AgriCapture CO_2

Regenerating soils for climate and farmers

7th May 2021

D6.2 AgriCapture website

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101004282.

Document control page

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Work Package	6: LAUNCH: Promotion, uptake and commercial transition
Document title	AgriCapture website summary
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Responsible author	Celia Nyssens, EEB
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Type	Website
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Rights	Copyright "AgriCapture consortium"
Status	( ) In progress ( ) For review ( ) Approved
Dissemination level	Public

Version history			
Version	**Implemented by**	**Date**	**Description**
V1	Celia Nyssens	6th May 2021	Final version

Introduction and objectives

The AgriCaptureCO2 website was launched on the 3rd May, replacing a landing page with basic project info and a news sign up form which had been up since the end of March 2021. The website is available at: **www.agricaptureco2.eu**

The website is a central channel for the AgriCaptureCO2 project's communication, dissemination and engagement efforts. It was designed to be user-friendly, interactive, informative and attractive. It seeks to reflect the project's farmer-centric and solution-oriented approach.

The website was designed and developed with the following key objectives of the project in mind:

- Making public information about the AgriCaptureCO2 project's aims, methods, partners, funding, results, etc.
- Raising awareness around the benefits of regenerative farming practices, the potential of farmers to contribute to climate action, the potential applications of Earth-Observation data and technologies, etc.
- Fostering engagement and interaction with the project's key audiences.

Website requirements from the Grant Agreement

According to the Grant Agreement, the project's communication team was required to design an attractive and informative website as the main point of reference about the project. The description of deliverable 6.2 also states that the project website would include a partners-only restricted area to coordinate project implementation. However, it was decided early on in the project to set up this coordination space on different platforms (Dropbox for documents and Mattermost for messaging).

The website was designed according to the obligations set by the European Commission. Thus, it displays the EU emblem and the statement that the project has received funding from a specific EU programme under a specific grant agreement number in the footer, which is visible on every page of the website.

Website design and content

Website set up

Since the EEB is responsible for this deliverable, the EEB bought the domain agricaptureco2.eu shortly after the project started and will retain the access rights for the administration of the domain and website for the project duration. However, partners who have a lead role in Work Package 2 (ENGAGE) and 6 (LAUNCH) will be given editing rights to facilitate agile and effective management of the InfoPortal. The website developer was selected from a selection of consultants whom the EEB and GILab had worked with previously.

The AgriCaptureCO2 website runs in WordPress, a popular, well-supported publishing platform that is supported by a wide community of developers, which will facilitate the ongoing maintenance and evolution of the website by the EEB and other partners.

Structure and content summary

The AgriCaptureCO2 website contains the following main sections, which will be presented in more detail below:

- Home page
- "About" pages
- InfoPortal
- Pilot farms
- Digital solutions
- Get involved

The content will be regularly updated as the project evolves and milestones are reached.

Home page

Visitors to www.agricaptureco2.eu arrive on a home page, which is designed to take them through a summary of the key aspects of the projects as they scroll down. The home page was developed with great care to tell the story of AgriCaptureCO2 in an engaging way, by making use of attractive visuals alongside short blocks of text and hyperlinked buttons which encourage people to find out more and get involved.

The structure of the home page mirrors the website menu (see screenshot below), which is set out in a fixed header so visitors can navigate through the website easily. The header also includes the project logo and a link to the project's twitter account.

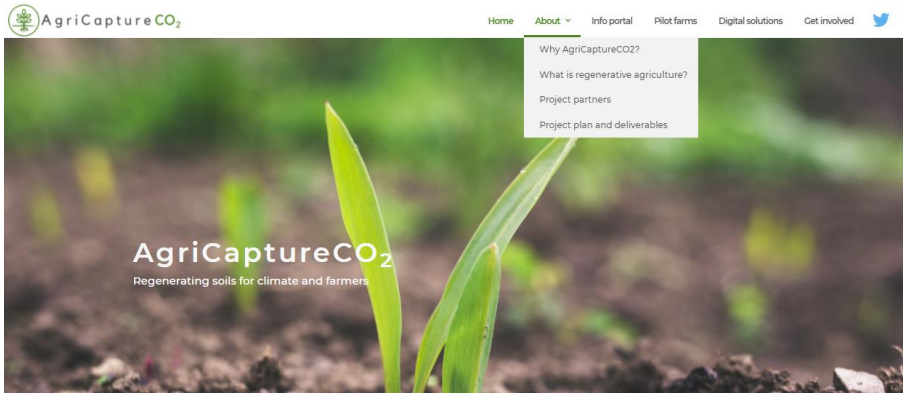

Image 1: Website menu and top of the home page

Image 2: Website home page

The footer of the website is static for all the different subpages and present the same information: the project logo, copyright statement, links to the privacy policy and "get involved" page, a link to the project social media, and the EU emblem and funding disclaimer.

Image 3: Website footer

About

There are four "About" pages, presenting the basics of the project:

- Why AgriCaptureCO2: presents the key rationale and objectives of the project to give visitors a quick, high-level understanding of the project.
- What is regenerative agriculture: explains how the project understands this concept in simple terms.
- Project partners: lists the 14 project partners, and visitors can click on the name of any partner to roll out their description, which includes logo, organisation introduction, role in the project, website and social media links, and a contact person with picture and email address.
- Project plan and deliverables: This is a more detailed presentation of the project, introducing the five main work packages, the project structure, and including a list of public deliverables.

InfoPortal

The InfoPortal is a crucial part of the website which will be used for the project's engagement, communications and dissemination activities. It includes a search function, where visitors can search by key words, filter by categories (the foreseen categories are: upcoming events, past events, project briefs, guest posts, farmers testimonies – more can be added later on), or filter by tag words (the foreseen tag words are: regenerative agriculture, carbon credits, earth observation, UK policy, EU policy – more can be added later on).

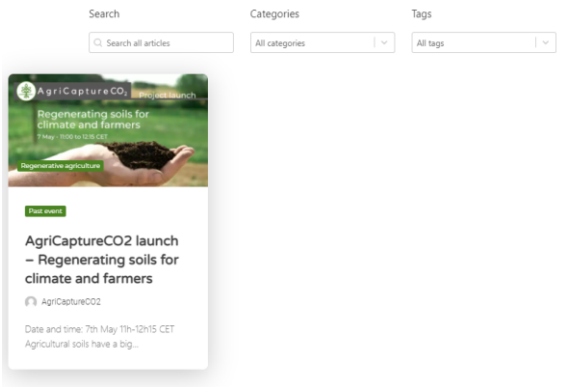

Image 4: InfoPortal search tool and example post

Pilot farms

The "pilot farms" page presents the six use cases of the project. "Pilot farms" was chosen as a title to be more easily understandable and more engaging for visitors. The page includes text descriptions of each use case as well as pictures of the farms or areas included in the use case and a rough map of the country of the use case (a pin will be added to the map to indicate where the pilot farms are located). A fixed navigation menu on the left hand-side allows visitors to easily go from one pilot (or use case) to another.

Image 5: Snapshot of the website's "pilot farms" page

Digital solutions

The services which are being developed by AgriCaptureCO$_2$ are presented in this page. As for pilot farms, we chose "digital solutions" as a title in order to make this more appealing to visitors and less ambiguous than the term "services". The page includes information on each of the four "services", renamed "tools": Explore, Quantify, Verify, and Support.

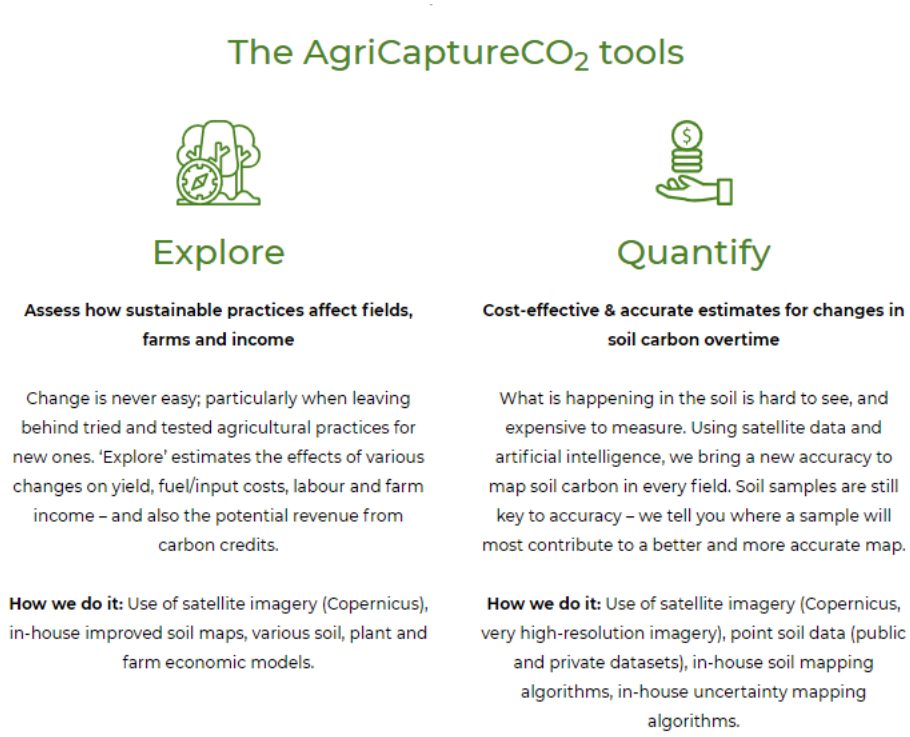

Image 6: Snapshot of the website's "digital solutions" page

Get involved

The last, but arguably most important, section of the website is the "Get involved" page, where visitors can find three ways to engage with the project:

- Information about upcoming events (when relevant)
- An embedded form to sign up for the AgriCaptureCO2 mailing list
- An embedded contact form

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