CONNECT

**Inclusive open schooling
with engaging and
future-oriented science**

D1.2

Project website

info@connect-science.net

www.connect-science.net

D1.2

Project website

DELIVERABLE TYPE

Websites, Patents, fillings etc.

MONTH AND DATE OF

Month 6, February 2021

WORK PACKAGE

WP 1

LEADER

LOBA

DISSEMINATION LEVEL

Public

AUTHORS

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Programme	Contract	Duration	Start
Horizon 2020	872814	36 Months	September 2020

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Revision History

VERSION	DATE	REVIEWER	MODIFICATIONS
0.1	08/02/2021	Alexandre Almeida	1st revision, proofreading
0.2	15/02/2021	Pietro Rigonat	Full revision
0.3	22/02/2021	Marcos Varveris	Revision
0.4	26/02/2021	Alexandra Okada	Final revision

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1. Executive Summary

The objective of this deliverable is to inform about the development of CONNECT's multi-language website, which will act as an institutional communication and dissemination channel for the project, comprising both institutional and promotional content about the project, including information about its scope, objectives, activities, key public results, blog news, events and subscription to the newsletter.

The website will be also the main entry point to CONNECT's platform, a digital environment where teachers and science professionals can engage and collaborate with each other on Science Actions projects aimed at making science education more accessible and appealing to students. The platform is currently being developed by EXUS under WP3 and its progress can be followed in the deliverables D3.1 and D3.2.

The website will be multi-language, comprising 6 languages: English, Spanish, Catalan, Romanian, Greek and Portuguese.

The website aims to be a straightforward tool that will show the progress made by the project, directing relevant target groups to use and benefit from the platform and engaging key stakeholders towards the project activities and events.

The website will also provide access to the project's social media, contact form and subscription to the newsletter, and it includes google analytics to monitor the key performance indicators and make adjustments to the dissemination plan if considered necessary.

Therefore, this deliverable will give information on the following:

- Setting of the website and URL,
- Sitemap and individual interfaces,
- Statistics and monitoring,
- Design layouts.

LOBA, as WP1 leader, is responsible for designing, programming and updating the CONNECT website. Specific partners will be responsible for translating the content to respective languages, and all the partners will be responsible for content curation and development of content such as blog posts, content for newsletters, articles, and scientific publication to keep the website updated.

2. CONNECT in a nutshell

Science education needs to make students more scientifically literate and encourage larger numbers to take up science careers. Open schooling approaches can make science more authentic but tend to be adopted only as extracurricular activities, in a minority of schools or are limited to gifted and talented students.

Societies must become more scientifically literate to be able to make evidence-based decisions and sustain themselves in our highly competitive world. One solution that has been proposed for increasing students' aspirations in science is to open up school through partnerships and family involvement. To make open schooling inclusive and widespread in science education, CONNECT will focus to:

→ Increase the value and priority of partnership activities and reduce the barriers to entry so more schools are willing and able to adopt them;
→ Facilitate the interaction among science professionals, teachers, students and their families to result in effective experiences linked to R&I;
→ Make science careers more inclusive by giving disadvantage students more experience and insight into professional STEM jobs, supported by professionals and their families.

CONNECT is an inclusive, sustainable model for enabling more secondary schools to adopt open schooling by embedding science-action gamification projects in the core curriculum, using fun approaches of participatory science with families, universities and enterprises to increase students' interest and confidence with science in life.

CONNECT's main pillars:

→ OPEN SCHOOLING enables schools to create a flexible and inclusive environment for learning and inspire their students to explore the world through science.
→ SCIENCE-ACTION encourages students to learn and use science knowledge, skills and attitudes and applying them to benefit their lives, their community and society.
→ PARTICIPATORY SCIENCE engages families, universities and enterprises to be part of school-life activities and contribute to increase students' aspirations and interest in science.

3. Website

The first version of the CONNECT website was launched in the beginning of October 2020 (Month 2) as a splash page or landing page at www.connect-science.net.

The official website of CONNECT was launched in Month 6 (February 2021), parallel to the development of this deliverable.

The CONNECT website will allow world-wide access to the information about the project, such as partners' information and other supporting bodies (User advisory Board, Expert Advisory Board), public results, activities, events, etc., and it will allow external parties to express their interest in the project.

The website is using Word Press interface with the customised design made by LOBA and it will be constantly improved throughout the duration of the project, based on Google Analytics and Google Webmaster Tools (including search engine optimisation - SEO).

The main features of the website address the key components of RRI – Responsible Research and Innovation, which are the following:

- RESPONSIVE/ DIVERSITY (accessibility and gender equity): The website platform will suit different devices such as mobile, tablet and desktop; in addition, it offers settings for SEND users (special educational needs and disabilities) and its design and images promotes gender balance and geocultural diversity.
- SOCIAL MEDIA SHARING (public engagement): The website is prepared to share information with social media networks such as LinkedIn, Twitter and Facebook;
- MAILING LIST SUBSCRIPTION (ethics): The website will have available a submission form for newsletter subscription requesting the name and email of the person subscribing – following D8.1, D8.2 ethics and data management D7.2 protocols.
- MANAGEMENT LEVELS (governance): the website enables a set of roles – administrators, editors, subscribers.
- EDUCATIVE SCIENCE ENVIROMENT: the website provides informative areas (newsletters, blogs, videos, and scientific articles).
- OPENNESS (open access): the website site platform promotes open educational information and resources for open schooling.

The CONNECT website will be an ongoing task and its structure will dynamically evolve together with the project during its lifespan.

1.1 Settings

The URL (Uniform Resource Locator) defined for the website is www.connect-science.net which focuses both on the name of the project as its main component.

The domain selected was .net because of its "network" relevance and it is also related with the concepts of accessibility and inclusiveness.

1.2 Splash page

The basic landing page or splash page created for the CONNECT project, was developed by LOBA at an early stage (M2). It served as a general introduction to the project while the main website was under development. The page featured a brief introduction to the project, its main goal and methodology, the consortium, contact information, the project's social media and EC's flag.

The landing page can be visualised in Annex A.

1.3 Official website

The website uses word press as back-office and the front-end was all designed and customised to the project's identity and needs.
The website will be also regularly updated with news, events, relevant findings, achievements and content extracted from the deliverables and reports.

Regular maintenance of the website will be conducted.

The website will feature the following structure:

Figure 1: CONNECT's website sitemap

The website will be also the main entry point to CONNECT's platform, a digital environment where teachers and science professionals can engage and collaborate with each other on Science Actions projects aimed at making science education more accessible and appealing to students.

The platform will be available for internal testing by partners on month 07 and it will be launched by month 12. It is currently being developed by EXUS under WP3 and its progress can be followed in the deliverables D3.1 and D3.2.

The entry points to the platform are located in the homepage with a dedicated banner and at the respective pages within the "themes" tab. However, while the platform is under development, these banners include an option for pre-registering to the platform, so people will be informed as soon as the platform is launched.
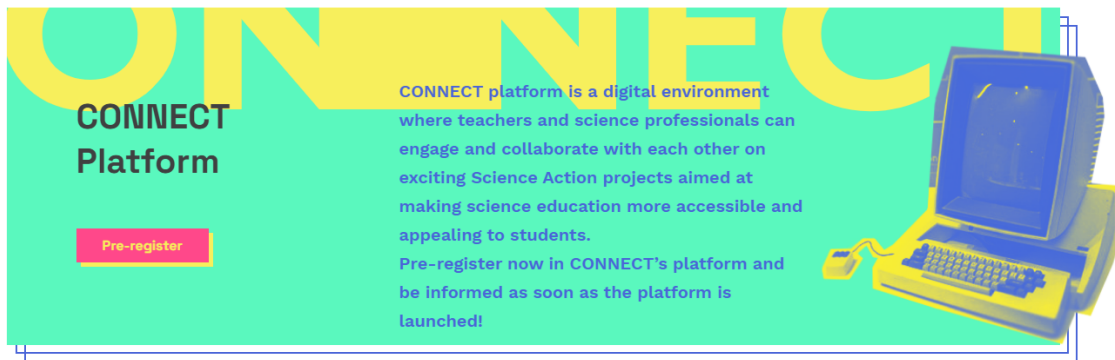
Figure 2: Banner in the homepage to pre-register to the platform

Figure 3: Banner in the Themes' pages to pre-register to the platform

The website will be multi-language, comprising 6 languages: English, Spanish, Catalan, Romanian, Greek and Portuguese.

The following partners are responsible for translating the content into the respective languages:

Table 1: Partners' responsible for translation

Partner	Language
Fundacio Privada Institut de Recerca de la sida-caixa (IrsiCaixa)	Spanish and Catalan
Valahia University of Târgoviște (VUT)	Romanian
Associação Paranaense de cultura (APC)	Portuguese
Regional Directorate of Primary and Secondary Education of Crete (RDE)	Greek

The main sections of the website include:

- The 'Homepage' was creatively but objectively designed to showcase the project and attract primarily teachers, but also students and other

stakeholders to explore the other pages of the website and to direct the visitor towards the platform. The page includes a first banner that attracts attentions, a second banner with video animation when going over the different topics, which directs to respective pages and a third banner that will direct to the platform, but for now it will allow pre-registering to the platform;

- The 'About' tab with various subsections namely "About the project" which provides information about the project scope and objectives, "consortium" with the information about the organisations and people involved in the project, "User advisory board" and "expert advisory board" with information about the pool of experts that will be supporting the project;
- A 'Themes' tab with subsections for the scientific topics that will be addressed during the project, namely "health and food", "technologies", "energy", "environment" and "science and society" which also provides an access to the platform, that as mentioned before it allows pre-registering to the platform;
- A "Library" tab with subsections for "videos", "coaching webinars", "scientific publications", "public results", "best practices". This pages will allow the display of videos and download of documents.
- A 'News' tab with subsections for "events", "Newsletters" and "our blog", which will be constantly updated with information on the project's events and news and will also serve as a repository of CONNECT's newsletters;
- A 'Contact' page, containing a contact form, CONNECT email (info@connect-science.net), and social media handles.

All these sections of the website can be visualised in the ANNEX B – Website's front-end design.

The progress of the project will be closely monitored and reflected in the project's website.

The domain link for the website will be included in all promotional and communicational materials developed by LOBA. The goal is to strategically use different communication and dissemination actions, which reach different types of audiences (following the dissemination plan as defined in D1.1), and direct them to the CONNECT website and platform.

1.3.1 Analytics and Monitoring
The CONNECT website will use Google Analytics as its web analytics service to track website traffic and assess useful statistics that will help optimise the website and the communication and dissemination strategy. Furthermore, the monitoring process will ensure compliance with GDPR.

Relevant statistics that will be monitored are the following:

- Number of visitors;
- Time spent on the website;

- Returning visitors;
- Number of countries.

The analytics from the splash page (October 2020 to February 2021) already shows a good level of interaction which will surely increase with the official website and the communication campaign that will follow to direct traffic to the website.
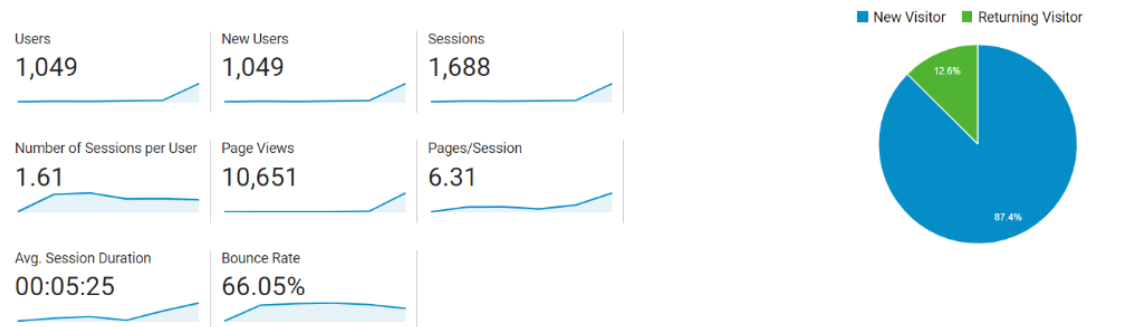

Figure 4: Analytics from the splash page

1.3.2 Website's Accessibility

Accessibility and inclusiveness are very important values of CONNECT project, therefore the website includes a functionality to make the website more accessible to people with disabilities. Anywhere on the website, the user can click on a button that showcases an accessibility menu with the following functionalities:

- Keyboard navigation: User can use only the keyboard to navigate through the website (no need for mouse and touchpad)
- Read page: An automatic voice reads through the website contents. User can choose the speed between normal, fast and slow.
- Contrast: User can choose between several levels of contrast such as inverted colours, dark contrast, light contrast and desaturated colours.
- Highlight links: Website links get highlighted making it easier to the user to understand where he/she needs to click on.
- Bigger text: Enlarges the texts font of the website in four levels.
- Text spacing: Enlarges the texts spacing of the website in three levels.
- Stop animations: Stops all animations of the website.
- Legible fonts: Changes all texts font of the website to Arial font.
- Cursor: User can choose to enlarge the cursor of the website or to have a line that serves as a reading guide.

1.4 Development process

The development of the website followed a specific process to ensure its quality.

- An initial briefing with the requirements for the website is created, in collaboration of Open University (OU) and EXUS.
- An internal meeting with LOBA's technicians is conducted in order to present all the features for the website.
- The contents and overall structure are developed in collaboration of OU and EXUS.
- Then, LOBA worked in the design of all the interfaces, followed by the development of the HTML and the back end, with several quality checks, validation and debugging throughout this process.
- After the final validations and quality assessment, the website was ready to go online, replacing the Splash Page, under the official domain: www.connect-science.net
- After the launch, before its official promotion, the website was under "stabilisation phase" during few days, to ensure everything was working properly and any additional modifications or improvements can be identified and implemented.
- Finally, the consortium was informed about the launch of the website, and LOBA's availability to take into account the suggestions and make modifications when necessary.

4. Conclusion

This deliverable presented the key features of the CONNECT website, including also components, functionalities and structure, with examples of content, illustrated by the examples provided in the annex.

The website is one of the core strategies of WP1 COMMUNICATION, the KPIs related with the website are presented in the table 2, more information is available in the D1.1 Dissemination and communication plan.

Table 2: KPIs related with the website

Activity	Type	Success Indicators	Coverage
Website: web site grade, visits, page rank	Quantitative	> 10.000 visits per year	Worldwide
Social media followers	Quantitative	> 4.000 followers	Worldwide
CONNECT video, blogposts and news	Qualitative	Monthly all partners	Worldwide
Journal publications and conferences	Quantitative	≥ 14 (2x7 partners)	Worldwide

5. Annex

1.5 Annex A – Splash page

1.6 Annex B - Website's front-end design

Figure 5: Homepage

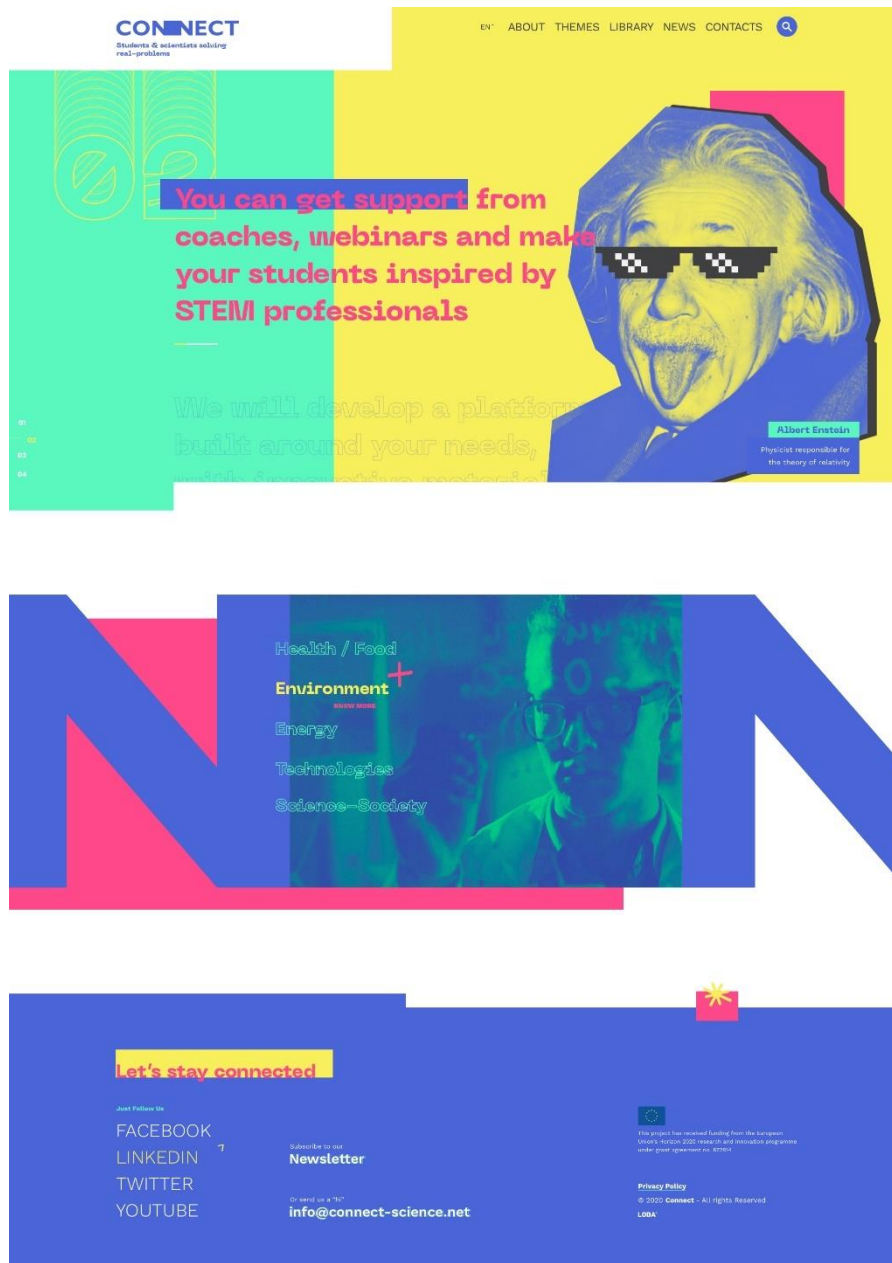*Figure 6: Homepage*

info@connect-science.net

www.connect-science.net
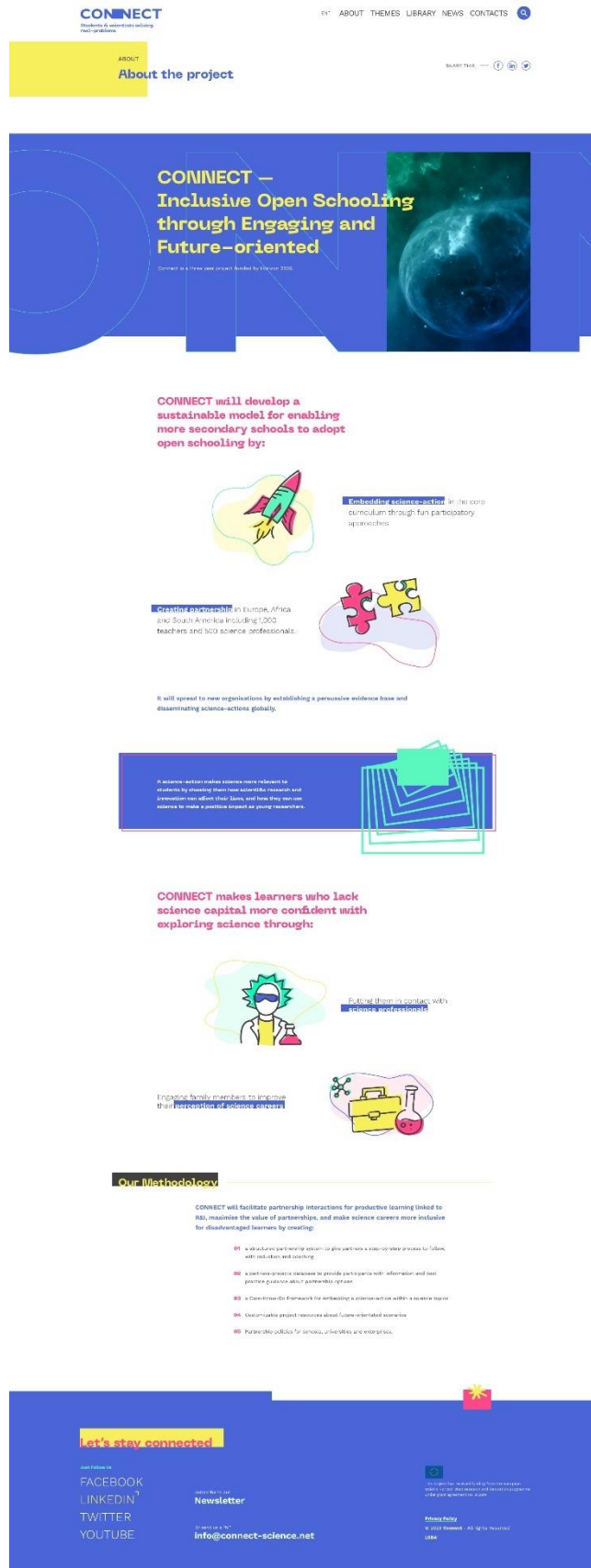
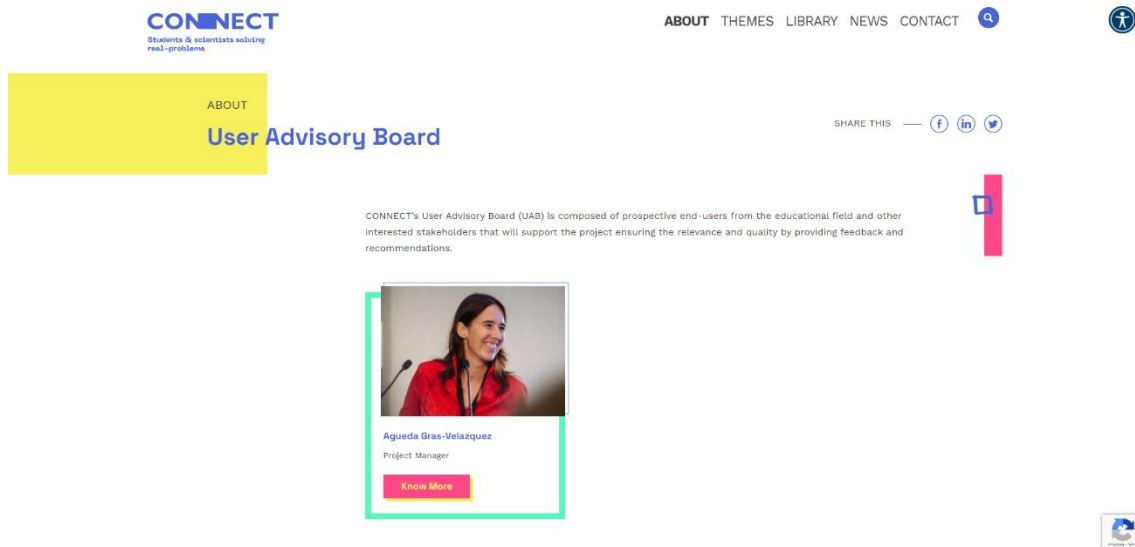*Figure 7: About section*

Figure 8: User advisory board
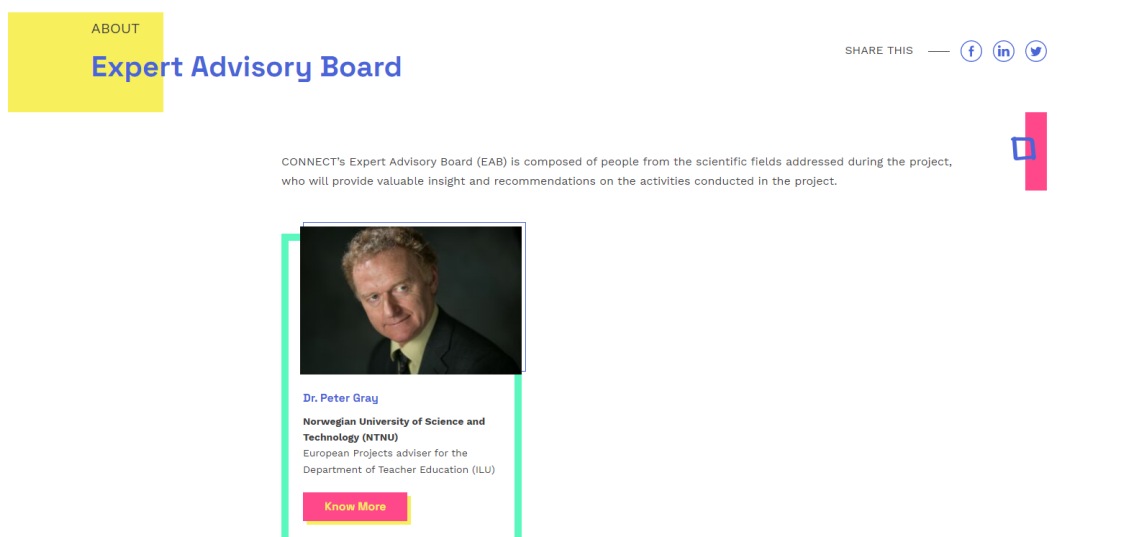
Figure 9: Expert advisory board

THEMES

Health and Food

SHARE THIS — (f) (in) (y)

CONNECT supports schools to implement Science Action on future-oriented scenarios related to HEALTH and FOOD, applying the CARE-KNOW-DO model.

we-CARE: The first stage is mainly informal learning with professionals and family designed to introduce the challenge around a future-orientated issue, stimulate questions and create a 'need to know' that teachers can harness in the next stage.

we-KNOW: The second stage is formal learning focused on students acquiring the scientific understanding and skills they need to make decisions and take action in the final stage.

we-DO: In the third stage students apply the acquired skills and knowledge into participatory-science, defining ways to approach the given challenge and minimise its impact. This stage also includes an evaluation.

Science Action Resources for Schools

These resources aim to enable teachers, students, STEM professionals, and families to successfully implement a Science Action.

CONNECT Resources can be a structured scenario material linked to the science curriculum in school (formal learning) and an open scenario with participatory science tools outside school (informal learning).

The Resources consist of stimulus materials that will:

- engage students to interact with STEM professionals,
- facilitate awareness-raising activities for families (CARE),
- guide teachers on how to integrate the teaching of a science concept (KNOW),
- instruct students on conducting specific activities and to produce an output,
- guide STEM professionals on evaluating student work (DO).

These and more will be soon available on our platform.

Pre-register to the platform   [Pre-register]
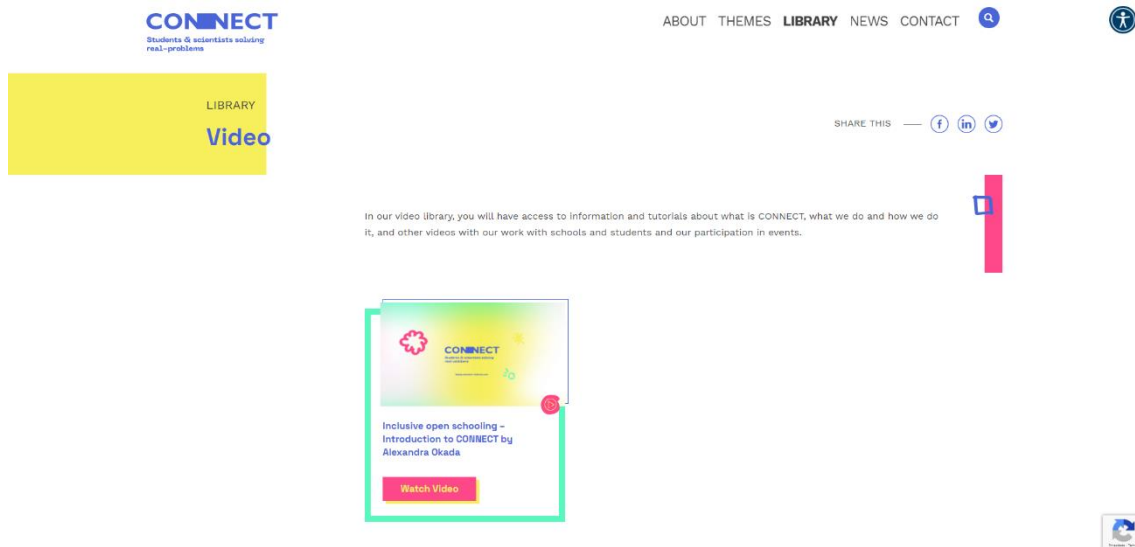
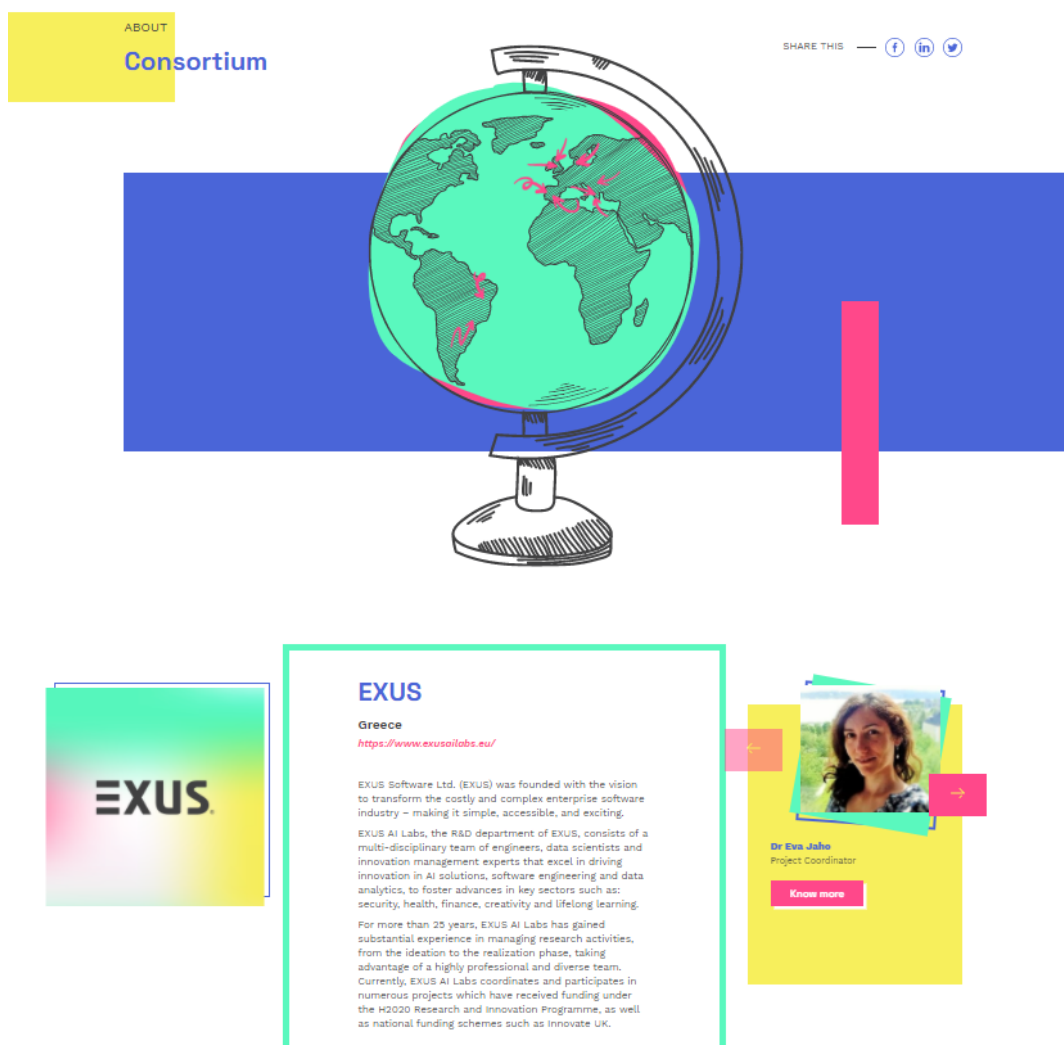*Figure 10: THEMES Pages - Health & Food*

Figure 11: Library section -Videos
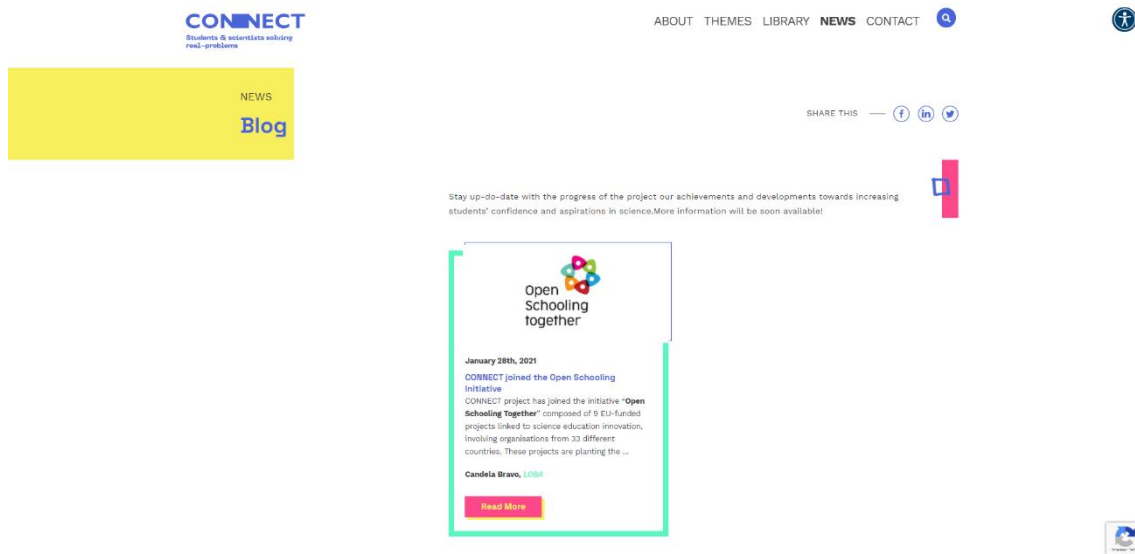

Figure 12: Corsotium interface

Figure 13: Our blog interface

Figure 14: Contact us interface

info@connect-science.net

www.connect-science.net

EXUS

EXUS
Greece
www.exus.co.uk

The Open University

OU
Uk
www.open.ac.uk

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