identifier. It's included in each page request on a site and used to calculate visitor, session, and campaign data for the site's analytics reports. The _ga cookie helps website owners understand how visitors interact with their website, enabling them to improve user experience.
_ga_R6KXWK5W7C	13 months	Google	This is also a Google Analytics cookie, part of the more recent Google Analytics 4 (GA4) implementation. It serves a similar purpose to the classic _ga cookie in that it's used to store and count pageviews by a user on the site. However, its structure, specifically the part after _ga (in this case, _R6KXWK5W7C), is unique to each website property. This design assists in differentiating between different sets of data within a Google Analytics account, especially if the account is tracking multiple websites or properties.

These cookies play crucial roles in helping website owners collect data on how visitors use their sites, which, in turn, can inform website improvements. However, due to privacy concerns, it's important for website owners to inform users about these cookies. To this end, the cookie consent notice (referred to as 'figure 1') allows visitors to either select 'I agree', enabling the aforementioned cookies, or choose 'I decline', which prevents the Google Analytics cookies from being enabled or utilized by the website.

More information on how Google uses cookies can be found in the following link:
https://policies.google.com/technologies/cookies?hl=en-US

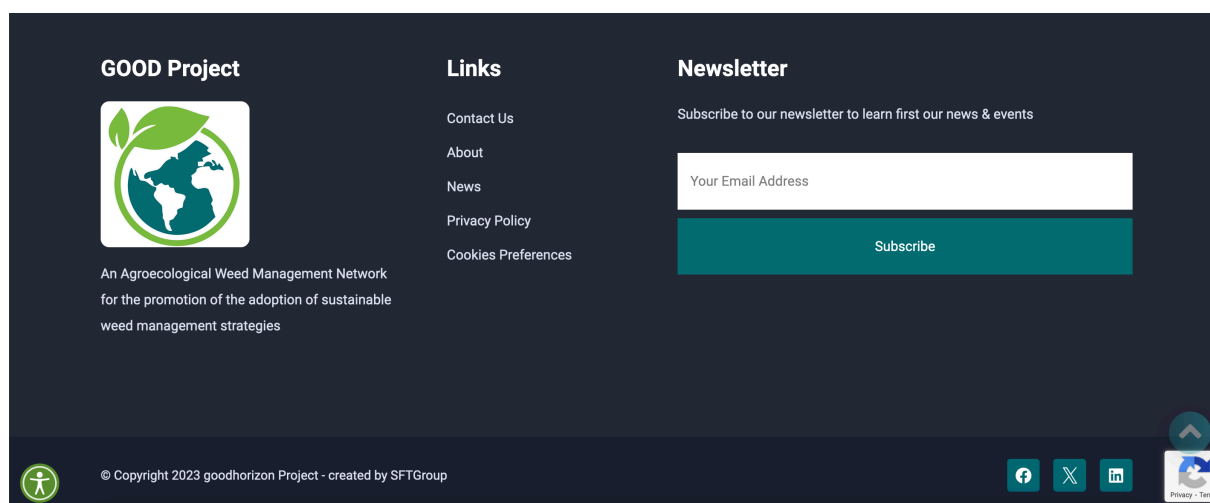*Figure 2*: *Home page of GOOD's website*

Figure 2: *Footer of home page of GOOD's website*

Platform layout

The layout of GOOD's **PLATFORM** is described in Table 3.

Table 3*: Layout of GOOD's platform, home page, footers, main and sub-sections*

Home page of the PLATFORM					
Main sections	**ABOUT**	**E-LEARNING MODULE**	**AWM TOOLBOX**	**NETWORK**	**CONTACT**
Sub-sections (content)	Information about the technical details of the AWM Toolbox (guidelines methodology etc.) Information about the E-learning module	Webinars, podcasts, peer-to-peer learning Best Practices	It is a Decision Support System for cover crops sowing and implementation of combinations of AWM solutions. The users need to select options from drop-down lists, and they will receive specific recommendations depending on pre-fixed algorithms/guidelines	Forum (pre-fixed threads or forms of contact) Living Labs (interactive map)	
Content on the main page					
- Main sections and subsections *Slogan* (e.g., An Agroecological Weed Management Network for the promotion of the adoption of sustainable weed management strategies) and *Return to the main GOOD website* button - Teaser video for the Living Labs - Footer					