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EU Network of Regions On Sustainable WOOD mobilisation ready for digitalisation

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Deliverable D4.3

ROSEWOOD4.0 Project website

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Dissemination Level		
PU	Public	X
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)	



Table of contents

1.	Development and objectives	3
1.1	Website Objectives.....	3
1.2	Development phases	3
2.	Website structure	4
2.1	Homepage	4
2.2	Corporate Menu	4
2.2.1	About	4
2.2.3	Partners	5
2.2.4	Deliverables	5
2.2.5	Former project.....	5
2.2.6	Contact.....	5
2.3	Content Menu	6
2.3.1	Hubs.....	6
2.3.3	Resources.....	6
2.3.4	News & Media	6
2.3.5	Events	6
3.	Partners and Regional Hubs involvement	8
	Annexes	9
i)	Homepage layout (phase I).....	9

Abstract

The ROSEWOOD4.0 project website (<https://rosewood-network.eu/>) is a central tool for the communication and dissemination of the ROSEWOOD network activities. The website was designed to be user-friendly, intuitive, making possible the project dissemination to various target groups, ensuring interactive communication and to serve as an anchor for the project's outreach objectives.

Deviations

The delivery of the project's website is delayed by just over one month (due date end April 2020). This was because the process of creating this communication could only be started once feedback from all consortium partners was obtained, which was an activity that took place as part of the development of the project's communication strategy. Though this consultation process was started in advance, the time taken to organise the survey and analyse the information took longer than anticipated. The development and design of the new website, the change of the content management system and the inclusion of new technical features in this new website have also meant that the development process took longer than initially anticipated. A first version of the website is available from the beginning of June, with the full website is expected to be completed by the end of June.

1. Development and objectives

The main purpose of the development of a new website for ROSEWOOD4.0 is to reflect the new direction of the project, which extends its regional scope in Europe and aims to serve as a reference communication and dissemination tool to engage with forest and wood mobilisation stakeholders, project collaborators (e.g. other regional authorities, clusters, etc) and the general public.

The content of the website includes information on the sustainability of wood mobilisation in Europe and places particular emphasis on digitisation (Forest Industry 4.0) and digital tools (social media, platforms, e-learning) for training and coaching, allowing forest professionals to share knowledge with a much wider impact. The ROSEWOOD 4.0 project lifespan is two years, but the website should be available for three years after the end of the project.

1.1 Website Objectives

In response to the pressing need to increase the exchange of ICT-based solutions in the forest sector, ROSEWOOD4.0 contributes to improving the competitiveness of the forest industry and the vital development of rural areas within the European bioeconomy. With this objective in mind, the website aims to enhance the relevance of regional hubs and to close knowledge gaps, connect and transfer tangible know-how among forest professionals across Europe. In addition to this central objective, the main objectives of this communication channel are the following:

- To implement the sharing of practice and knowledge generated by the project;
- To ensure interactive communication and project dissemination to various target groups;
- To serve as principal instrument and anchor of social media campaigns;
- To promote awareness about sustainable wood mobilisation concepts among stakeholders;
- To promote ICT-based solutions in the forest industry, showing state-of-the-art practices, digitisation and new technologies.

1.2 Development phases

The website is structured on two main pillars: the Corporate Menu and Content Menu sections which will be further detailed in Section 2. Building on these two pillars facilitated the development of the website in two phases. The first phase of the website (the Home Page and the sections linked to the Corporate Menu) went live in May 2020 under the temporary domain <https://rosewood.medforest.net/> and consortium partners were asked for their feedback.

Construction of the second phase of the website (Content Menu section) began in May 2020 and should be completed in June 2020. On completion of phase two, the current temporary domain <https://rosewood.medforest.net> will be deactivated and the final ROSEWOOD4.0 project website will be displayed in <https://rosewood-network.eu/>. The most significant contents and resources of the former ROSEWOOD project are conserved on a page within the new website <https://rosewood.medforest.net/former-project/>.

The old ROSEWOOD website will be archived on EFI servers so as not to lose any information related to the project. While the second phase of the website is still under construction, the domain where the ROSEWOOD4.0 project website will be hosted (<https://rosewood-network.eu/>) still shows the old contents of the previous ROSEWOOD project.

Apart from the project website, dissemination will be carried out through existing project partner networks, complementary institutional platforms and partners newsletters. The WP4 team is responsible for maintaining and updating the website and collecting and uploading material from project partners and stakeholders.

2. Website structure

The ROSEWOOD4.0 website is currently available, on a temporary basis, at the following web address: <https://rosewood.medforest.net/> (once all the phases are finalised it will be displayed in www.rosewood-network.eu).

The design elements follow the project's corporate colour palette and visual identity and the web portal is intended for internal and external communication needs. The website is structured under two main menus: the Corporate Menu, which includes 5 main pages, and the Content Menu, made up by 4 main pages and a series of sub-pages. The website will also host the ROSEWOOD4.0 Knowledge Repository, which will be a further development of the [ROSEWOOD Map Viewer](#) created in the previous project.

2.1 Homepage

The homepage currently shows an introduction to the new main features of ROSEWOOD 4.0 through a static visual summary placed below a picture banner. The final version will consist of a scroll down format with, in addition to the picture banner and short intro, the new project tools (content tagged from the Resources and Hubs sections), upcoming events (content tagged from the Events section) and a Best Practice map view graphic (linked to the ROSEWOOD 4.0 repository).

Available on all pages of the website there are a series of static elements:

- Upper banner with ROSEWOOD4.0 logo which links directly to the Home page and corporate menu items
- Content Menu sections
- Search function box and project's social media networks
- Corporate footer with H2020 funding acknowledgement and the European Union flag, ROSEWOOD4.0 corporate logo, project coordinator information, social media and privacy policy.

2.2 Corporate Menu

The corporate menu is one the main pillars of the website, which includes information about the project and its organisation, namely project objectives, consortium and deliverables, as well as a section on the previous ROSEWOOD project and contact details. The contents of this section are mainly static and, unlike the content menu, are not subject to so many changes and updates during the course of the project.

2.2.1 About

The ROSEWOOD4.0 project is introduced with key messages in plain language without the use of technical jargon. In addition, a visual outline is included with icons assigned to the four objectives of the project: **Regional Hubs**, **Information and Knowledge**, **Cooperation and Innovation** and **Business Support**. This information is accompanied by a acknowledgment of the European Union and the H2020 research funding framework.

2.2.3 Partners

This page shows a map-list with the 21 ROSEWOOD4.0 consortium partner logos. At a glance, the partner's name and contact details are displayed. Clicking on the blue "read more" icon for each partner opens a small window with information about each partner and their role in the project.

2.2.4 Deliverables

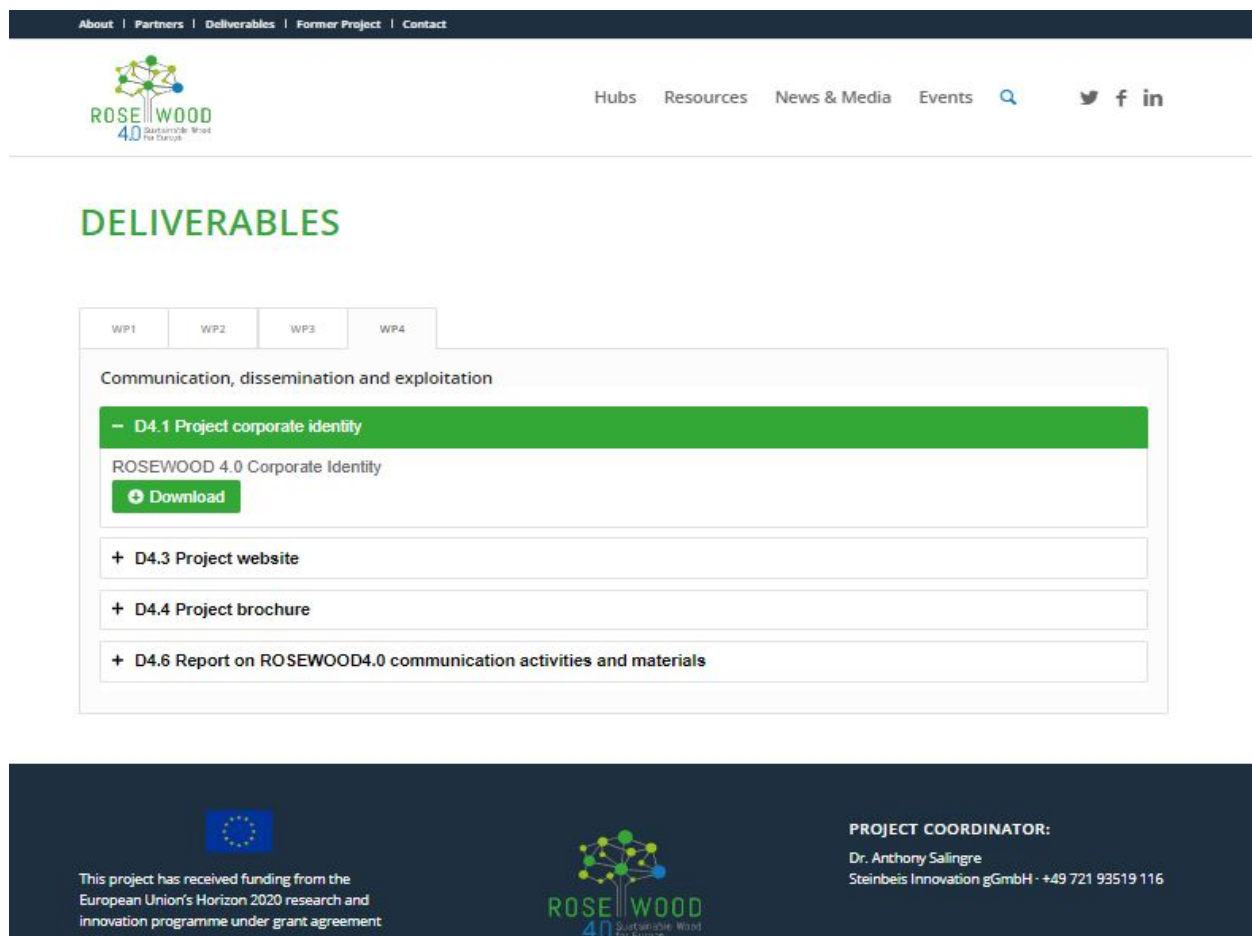
The publicly available project deliverables, tabulated by work package. For each deliverable a short description is given (title, subject, responsible partner, and delivery date). Once a deliverable is submitted and approved, those classified in the project's DoA as "public" will be made available for downloading as a PDF. The section information is displayed through a table that folds and unfolds by the user's click.

2.2.5 Former project

This section includes all the information related to the former ROSEWOOD project as well as its regional roadmaps and the ROSEWOOD mapviewer (best practices repository) developed in the framework of the former project.

2.2.6 Contact

This section provides a contact form for the user to include their requests, comments or suggestions that are automatically sent to the general email of the project.



About | Partners | Deliverables | Former Project | Contact

ROSEWOOD 4.0 Sustainable Wood for Europe

Hubs Resources News & Media Events 🔍 🐦 f in

DELIVERABLES

WP1 WP2 WP3 WP4

Communication, dissemination and exploitation

- D4.1 Project corporate identity
ROSEWOOD 4.0 Corporate Identity
[Download](#)
- + D4.3 Project website
- + D4.4 Project brochure
- + D4.6 Report on ROSEWOOD4.0 communication activities and materials

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PROJECT COORDINATOR:
Dr. Anthony Salingre
Steinbeis Innovation gmbH · +49 721 93519 116

Display of the "Deliverables" section from Corporate the Menu of the project's website.

2.3 Content Menu

The Content Menu comprises all those sections containing information about the activities of the project and will be regularly updated according to the events, results and outputs generated over the ROSEWOOD4.0's timeline. With sections for events, news and resources, this pillar of the website is the basis of the dissemination contents that will be used to carry out social media campaigns and other dissemination tasks among stakeholders and target groups.

2.3.1 Hubs

This section is one of the backbones of the website as it provides information on the diverse regional teams that constitute the ROSEWOOD4.0 project and the activities, resources, innovations, best practices and events that take place in each of them.

The structure of the website, designed in a blog format and developed with tagged content, allows that when populating each of the 5 sub-sections of the regional hubs (**Northern, Southern-West, Southern-East, Central-West** and **Central-East**) with news, events, resources and publications automatically appear in the other linked sections of the website as News and Media, Events or Resources. Therefore, they are interconnected contents, which feed different sections of the Content Menu and, at the same time, help the user not to lose detail of any updates or new website content entries.

2.3.3 Resources

The aim of this section is to present all the results arising from the events, meetings, workshops and seminars as well as different materials produced in the scheduled activities (presentations, reports, factsheets or brochures, among others). It also features other training materials related to sustainable wood mobilisation and digitisation in forestry. Throughout the project, a wide range of communication and dissemination materials will be made available to all users who need to download and share them in the following subsections:

- Best Practice Database
- Roadmaps
- Digital Tools
- Training
- Rosewood 4.0 Communication Materials

2.3.4 News & Media

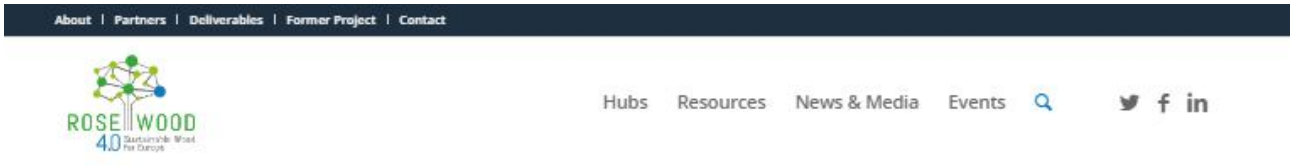
The project news is classified in one of the three main categories, each of which has its own page:

- News: the latest news about the project; this will include articles from the Regional Hubs' news or articles about the project in general when relevant to the whole consortium / general public.
- Videos: audiovisual information on project events relevant to the whole consortium / general public. This content will be shown using the Youtube screen viewer embedded in our CMS.
- Newsletter: project bulletins will be collected in this sub-section for viewing and a functionality will be activated in the CMS so that web users can subscribe and receive the project's and quarterly hubs newsletters.

2.3.5 Events

Information on project events, seminar, workshops and other activities relevant to the whole consortium / general public. This page will display two types of content. An interactive calendar where all the activities of the project will be uploaded with their corresponding information (date, location and venue) as well as a list

of blog items with a format more similar to the news where the event will be described in more detail and where PDF files can be downloaded as agendas, event programmes or registration forms.



NORTHERN HUB

The ROSEWOOD North Europe Hub covers the Nordic countries, in particular Finland, Sweden, Norway (consortium partner countries), Denmark and Baltic countries. The area has large forest resources and a high-level of forest expertise. Thanks to a long-standing tradition and the high professionalisation of forest management and research, the rate of forest growth is stable and the number of harvests could be increased without compromising durability.



Ash in Forest Road Maintenance – Best Practice from Finland

June 2, 2020 / In Northern Hub, Resources /

Ashes can be used in road building among gravel. The use of ash from neighbouring heat plants reduces the use of natural aggregates. The use of ash in the road construction has been limited, as it is currently subject to environmental permits.

CENTRAL EAST HUB



TimFlow: digital tracking of wood
– Innovation from Romania
June 3, 2020 - 9:18 am



ROSEWOOD4.0: taking the ROSEWOOD network to the next level!
June 3, 2020 - 9:08 am

CENTRAL WEST HUB



LogBuch – Innovation from Germany
June 3, 2020 - 8:40 am



Forest and wood 4.0: ROSEWOOD B2B Event connects providers of forest management apps
June 3, 2020 - 8:34 am

Display of a Regional Hub sub-section from the Content Menu of the project's website.

3. Partners and Regional Hubs involvement

The website will be managed and updated using Wordpress as ROSEWOOD4.0 Content Management System, which will be centrally managed by EFI. However, in order to foster the participatory spirit of the project it is essential that the ROSEWOOD4.0 website is developed through the exchange of information between the Regional Hub managers and the WP4 responsables in charge of managing the website. This means ensuring that partners and stakeholders feel ownership of the web portal and are inspired to provide regular content to their pages, as well as to interact with the website and the associated social media.

The needs of the partners and stakeholders were taken into account in the design and content creation stages of the website and the content was developed in consultation with the Regional Hubs managers. After its launch, the website will be subject to a period of consultation with project partners to ensure that it is fully relevant to the needs at the end of the project.

Regional Hubs managers will be briefed on opportunities for populating their hubs sections in the website, the events, and news and media page and will in turn collaborate with stakeholders in the regions to develop their own content through videos or factsheets. The Regional Hubs coordinators and indeed all project partners are requested to report on seminars, workshops, field visits and meetings by means of short news items, pictures, etc.

These contents will be mainly in English with occasional translations in other regional hubs languages if needed. In this way, the website may serve each ROSEWOOD 4.0 Regional Hub as the main portal for local / region-specific events and news, as well as providing the opportunity for sharing best practices and experiences with other project regional hubs.

Annexes

i) Homepage layout (phase I)

