

AMHYCO

Research and Innovation Action (RIA)

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Website

Authors: Mrs. Emma BUCHET (LGI), Gonzalo JIMENEZ (UPM)

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Project officer: PASSALACQUA Roberto

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Summary

The AMHYCO public website was designed and developed to serve as a dynamic information and communication tool, as well as a platform for the project team. It acts as the main channel for news and updates with the aim to address the key questions that external visitors are expected to have, such as: what the project is about; what the project will deliver, and why; who the partners of the project are; where to find the latest news and events of the project; where to find more information on the topic or related topics. The AMHYCO public website was officially launched in January 2021. It will be continuously updated and will evolve with the lifecycle of the project, according to the detailed communication and dissemination plan (D6.1) of the project.

Approval

Date	Ву	
2021-03-23 12:17:07	Dr. Gonzalo JIMENEZ (UPM)	
2021-03-23 12:17:15	Dr. Gonzalo JIMENEZ (UPM)	

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Abbreviations and Acronyms

Acronym	Description	
WP	Work Package	
SAMG	Severe Accident Management Guidelines	
SA	Severe Accident	
CMS	Content Management System	
SEO	Search Engine Optimisation	

Executive Summary

The AMHYCO public website was designed and developed to serve as a dynamic information and communication tool, as well as a platform for the project team. It acts as the main channel for news and updates with the aim to address the key questions that external visitors are expected to have, such as:

- what the project is about;
- what the project will deliver, and why;
- who the partners of the project are;
- where to find the latest news and events of the project;
- where to find more information on the topic or related topics.

The AMHYCO public website was officially launched in January 2021. It will be continuously updated and will evolve with the lifecycle of the project, according to the detailed communication and dissemination plan (D6.1) of the project.

Keywords

Nuclear, Combustion, SAMG, Safety, Risk Management, Website, Design, Communication, Dissemination.

1. Introduction

The AMHYCO public website (http://amhyco.eu/) was launched online in M4 (January 2021). The site was a joint collaboration between the communication task leader and coordinator, and then reviewed and approved by all partners. It was promoted on the AMHYCO social media and the partners were encouraged to share it with their networks.

The website will be the main point of information for the project for all audiences. Therefore it was designed, formatted and written with the aim of being as accessible as possible, while containing scientifically accurate information that will be important for research and industrial stakeholders. Moreover, it provides access to the private partner area for AMHYCO partners, allowing them to share documents and work in a collaborative way. The text was based on previously agreed material (the AMHYCO press release and the Grant Agreement) and some updated information was included meant to educate a wider audience.

The design is based on the visual identity created in M1 (October 2020) and described in D6.1 Dissemination & Communication Strategy & Plan. This gives the project a cohesive brand and aims to make the communication materials (including the website) attractive to external stakeholders and will help the project stand out amongst others.

2. AMHYCO Website

2.1. Homepage

The homepage is usually the first page seen by users, so it is important to have the logo and description of the project easily visible. A version of the project's tagline is shown over a photo of the Almaraz Nuclear Power Plant, so visitors quickly have an idea of what the project is about.

The Homepage features text describing the:

- project in general;
- oproject in numbers (12 partners, etc.);
- objectives;
- training and research initiatives.

Here users can also find the latest news and the logos of the consortium. Animations make the Homepage attractive and the icons help to quickly convey information about the project.

In the footer, users can find the funding acknowledgement, latest news and upcoming events, as well links to the project's LinkedIn page, newsletter, email and partner area.



Figure 1. AMHYCO homepage

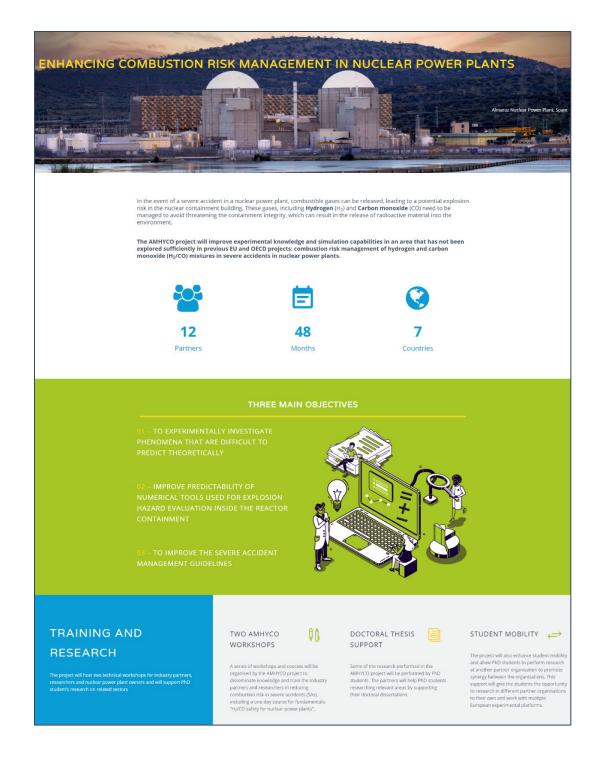


Figure 2. Zoom-in of Homepage text

2.2. About

2.2.1.The AMHYCO Project

This page presents the project, its objectives, impacts and the context of how the idea for the AMHYCO project came to be.

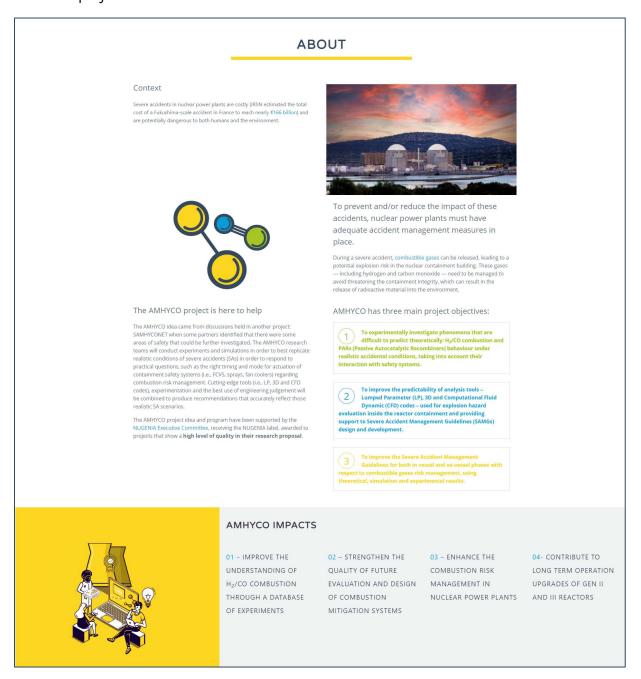


Figure 3. About the project

2.2.2. AMHYCO Partners

Here users can find a list presenting the partners, linking back to their own websites and including a short description.

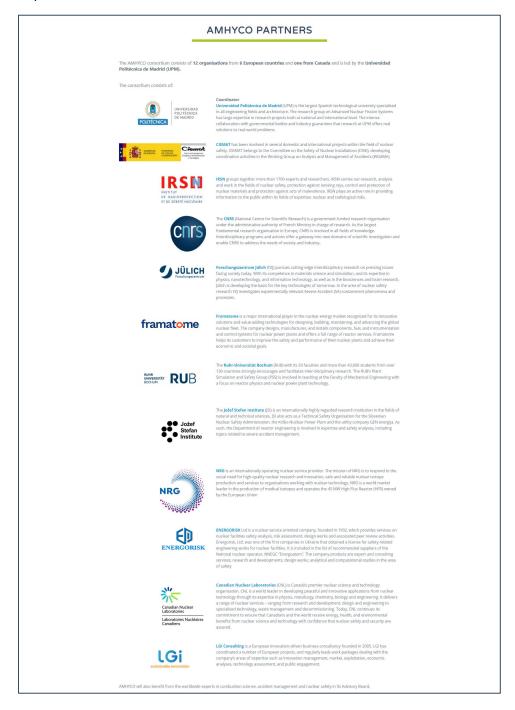


Figure 4. AMHYCO Partners page

2.2.3. Project Organisation

In order to allow the user to see the roadmap of the project activities, the work packages and their key tasks are described in order.

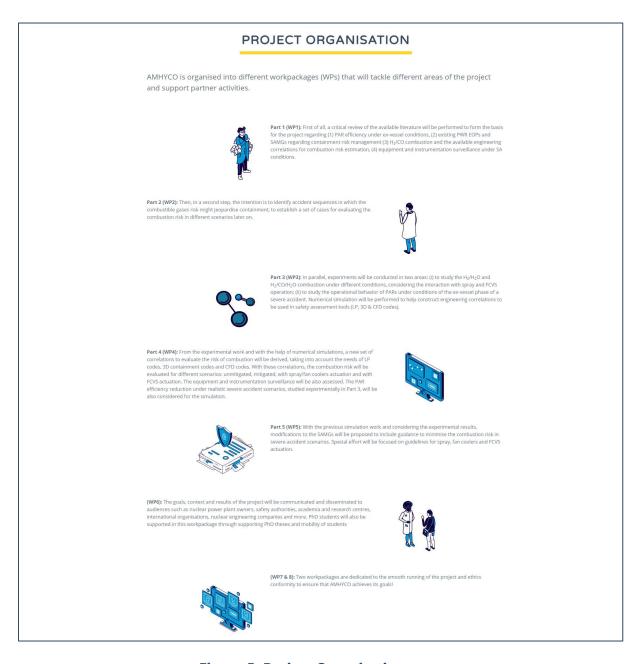


Figure 5. Project Organisation page

2.3. Nuclear Safety

A challenge of this project (and nuclear projects in general) is to raise awareness of the nuclear sector. A dedicated page shows how international guidelines and projects like AMHYCO are helping make nuclear facilities as safe as possible when a severe accident (SA) does take place. Since the project is focused on combustion during an SA this phenomenon is also described in the same page.



Figure 6. Nuclear Safety page

2.4. Latest Updates

This section of the website will host the latest news and events related to AMHYCO. Here the user can see the latest news and events related to the project and the partners.

2.4.1. News



Figure 7. News page

2.4.2. Events Calendar



Figure 8. Events page

2.5. Resources

The Resources page will host public deliverables, promotional media (press releases, the poster, etc.), electronic newsletters and scientific publications created during the AMHYCO project.

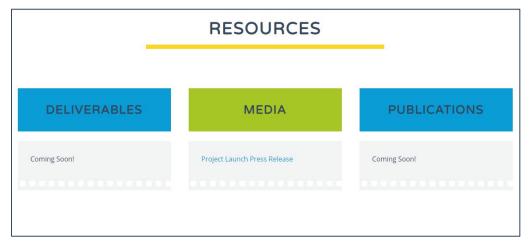


Figure 9. Resources page

3. Partner Area

An area of the website links to the "Partner Area" which is dedicated to the AMHYCO partners. This platform allows them to share documents and work in a collaborative way. It provides an online repository for information about the management of the project, contacts, results from the meetings, as well as internal work documents related to the different WPs, that are required to be shared. All documents and files are saved and organised in one place, and can be shared at any time, and from any location or device.

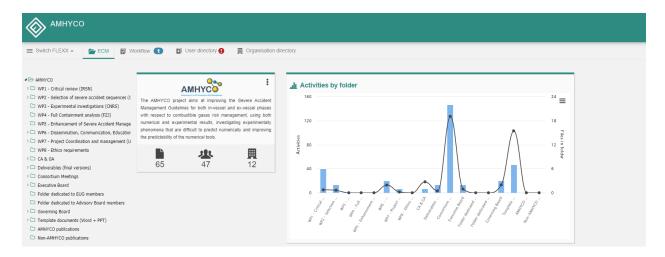


Figure 10. Partner Area homepage

4. Technical specifications

4.1. Responsiveness

Depending on the sources consulted¹, around 20-50% of website traffic comes from mobile devices. In order to make the site accessible to all devices, certain sections of pages were formatted to have a vertical layout for mobile, allowing the user to read the sections more easily on a smaller screen.

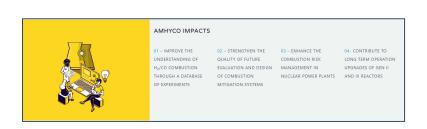




Figure 11. AMHYCO page view on computer screen (left) and mobile (right)



¹ https://gs.statcounter.com/platform-market-share/desktop-mobile-tablet/europe

4.2. Compatibility

The AMHYCO website is running on Wordpress CMS. The website is compatible with the common web browsers on all common operating systems. These include various versions of Internet Explorer, Firefox, Safari, and Chrome. Updates will be made on a regular basis so that it continues to adapt to the important milestones. This is to ensure that the website remains a dynamic and useful tool to promote and disseminate the knowledge acquired during the project.

4.3. SEO

Plugins are used to ensure that the website makes use of good SEO practices including using keywords, outbound links and metadata descriptions for each page.

4.4. Analytics

WebStat by IONOS is currently being used to analyse website statistics which will help monitor the traffic on the website. A banner informing the user that the website is collecting this information and with a button to accept is present when they visit the website.



Figure 12. Number of visitors in February 2021

5. Conclusions

The AMHYCO website has been prepared during the first stage of the project, and was launched in January 2021, according to specific needs and aims to maximise the impact of the project. It also aims to boost awareness of the results and milestones to be accomplished during the project's lifetime.

The AMHYCO website will be continuously updated, remaining a flexible tool with content and structure that may evolve if necessary.