



Project Website

Deliverable D4.2



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An EU-wide farm network demonstrating and promoting cost-effective IPM strategies

Coordination and Support Action (CSA)

01 October 2020 – 30 September 2024 (48 months)

Deliverable D4.2

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Lead partner: BioSense Institute

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Reviewed by Leader of Work Package: ADAS

Type: Website

Version: 1.0

Dissemination Level

- | | | |
|-------------------------------------|-----------|--|
| <input checked="" type="checkbox"/> | PU | Public |
| <input type="checkbox"/> | CO | Confidential, only for members of the consortium (including the Commission Services) |
-

A bstract

Deliverable 4.2 – Project Website (<https://ipmworks.net>) is seen as one of the first major and tangible results of WP4. It will be one of the first presentations of the project which will be available and communicated to the wider public.

The purpose of a project website is to provide detailed information about the project, its milestones and achievements, partners, timescales, news and to provide the interested parties with a means to familiarize themselves with all the aspects they are interested in and also to connect with the project.

Work on the achievement of this deliverable has started very early in the project and was one of the first main activities and focuses of the project partners because of the importance it carries. The website, for many, will be the first exposure to the project and as such is essential for a proper impression of the work that is planned to be accomplished within IPMWORKS.

The website consists of the Home page and several menus and submenus:

- About
 - The project
 - Consortium
 - WPs
 - Deliverables & milestones
 - Partner Projects
 - Contact
- News
 - Highlights
 - Events
- Toolbox
- Networks
- Results & Resources
 - Fact sheets & Practice abstracts
 - Leaflets
- Stakeholders & Friends

Besides the menus and submenus mentioned above, the website will have links to social media account of the project which have been created within WP6. Once online and fully functional, the website will be updated on a constant basis not only with news regarding the project but also with results, important achievements and it will evolve based on the feedback of both project partners and end users.

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1. Website construction & management

In order to build a website which reflects the values and aims of the project, provides valuable information to the end user and is in line with the expectations which were initially set, the website had to be a representation of the vision of the entire consortia.

Taking that into account, the first activity which has started after the official Kick-off meeting of the project was collecting the feedback on all of the partners. During the kickoff meeting WP4 briefly presented their vision for the website and then an internal survey was circulated in order to obtain the expectations and needs of all the project partners. Simultaneously, BioSense Institute had a number of internal meetings with the developers of the website to find the best web content management system where they have relied on previous experience from such H2020 projects as NEFERTITI. After collecting the results of the survey and merging them with the outcomes of internal meetings, BioSense had a base to start the construction of the website.

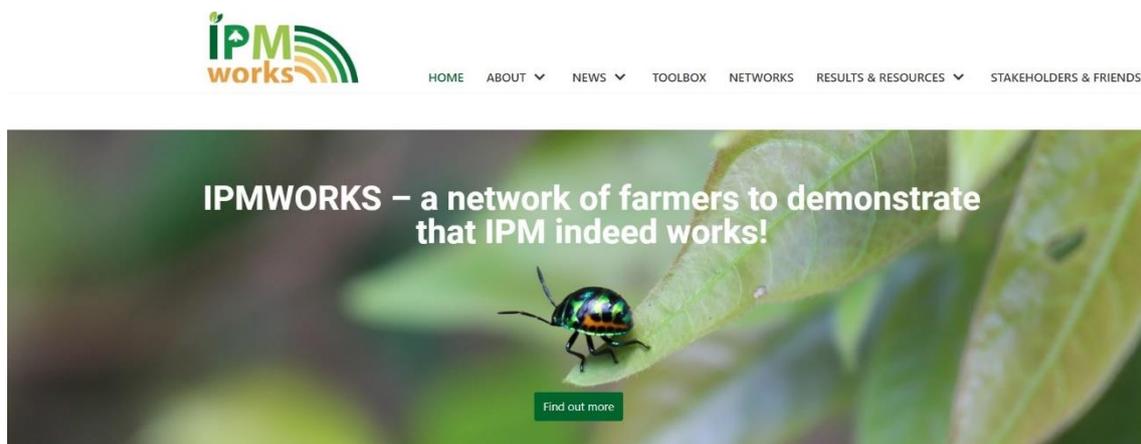
The first step in the construction of the website was domain acquisition. Within WP4 a discussion surrounding this topic concluded with the agreement that in order to reflect the close bond IPMWORKS will have with another H2020 project IPM Decisions, the project's domain should be the same as the domain of the mentioned project and as such ipmworks.net was acquired. WordPress was chosen as the solution which will be used for creation of the website as it is a Content Management System (CMS) with which BioSense Institute has had positive experience, it has multiple high-quality themes and a number of plugins which can be used for various needs. After the logo of the project was chosen, through the activities of WP6, it was put on the website alongside the initial menus: Home, About, News, Toolbox, Networks, Results & Resources and Stakeholders & Friends.

In order to start further construction and to ensure proper management of the sections of the Website, during the second Project Steering Committee meeting it was agreed that BioSense Institute will extract information from the Grant Agreement for sections of the website which are related to basic project information while INRAE will be responsible for the Homepage, Networks page and Stakeholders & Friends page. Consulai will be responsible for the Highlights submenu, while all the partners will inform BioSense Institute regarding material which should be put under Results & Resources. The toolbox menu will be a link that will redirect users to the Toolbox of the project which will be created at a later date.

1.1. Homepage creation

The initial idea of the homepage is that it needs to be inviting, its content needs to motivate people to explore the website and its color-scheme needs to reflect the colours from the project logo which are also the colours of project FarmDemo which unites IPMWORKS with three other Horizon 2020 projects AgriDemo F2F, PLAID and NEFERTITI. BioSense has conducted a research

of other successful H2020 websites in order to garner ideas and find potential improvements of their ideas which were initially created taking into account their previous experience with website creation. Through benchmarking it was decided that the page will be created as a vertical scroll-through page with some of the most important aspects of the project while also inviting the users for further interaction through call-to-action buttons. INRAE has given the first sketches of the Homepage while additional feedback was given by AARHUS UNIVERSITET and BioSense Institute. After an agreement was reached on what the page should consist of, BioSense Institute has started collecting and customizing the data, pictures, icons and other material which will be used in creation of the Homepage. The pictures which have been used are royalty free pictures and thus can be used freely for purposes such as website creation. The data shown on the homepage can be seen as the shortened core of what the project aims to achieve through its objectives, targets and outputs. Its aim is to give the visitors a glimpse of the project but also make them interested in finding out more and browsing through the other sections of the website. The vision of the project is to also update these figures as well as the look of the homepage as the time progresses and as the project’s outputs grow in volume. It will remain the central point for an overview of the project but it will be modified based on project’s needs and in order to keep the visitors updated with the progress of the project.



Objective

Promote IPM adoption to reach a -50% of pesticide use of European agriculture by 2035!

Picture 1 – Homepage

1.2. About menu creation

The About menu was envisioned as the starting point of the end users journey through the website. Here they would be able to find all the information regarding the aim and the vision of the project, its WPs and deliverables as well as the partners which form the consortia. Within this section, users could also find more information about the partnering projects and visit their respective websites which will also be good for raising awareness on other related H2020 projects. The majority of the data needed for creation of the submenus within the About menu was extracted from the Grant Agreement of the project. With the assistance of Consulai, all of the needed information regarding consortia members was collected from their websites to the partners’ logos and contact information.



About the project



What is IPM?

Integrated Pest Management (IPM) is based on a diversity of pest management measures (prevention, non-chemical control, best practices for optimizing pesticide efficiency, etc.). These are combined at the farm level to enable reduced reliance on pesticides, and therefore a decrease in the exposure of the environment and people to pesticides. Rare pioneer farmers throughout Europe are testing such IPM strategies and are succeeding in achieving good outcomes with low pesticide inputs. However the majority of European farmers still rely heavily on pesticides, with major environmental and societal impacts, because most of them have not adopted a comprehensive, farm-level and holistic IPM strategy so far.

What is IPMworks?

IPMworks (full project name: An EU-wide farm network demonstrating and promoting cost-effective IPM strategies) is a H2020 financed project gathering 31 partners from 16 European countries, coordinated by the French National Research Institute for Agriculture, Food and the Environment (INRAE).

The objective of IPMWORKS is to promote the adoption of IPM strategies, based on a EU-wide network of farmers, who will both progress further in the adoption of IPM – through peer-to-peer learning and joint efforts

Picture 2 - About the project page

Work packages

+ **Work package 1 - Approaches, methods and lessons for the development of IPM demo networks**

+ **Work package 2 - Network building**

– **Work package 3 - Farm Demonstration activities**

The general objective of this work package is to demonstrate to farmers outside the network that it is possible to reduce farm reliance on pesticide while maintaining (or even enhancing) farm profitability, through advanced holistic IPM designed at the farm level. Most of the demonstration events will be based on IPM success stories described at the cropping/farming system level, in line with the holistic view of IPM promoted by the network. However, some demonstration events will also rely on comparisons of alternative IPM strategies at field level.

+ **Work package 4 - IPM Resource Toolbox**

+ **Work package 5 - Monitoring, evaluation, data management**

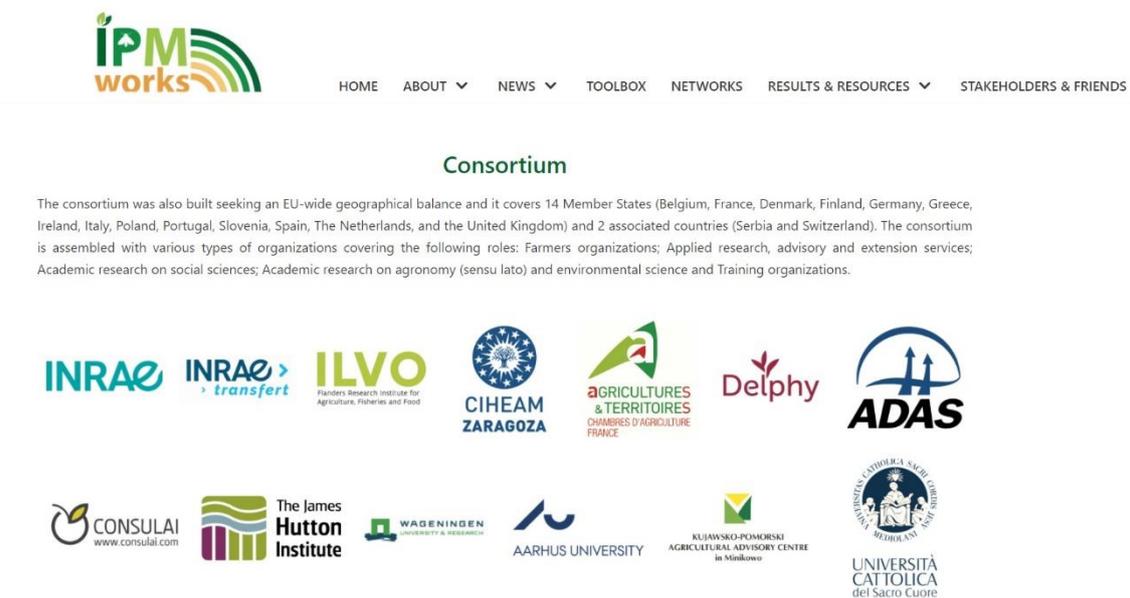
+ **Work package 6 - Dissemination, Communication and Training**

+ **Work package 7 - IPM policy engagement and sustainability strategy**

+ **Work package 8 - Project Coordination and Management**

+ **Work package 9 - Ethics requirementsa**

Picture 3 - Work Packages page



The screenshot shows the website header with the IPM works logo and navigation menu: HOME, ABOUT, NEWS, TOOLBOX, NETWORKS, RESULTS & RESOURCES, STAKEHOLDERS & FRIENDS.

Consortium

The consortium was also built seeking an EU-wide geographical balance and it covers 14 Member States (Belgium, France, Denmark, Finland, Germany, Greece, Ireland, Italy, Poland, Portugal, Slovenia, Spain, The Netherlands, and the United Kingdom) and 2 associated countries (Serbia and Switzerland). The consortium is assembled with various types of organizations covering the following roles: Farmers organizations; Applied research, advisory and extension services; Academic research on social sciences; Academic research on agronomy (sensu lato) and environmental science and Training organizations.

Logos of consortium members are displayed in two rows:

- Row 1: INRAE, INRAE > transfert, ILVO (Flanders Research Institute for Agriculture, Fisheries and Food), CIHEAM ZARAGOZA, AGRICULTURES & TERRITOIRES CHAMBRES D'AGRICULTURE FRANCE, Delphy, ADAS.
- Row 2: CONSULAI, The James Hutton Institute, WAGENINGEN UNIVERSITY & RESEARCH, AARHUS UNIVERSITY, KUJAWSKO-POMORSKI AGRICULTURAL ADVISORY CENTRE in Minkowo, UNIVERSITÀ CATTOLICA del Sacro Cuore.

Picture 4 - Consortium page





Picture 5 - Partner projects page

1.3. News menu creation

The news menu was seen as the point of the website where the users could find the latest updates regarding the project and its activities. Here the two submenus reflect the parts of the project with the most envisioned traction – Highlights and Events. Within the highlights submenu IAMZ will be publishing short but informative articles regarding the activities of the project its hubs and networks. Discussion surrounding this section was raised within the project as the regular news sections were seen as too robust and as sections which are not frequently updated and in order to avoid that, Consulai has suggested to construct a Highlights section where shorter and insightful updates can be published on a regular basis. The highlights section will be used once the website goes live and it will be updated on a regular basis with more traction expected as the project progresses. The events submenu will be linked to the Events calendar from H2020 project NEFERTITI which will be used to publish the demo events from IPMWORKS. By doing this, the project contributes to the longevity of the NEFERTITI Platform and also to reinforcing the platform as a place where all demonstrational events within the agri-food sector should be published. In order to truly highlight the section of events, the use of the NEFERTITI platform and to generally emphasize the importance of the demo events, the events will also be visible on the IPMWORKS toolbox.

Highlights



Launch of IPMWORKS

March 18, 2021

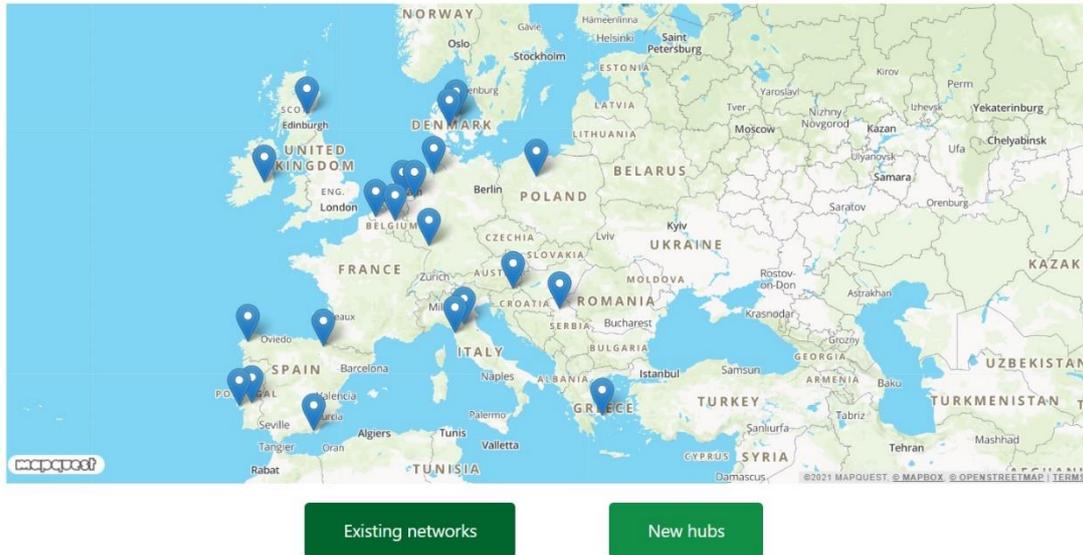
IPMWORKS – An EU-wide farm network to demonstrate and promote cost-effective strategies on Integrated Pest Management (IPM) IPMWORKS is an H2020 European project that started... [Read More »](#)

Picture 6 - Highlights page with the first highlight

1.4. Networks menu creation

The core of the project's activities will revolve around the already existing networks which are integrated into the IPMWORKS project, but also the new hubs which will be created within the first year. As the importance of these networks and hubs is very high, they have been dedicated their own section within the website. In this section the visitors will be able to see the geographical location of all the networks and hubs on a map of Europe and also learn more about each of them through their dedicated pages. The already established networks will have all their information available from the launch of the website while the information regarding the new hubs will be updated as they are formed. The vision is that within the dedicated pages visitors will be able to find out information about the hubs from who the hub coaches are to which farms are in the hubs and what are there achievements.

One of the main objectives of the project is to establish a EU-wide multi-actor network, based on (i) existing national IPM Farm Demo networks, coordinated to produce common deliverables (e.g. common formats for the description of successful IPM strategies with management details and performance at the farm level, level of pesticide use, productivity, profitability, workload) without disrupting their current operation, and (ii) new hubs of volunteer farmers motivated to evolve towards advanced IPM adoption on their whole farm, and for demonstration activities.



Picture 7 - Networks page

1.5. Results & Resources menu creation

The main function of the results & resources menu is to have a defined space where project’s outputs can be published, disseminated, and easily found. Two submenus can be found which are Fact sheets & practice abstracts and Leaflets. All of the project partners will contribute to the creation of these documents and as such they will all communicate once these documents are finished and can be uploaded to the required section. In the first months of the project while many activities are being initialized, this section will remain unpopulated, but the vision was to showcase to the users that there is a section which will be dedicated to results dissemination where useful documents can be found.

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1.6. Stakeholders & Friends menu creation

In order to find a way for interested users to get included in the project, a Stakeholders & Friends menu was created. The idea is to provide the users with an option to leave their information in order to receive the project’s newsletter, information about the project’s conferences, events, and training courses. A questionnaire was produced, taking into account GDPR guidelines, which will evaluate the user’s needs and interests and offer them a way to connect with the project in a way they find most suitable. This added value of this section is that it will broaden the reach of the project as through this questionnaire a group of people interested in the outcomes of the project will be gathered and they can be easily communicated while not relying solely on the social media.



Join the community of IPMWORKS Stakeholders and Friends



Please read the Consent Agreement [here](#)

If you have any question, please contact nicolas.munier-jolain@inrae.fr

by ticking this box, I state that I have read, understood and agreed the Consent Agreement

Picture 8 - Stakeholders & Friends page

Family name*	<input type="text"/>
First name*	<input type="text"/>
E-mail address*	<input type="text"/>
Company	<input type="text"/>
Country (where you live)*	<input type="text"/>
Type of stakeholder	<input type="text" value=""/>

What are you expecting most from IPMWORKS

- Receive a newsletter
- Receive information on IPMWORKS events (Conferences)
- Access IPM resources (monitoring tools; Decision Support Systems...)
- Attend an IPMWORKS event to demonstrate the efficiency of my IPM solution
- Get some evidence that 'IPM works' Follow training courses on IPM
- Join an IPMWORKS group as a farmer
- Launch a hub of IPM demo farm as a hub coach
- Organize an event on IPM in my country Other motivation

Picture 9 - Stakeholders & Friends questionnaire



1.7. Website management

As mentioned previously, during one of the Project Steering Group's meeting, responsibilities were assigned for the various menus and submenus of the website. Over the course of the projects identified partners will be in charge of sending the update requirements to BioSense Institute, while BioSense Institute will technically implement them. All of the projects partners will be asked for feedback on the website as potential improvements are always possible and also feedback from the users will be taken into account as the first goal of the website is that it is practical and easy to use for the target users. Some sections will not be changed such as the page for Work Packages and consortia members, while all the other sections can be changed, extended, and edited.