

# NEXTGEN PROTEINS

## Bioconversion of Underutilized Resources into Next Generation Proteins for Food and Feed

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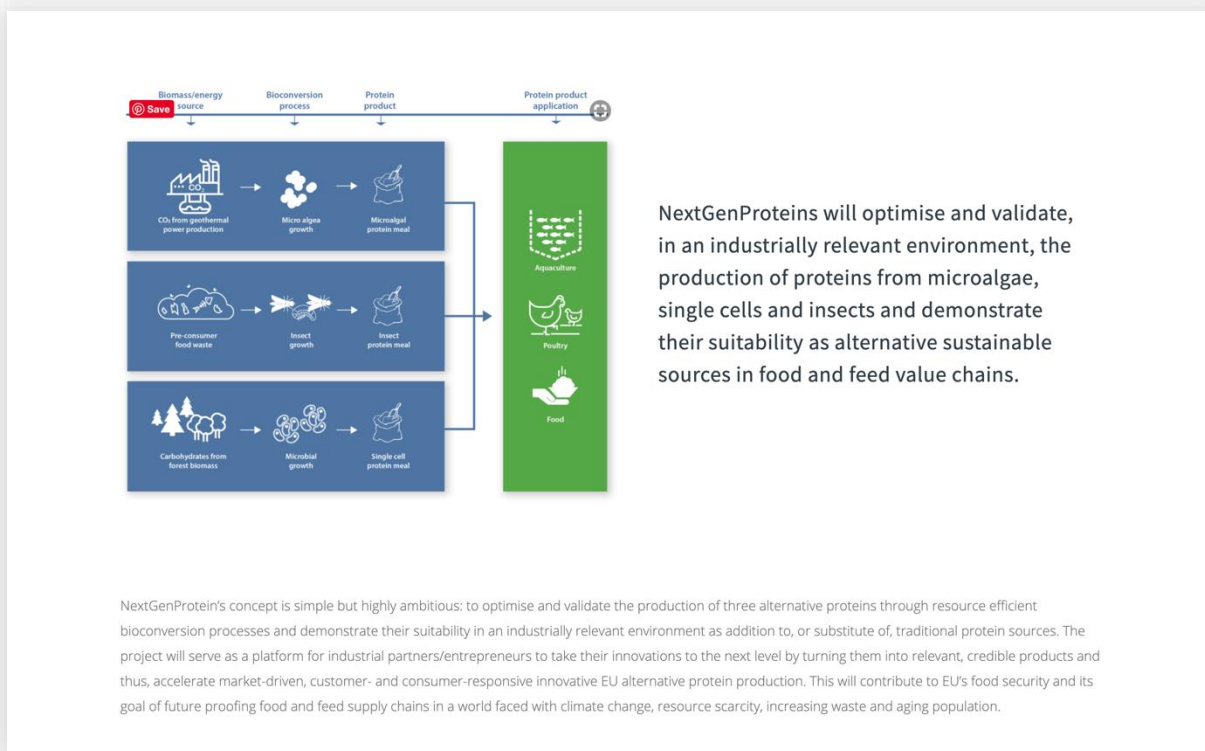
## Executive Summary

The NextGenProteins project website will be the main digital platform for the dissemination of project results and activities. This report compiles the method and results followed during the development of the platform, detailed description of web sections, aims, target public and screenshots. The website works as the main public repository of project activities and outcomes, as well as an array of multimedia material (texts, photos, videos, presentations, infographics, etc.). It centralises NextGenProteins presence in several social media channels, and facilitates societal contact with the project through the newsletter subscription. The website has been operative since the 30th of October of 2019.



## Introduction

The website hosted at [www.nextgenproteins.eu](http://www.nextgenproteins.eu) will serve as the main digital repository for the contents developed by the project. Joining applications to allow subscription to the newsletter (Campaign Monitor), monitoring of visitors' behaviour (Google Analytics), social media profiles (Twitter and Facebook) and digital contents on the project (text, photos, videos, infographics).



## Method

Based on the need to develop a consistent and easily manageable web with robust technology, the production team opted for the Wordpress platform. Wordpress offers the flexibility of an open-source software, allowing for personalisation of structure and elements, whereas it could be easily re-design by third-parties in case of a need for a re-design during the project life.

## The Domain

The consortium agreed on the domain [www.nextgenproteins.eu](http://www.nextgenproteins.eu), using the top-level domain for the European Union.

A unique handle was also secured for social media in which NextGenProteins is active (Twitter, Facebook), ensuring consistency among the channels:

@nextgenproteins

## Main features

Based on previous experience with other similar projects, the following applications were included in the development process:

A Search Engine Optimisation (SEO)<sup>1</sup> module enabling easy integration with Wordpress and a quick management of keywords to enhance page ranking in most common web search engines (e.g. Google).

- Google Analytics for monitoring visitors' behaviour on the website and allowing for eventual tailoring of section and/or contents. Indicators offered by the platform as most visited pages, most common exit pages, average time spent on a page or visitors geographical origin offer interesting hints on the interests of the visitors.

- An application allowing for email marketing through a database of subscribed emails. The application allows for subscription and monitoring emails opening. It complies with the EU General Data Protection Regulation (EU GDPR).

### Main areas of interest for visitors will be:

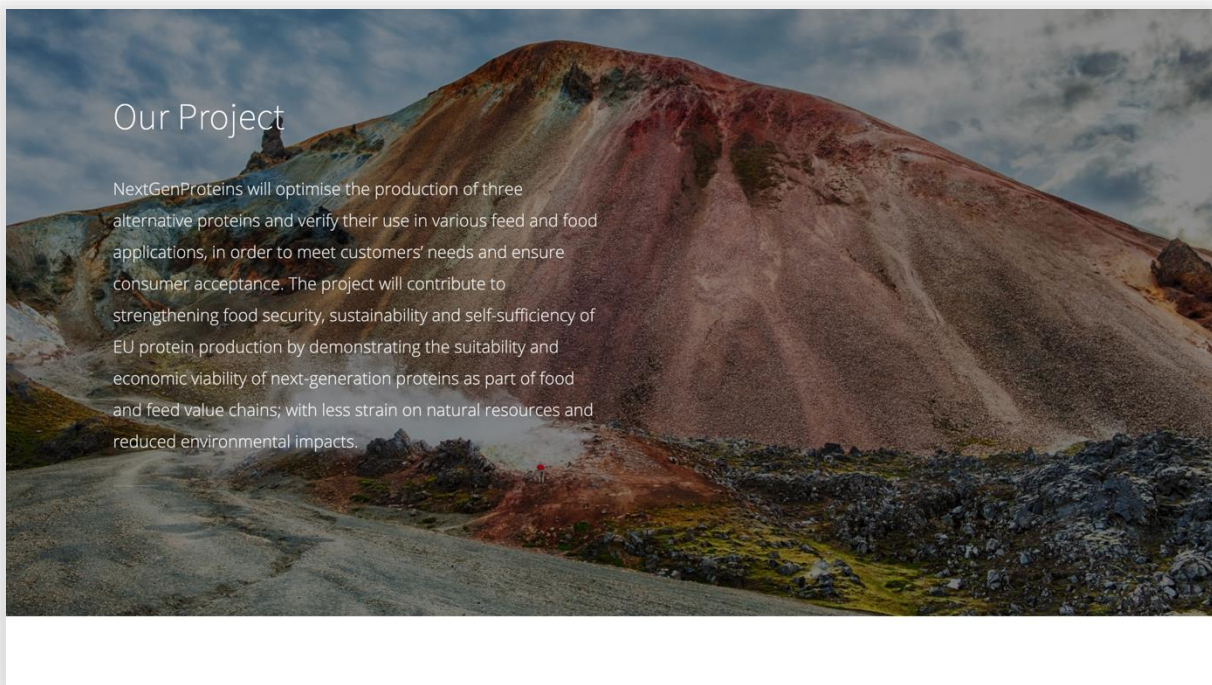
- Published updates on NextGenProteins activities, outcomes and development (Outcomes section will be added later when the first outcomes from NextGenProteins are published).

- Enabling contact with NextGenProteins researchers.

- Centralise overview of social media presence.

For instance, the "News" section will centralise access to updates, with a visual menu ranking most recent items.

Another section, the "About the Project" area hosts most general information on the project, from its objectives, to the case studies and member of the consortium.



## Partners Domain

For effective communication and dissemination by all partners, it is important to provide a toolbox that all partners can utilize. A partners-only web page will be established under the NextGenProteins domain where partners can access documents for sharing and for download. Documents such as templates for presentations slides and posters, reports, meeting minutes and overview of dissemination activities will be shared and can be downloaded from the partners-only site. Each partner will be provided with login details for the partners domain. The login button is located on the navbar in the upper right corner.

THE PROJECT ▾

NEWS

CONTACT

SIGN IN

## Conclusions

The collaboration between partners will allow for the constant update of the contents and structure of the NextGenProteins website. All partners have the responsibility to proactively contribute to communication, dissemination and exploitation of project results via scientific publications, exploitation of relevant results and the contribution of content to social media and the website.