



## EU Project Websites – Best Practice Guidelines March 2010

### **1. Why these guidelines?**

- Project websites are one of the main communication tools of projects funded under the EU Framework Programme (FP) for Research, but reviews have shown that many sites suffer from a contextual and structural neglect. FP-funded project websites also lack a harmonised visual identity.
- These guidelines are meant to provide "good practice" to those designing the structure and contents of project websites. Projects are very welcome to go beyond the minimum contents and structure outlined below.
- This guide does not attempt to address restricted access websites set up by projects for their own internal project management activities.
- This guide does not impose an obligation on projects to divert from potentially existing institutional web guidelines, visual identity recommendations, etc of the potential "hosting website" (e.g. university homepage).
- What are the benefits of using the guidelines?
  - Better quality and user-friendliness of project websites, triggering higher popularity
  - Better visibility for the projects and the European Commission due to a more standardised format

### **2. General recommendations**

- Use intuitive URLs to increase hit rates.
- Make best use of "virtual meeting facilities" (web streaming, e-learning) to reduce adverse effects of travelling on the environment.
- Update your site regularly.

### **3. Website structure**

- When structuring your site, try to find the happy medium between a site that has too many menus and therefore lacks accessibility, and a structure that is too condensed, i.e. presents too much information under few headings.
- "Best practice" structure:
  - 3.1 Homepage
  - 3.2 Project Overview
  - 3.3 Consortium
  - 3.4 Management Structure
  - 3.5 Scientific Methodology and Work Packages
  - 3.6 Case Studies
  - 3.7 Deliverables and Publications
  - 3.8 Events
  - 3.9 Media centre
  - 3.10 Glossary

### 3.1 Project Homepage

- The Homepage should be visually attractive and informative, giving access to sections 3.2 to 3.10 that can be further expanded into sub-sections if necessary.
- It is expected that the EU co-funding be duly acknowledged, also by the inclusion of the relevant logos (i.e. EU, FP7). It should be stated that "*This project is supported by the European Commission under the Environment (including climate change) Theme of the 7<sup>th</sup> Framework Programme for Research and Technological Development*". The EC logos may be obtained at: [http://ec.europa.eu/research/fp7/index\\_en.cfm?pg=logos](http://ec.europa.eu/research/fp7/index_en.cfm?pg=logos) and [http://europa.eu/abc/symbols/emblem/download\\_en.htm](http://europa.eu/abc/symbols/emblem/download_en.htm)
- Additionally, it is recommended to link to the [Environment theme website](#) to create better linkages with other funded projects. Please check the [rules for linking to sites on the EUROPA website](#).

### 3.2 Project overview

- Basic information about the project and its duration
- Minimum subdivisions: the challenge being addressed, the project objectives, an outline of the methodology, and the expected results and impacts.
- Provide this information in a downloadable format (PDF), using the Project Factsheet Template of the Environment Directorate (provided by the Policy Officer of the European Commission)
- Place the project in a broader scientific and societal context to help the outside world perceive its relevance. This will be all the more successful if different target publics (the general public, the project community, the wider scientific community, other stakeholders) are taken into account, and the text and menu structure move from generic to detail.

### 3.3 The Consortium

- Include a list of partners with their country of origin, logo, principle scientific contact person and website address. Please update if new parties join the consortium. A map showing the geographical distribution of the participating institutions should also be included.

### 3.4 Management Structure

- The best way to represent the Management Structure is through a detailed organisation chart (see example below). Following the logic of the Russian doll, a clickable format allows to list not only the different committees, but also each of their members.



### **3.10 Glossary**

Ideally this section should include:

- a glossary of terms and abbreviations
- a WIKI