



DYNAVERSITY
DYNAmic seed networks
for managing European diVERSITY

Grant agreement n°: 773814

H2020 - Coordination and Support Action

D5.2
Website publication

Due date: M04 (February 28th 2018)

Actual submission date: 28/02/2018

Project start date: November 1st, 2017 Duration: 36 months

Workpackage concerned: WP5

Concerned workpackage leader: Elisabetta Tola

Lead Beneficiary: Elisabetta Tola

Dissemination level:

- PU: Public (must be available on the website)
- CO: Confidential, only for members of the consortium (including the Commission Services)
- CI: Classified, as referred to in Commission Decision 2001/844/EC



DYNAVERSITY



Introduction

Dynaiversity website design structure has been undertaken soon after the project start date to develop a plan to share with all partners during the Kick Off meeting in Leuven, on 17th-18th January 2018.

The structure, technical details, contents and graphic design have been presented, with some alternatives choices for some pages, to the entire network and the SKEP members. Choices regarding the reserved area and the organization of contents have been taken and the development process has been started off soon after the meeting.

Technical info

To facilitate the contribution of each partner and of all members of the communication team to the update of the website contents, it has been decided to use a CMS (Content Management System) based on Wordpress, which is quite easy to use and has a very wide variety of themes to choose by to develop an original design.

The domain has been registered and will be kept and maintained by formicablu for the entire project duration and 5 years after its ending date. Domain and hosting are guaranteed for the duration of the project, but they can be extended providing adequate economic resources. After this period of time, if there are not additional resources, the website will be archived and kept as a static repository.

Domain:

<http://www.dynaiversity.eu/>

Hosting features:

unlimited monthly traffic;
monitoring server 24hx7d;
daily backup;
Wordpress security upgrades; 1 email address

Graphic design:

Based on a number of considerations shared with partners and on previous experiences, the communication team has proposed to use Avada Wordpress Theme (<https://avada.theme-fusion.com/demos/>), in particular Avada - Agency (



DYNIVERSITY



<https://avada.theme-fusion.com/agency/>) which will fit with Dynaversity graphic identity.

Language: English. However, when publications in other languages will be available, they will be clearly highlighted to facilitate their dissemination and use.

Web metrics: basic metrics will be recorded and analysed with Google Analytics, activating the account the same day when the website is going online, aka February 28th 2018.

The website pages structure is organized in the following pages and sections:

Main menu:

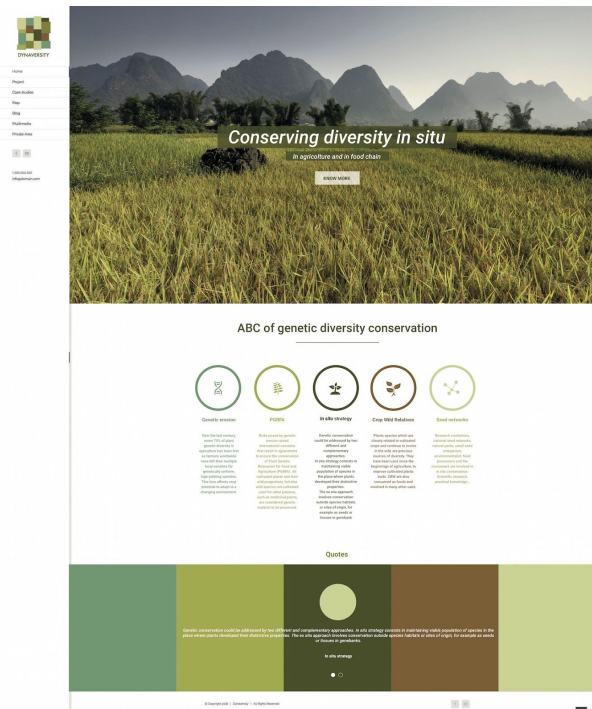
1. Home
2. Project
 - a. Description
 - b. Work plan
 - c. Partners
 - d.SKEP
 - e.Reports
3. Case studies
4. Map
5. Blog
6. Multimedia
7. Private area

Detailed structure:

1. Home

The homepage should orient the user (general public) and present the project highlights. It is compact and organized in “blocks”. See:

<https://avada.theme-fusion.com/agency/>



- *First block: what the project is about, expressed by a short title and subtitle (in the background a looping video sequence).*
- *Second block: what the project is about in more detail, that is specifications on in situ conservation by means of graphic and short texts.*
- *Third block: project highlight, e.g. case studies. Third block at the beginning of the project could temporary host quotes of the partners.*
- *Fourth block: suggestion to explore a multimedia content (e.g. booklet, webphotostory, ect.)*

The Home page also contains the details of the grant agreement and contract and the direct links to social media channel, starting with the first two that have been activated, Facebook and YouTube.



DYNAVERSITY





- Home
- Team
- Overview
- Key
- Activities
- Publications
- Partners
- Media
- Workshop
- Workshop

Project

AIM AND SCOPE

DYNAVERSITY analyses and describes the actors involved in plant genetic conservation for agriculture in order to suggest management and governance models and to construct new forms of networking. It facilitates exchange and integration of scientific as well as practical knowledge on how to best manage diversity in agriculture and in the entire food chain, restoring evolutionary and adaptation processes.

CONTEXT

About agrobiodiversity conservation

The progressive shift of farmers from local varieties to genetically uniform high-yielding varieties is a global trend, coming from the last century.

It has been raising concerns about the implying loss of genetic diversity, a phenomenon named as "genetic erosion". This loss of diversity is worrying because it reduces the chances of plants to adapt to changing, to climate changes for example.

"Any genetic material of plant origin that has present or potential value for food and agriculture", referred to as PGRFA (Plant Genetic Resources for Food and Agriculture) has therefore been included in international agreements aimed at conserving and sustainably using natural and agricultural biodiversity.

Two conservation strategies have been defined: ex situ and in situ. The first implies the preservation of species outside their natural habitat, such as genebanks, where seeds or other plant material are stored, or botanical gardens and greenhouses. In situ conservation is performed in the sites where plants developed their distinctive properties. It has, among others, the major advantage of capturing the evolutionary adaptation of plants exposed to changing environmental and management conditions.

In situ conservation involves wild species genetically close to cultivated ones, referred to as Crop Wild Relatives (CWR), which have proved to be more problematic to be stored in genebanks. CWR are important as reserves of useful traits (e.g. resistance to various stresses), which can naturally or artificially pass to genetically related crops, landraces? In the past 20 years, in situ conservation of CWR has been an almost exclusive working field for conservationists and scientists developing methodologies for the creation of genetic reserve areas.

These strategies have however been poorly considered or applied by public authorities as such. National parks have rarely been involved in the discussions about in situ conservation even though many parks are working on CWR and landraces conservation: natural parks, seed networks e still partner?

SPECIFIC OBJECTIVES ARE

1. Generating a knowledge base on the characteristics of in situ genetic resources, good practices on conservation and management issues.
2. Mapping actors and stakeholders and through case study analysis identifying better practices.
3. Promoting new sustainable links and partnerships between European conservation stakeholders – connecting academic-civic-political-private actors – by creating and evaluating learning programs aiming at diminishing the divide between in situ and ex situ conservation efforts.
4. Integrating National Parks activities and policies within the on farm and in-garden conservation realm of actors.
5. Raising public awareness on the importance of genetic resources, also involving Alternative Food Networks (AFNs) – through science cafes, citizen science, Let's Liberate Diversity meetings, demonstration sites, seed exchange associations, photo exhibitions, video exhibitions, outreach cards and agrobiodiversity corner in specialized magazines.
6. Providing an enabling institutional framework for new dynamic seed systems and strategies for innovative, participatory and integrated governance in the PGRFA communities, aiming at an increased use of genetic resources from in situ sources in breeding activities and in the food chain.

Workplan

<p>WP1</p> <p>concepts, actors</p> <p><small>Analysis of the context of genetic resources in Europe. The relevance of ex situ, in farm conservation and in situ conservation will be</small></p>	<p>WP2</p> <p>concepts, actors</p> <p><small>Analysis of the context of genetic resources in Europe. The relevance of in situ, on farm conservation, ex situ conservation will be</small></p>	<p>WP3</p> <p>concepts, actors</p> <p><small>Analysis of the context of genetic resources in Europe. The relevance of in situ, on farm conservation, ex situ conservation will be</small></p>
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2. Project

This section offers a full description of the project and all the related institutional materials.

2a. Description: research framework, project aim and scope, specific objectives, etc.

2b. Work plan: work packages and deliverables

2c. Partners: partners are briefly presented, an interactive web elements can be used, such as Avada “flip boxes”

<https://avada.theme-fusion.com/agency/about-us/>

2d. SKEP members

2e. Deliverables: reports and other documents are listed and available for download

3. Case studies

The main page of this section is a visual index of all the case studies, each of them has a single page containing more details.

Case studies: main page style

<https://avada.theme-fusion.com/agency/our-work/>

Case study page style

<https://avada.theme-fusion.com/agency/portfolio-items/varius-lectus-ulla/>

4. Map

Here the map of actors and stakeholders is presented, drafting from the more complex work of mapping undertaken by WP1 e WP2.

On top a video loop with title (see homepage) can be the first element to be loaded when the section is visited. Below other Avada - “flip boxes” can be used to explain the map or add information.

<https://avada.theme-fusion.com/agency/contact-us/>

5. Blog

News and events are presented in a blog-like style.

<https://avada.theme-fusion.com/agency/blog/>

6. Multimedia

This section, like homepage, can be structured in 4 blocks, e.g.

First: image of the booklet (and “download” button)



DYNAVERSITY



Second: visual index of the four webphotostories (video+audio), using Avada - “gallery” element (<https://avada.theme-fusion.com/gallery/>)

Third: technical manuals listing, using Avada - “toggles” elements (<https://avada.theme-fusion.com/accordion-toggles/>)

Fourth: photo exhibition preview, concept cards or other communication products presented in a slider (Avada “post sliders” elements <https://avada.theme-fusion.com/post-sliders-2/>)

7. Private area

A simple page accessible with a unique (for all users) password. The page hosts a Google drive folder organized in subfolders which contain documents to be shared between partners.