

Deliverable No. 7.1

Project acronym:

PrimeFish

Project title:

"Developing Innovative Market Orientated Prediction Toolbox to Strengthen the Economic Sustainability and Competitiveness of European Seafood on Local and Global markets"

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¹ Document will be a draft until it was approved by the coordinator

² PU: Public, PP: Restricted to other programme participants (including the Commission Services), RE: Restricted to a group specified by the consortium (including the Commission Services), CO: Confidential, only for members of the consortium (including the Commission Services)

³ The initials of the revising individual in capital letters

Deliverable D7.1

PrimeFish Website

May 2015



Executive Summary

The PrimeFish project website is an interactive multi-platform tool for stakeholders (public site) and project partners and/or other governance groups (private site), e.g. the Strategic Advisory Board (SAB) and the Industry Reference Group (IRG). It was designed and established by CETMAR, which purchased a domain (.eu) for hosting the project website. The website will be hosted and maintained by CETMAR until 2021, two years beyond the project lifespan. A combination of Search Engine Techniques (SEO) and a constant uploaded information will guarantee a great traffic and elevate positions in search engine ranking. The PrimeFish website was available for internal testing from Month 1 of the project. It is now publically launched to be used to report on the project activities, maintain the project document archive, news and relevant links and sharing of confidential and non-confidential results. Part of the site is open for the public, while the other part is restricted to project partners, Strategic Advisory Board (SAB) and the Industry Reference Group (IRG).



Contents

Introduction.....	5
Methods	5
Results	5
Discussion.....	9
Conclusion	9
Acknowledgements.....	10

Introduction

A website is a key communication tool and therefore an absolute must for PrimeFish in disseminating information both within the project and to the outside world. The website must clearly acknowledge the EU as a source of funding and use the EU emblem in the correct way.

The EU guidelines for designing a project website mention the following:

- Using the Web, users tend to scan the information and pick out the parts that interest them.
- To make this easier, long, scrolling pages should be avoided: the text must be kept short and to the point, assuming that the majority of users will not scroll down. The most important and attractive information should be kept near the top of the page.
- Do not use a “Splash page” (i.e. a nice graphic that takes up most of the screen and which requires the user to 'Click here' to continue to the main page) for your site's home page.
- Avoid marketing fluff or elaborate language. Use factual information.

In designing the PrimeFish Project website the above guidelines have been followed but at the same time meeting the objective of having a multi-platform tool for all partners, stakeholders and other governance groups, while being also an interesting source of information for the general public.

Methods

The methodology of developing the website has been designed to achieve a high level of quality. In order to achieve it, the following standard and methods have been used:

Phase	Applied in	Standard/ Method
Development	Management and control of the website	ISO 9001:2008
	Ensuring the quality of the final website	V3 Metrics
Execution	Analysis, design, development and implementation	Capability Maturity Model Integration (CMMI)
Guaranty	Maintenance	ISO 20000:2007 Information Technology Infrastructure Library (ITIL)

Results

The primefish.eu website is a dynamic and interactive portal with a focus on user-orientation (Figure 1). A set of global contents are available for the users. In particular, the front page is composed in 3 elements:

- 1. Front page (image and customized content by profile):**
 - Carrousel of images with key messages, updated according to the needs and key message of the project.
 - Specific sections for 3 profiles; general public, scientist and business people. These sections have a customized content in terms of news and events and project terms. This customization process has been automatized through a tagging process. Particularly, when some new content is uploaded, it should be tagged according to the public target (citizens,

scientist and business). Then, the experience of surfing in the website is tailor-made to the profile of the users.

2. Latest material:

- News and Events: the last meetings, workshops seminars of the project will be published and promoted in this section. Additionally, the break news related to the project will be announced in this section.
- Project Results: a headline of each public deliverable, including a brief description, will be shown in this section of the front page. Additionally, all of them can be downloaded in the "Project Results" section.

3. Training and media material:

- Learning Resources Centre: The PrimeFish project aims to transfer the developed science and technology to Seafood agents, decision-makers and general audience, whilst enhancing the seafood consumption. In particular, the Learning Resources Centre is a multi-platform designed for learning on the PrimeFish outcomes, including all training material in an accessible platform. A series of webinars and quick-start tutorial videos (friendly and short video tutorials) will be available soon here. As the PrimeFish evolved, different tools will be developed for improving the awareness of the project and to further use among researchers, fishing associations, producers, managers and interested public.
- Media content: this section contents ready access to the media material developed in the PrimeFish project, e.g. videos, photos, documents, presentations.

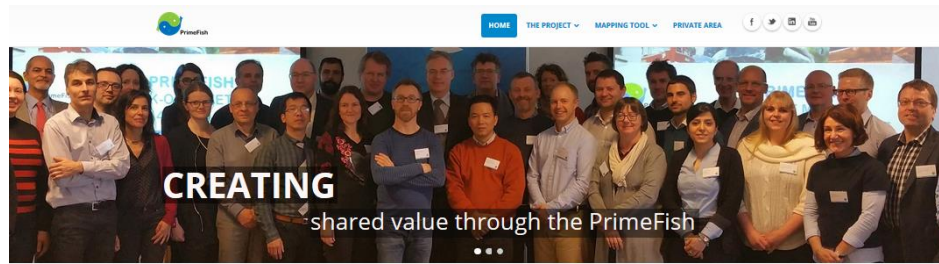
Additionally, the website offers access to the different social media platforms linked to the project, i.e. Facebook⁴, LinkedIn⁵, Twitter⁶, YouTube⁷.

⁴ <https://www.facebook.com/profile.php?id=100009344438686>

⁵ <https://es.linkedin.com/pub/primefish-project/b5/672/a55>

⁶ https://twitter.com/Prime_Fish

⁷ <https://www.youtube.com/channel/UCC33NFerFVkv21dhla5Vdg>



Our work

PrimeFish project is developing an innovative market orientated prediction toolbox. It allows to strengthen the economic sustainability and competitiveness of European Seafood on Local and Global markets. Find out more if you are.



News and Events

10 Jul Kick-off meeting in Reykjavik [14-15 April]
Economists, market specialists, seafood industry experts, consumer analysts and key stakeholders from 12 countries met in Reykjavik to initiate PRIME... [read more >](#)

09 Jul Interview to Guðmundur Stefánsson, the leader of the PrimeFish project
PRIMEFISH project aims to improve the competitiveness of the European seafood sector ... [read more >](#)

Project Results

“ Economists, market specialists, seafood industry experts, consumer analysts and key stakeholders from 12 countries met in Reykjavik to initiate PRIMEFISH. They aim to improve the competitiveness in the fisheries and aquaculture sectors, ensuring the long-term economic viability of seafood products ”



Learning resources centre

The PrimeFish project aims to transfer the developed science and technology to Seafood agents, decision-makers and general audience, whilst enhancing the seafood consumption. In particular, the Learning Resources Centre is a multi-platform designed for learning on the PrimeFish outcomes. A series of webinars and quick-start tutorial videos (friendly and short video tutorials) will be available soon here.

As the PrimeFish evolved, different tools will be developed for improving the awareness of the project and to further use among researchers, fishing associations, producers, managers and interested public.

The Learning Resources Centre includes all training material in an accessible platform.

[Find out more](#)

Media Content



Ready access to the media material developed in the PrimeFish. Here, you will discover interesting videos, photos, documents, etc.

[Find out more](#)

Get In Touch

Tweets

PrimeFish Project @Prime_Fish
2h
"Certification of Meixillon de #Galicia doubled in 2014" #Galician #mussel via @RSInfo ow.ly/MYS4i

Sveinn Margeirsson @SveinnMarg
13 May
Tweet to @Prime_Fish

Newsletter

Stay informed on our latest news!

Email

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Contact Us

Address: Eduardo Cabello s/n Vigo (Spain)

Phone: +34 986 247 047

Email: info@primefish.eu

Follow Us

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Useful links

[Links](#)

Figure 1. <http://primefish.eu>

The second section (Figure 2) included in the website is the project, PrimeFish. This section is structured in 3 sub-sections; (i) the project, in which the main characteristic and research topics are described; (ii) the Work Packages, in which each WP is described and the different partners involved; (iii) the Consortium, where each partner is shown in a dynamic manner, including the members of each team.

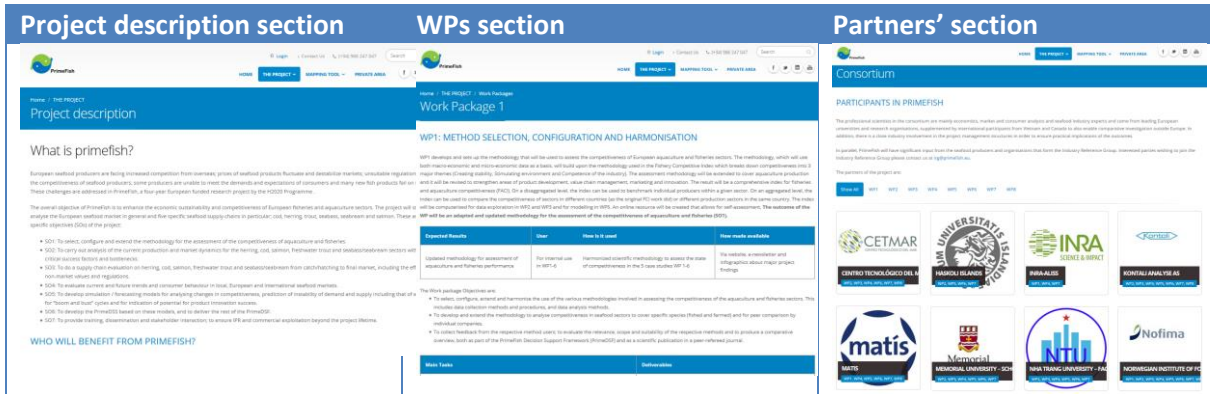


Figure 2. The project section

In the Mapping tool section (Figure 3), 3 different maps have been developed to geo-reference information. This section is structured as follows:

- Consortium Map: The partners location and description and other relevant information for the Consortium is represented in this section
- News and Events: The news and events included in the front page and tagged by the target audience are highlighted in the map. Additionally, the tags contain a link to the news and events section.
- Project results: every public deliverables will be referenced in order to facilitate the understanding of the information, showing the results of each WP.

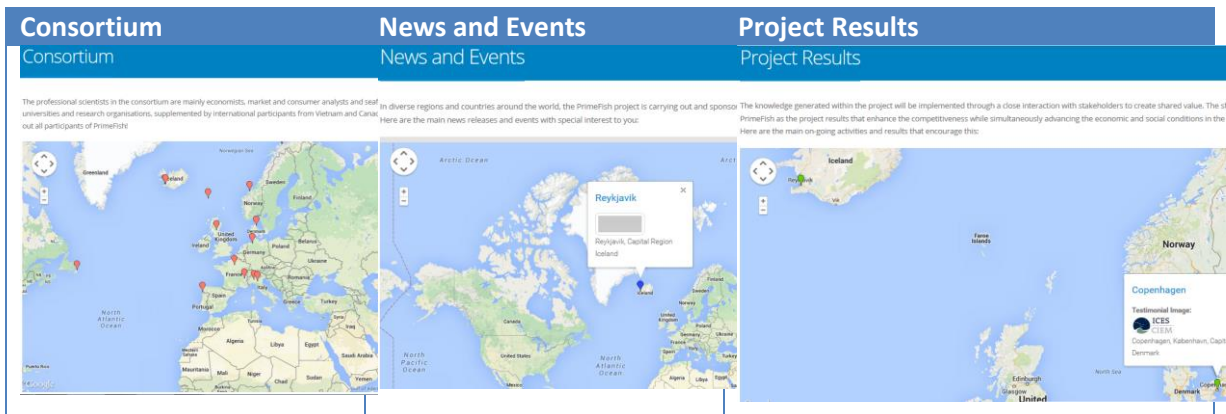


Figure 3. The mapping tool

Finally, the Private section (Figure 4) of the website will be a repository of the official deliverables, the interim reports and all the documentation relevant for the project. In addition, a calendar is included in this section in order to facilitate timely delivery of the PrimeFish reports.

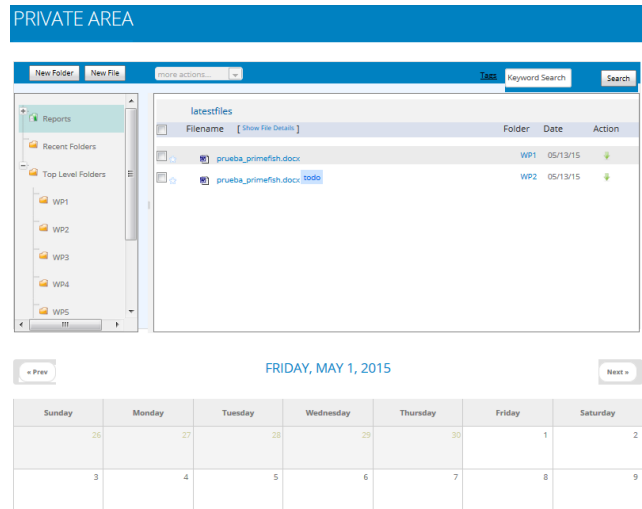


Figure 4. The private section

The PrimeFish website users can become subscribers to the project newsletter and to the social media.

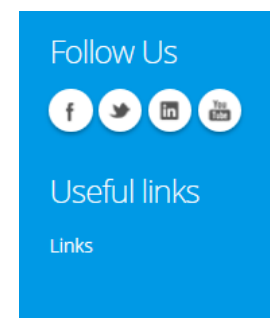
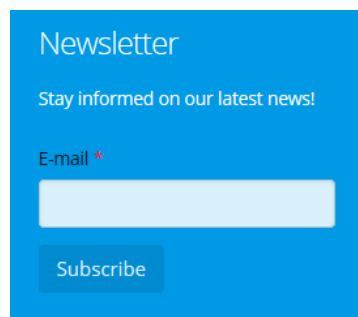


Figure 5. Newsletter and Social Media

Discussion

The website is the easiest way to ensure the visibility of PrimeFish, both for the EU, as well as the target audiences, the consortium, stakeholders and the general public. Additionally the website is supported by active and can facilitate social media use (e.g. Facebook, Twitter, Linked-in).

Apart from the informative sections, describing the project objectives, strategy, work packages etc., there is also the private section.

Conclusion

The PrimeFish website was designed as an interactive tool for public information and communication among partners and stakeholders. It will also be a repository for the deliverables and a work area for the project participants to share information between each other.

It can be continuously improved and updated, in order to maximize the results of PrimeFish and share the results with target audiences and stakeholders.



Acknowledgements

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