



Milestone MS14

Project website Operational

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TETTRIs

Transforming European Taxonomy through Training, Research, and Innovations

TETTRIs related product

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Abstract: This document reflects the ongoing situation related to the web presence of the TETTRIs Project: it shows that the website is up and running and the Twitter and Facebook profiles are also operational.

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1. Introduction

This document presents the state of the Art of online presence developed for the project TETTRIs (Transforming European Taxonomy through Training, Research and Innovations). As reported in D8.1 the TETTRIs project has already a recognizable visual identity, including the project logo, visual identity guide, gadgets, document, presentation templates and website design and functionality developed in the first three months of the project itself.

The website is online, up and running, as the Social Media profile are on Facebook, LinkedIn and Twitter.

2. The website is online

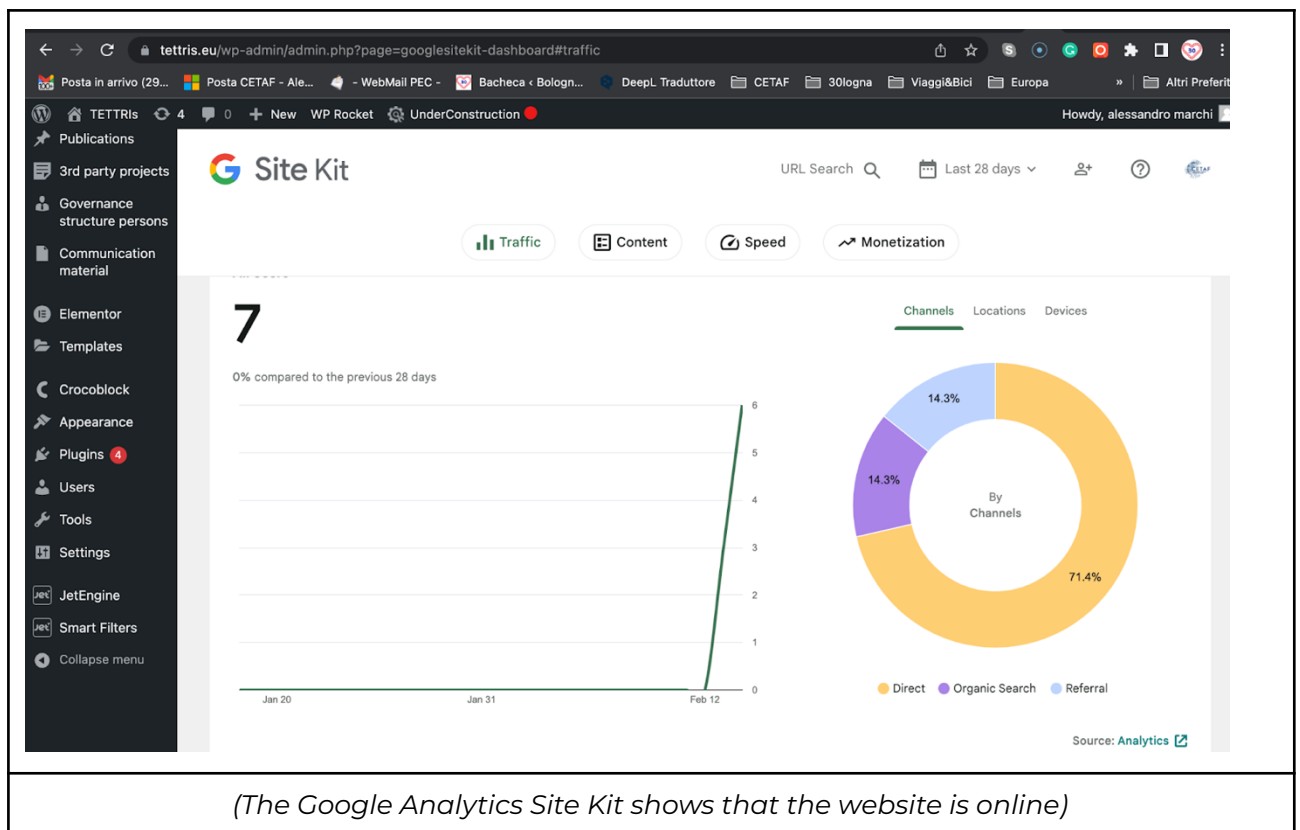
The official website of TETTRIs (tettris.eu) is designed by Webfluencer under the indications of the contributors to this Task to act as an information hub about the project's vision, objectives, activities and results. It has been conceived to respond to the needs of different target groups, such as - for example - the policy-makers and citizen scientists.

The website serves as the main public dissemination tool and the navigation is made super-easy thanks to a double menu bar and to a clear distinction in three main areas.

The website is responsive, designed considering the increasing number of users accessing from mobile devices, and structured trying to avoid unnecessary animations, heavy motion graphics or anything else that could make it slower.

The website has been made available for the Project's Kick-off Meeting (KoM), held in Brussels from the 18th to the 20th of January, 2023. It has been turned on "construction mode" for some updates later and then is back online from the 13th of February 2023.

For the development of the website CETAF, as Task T8.1 leader, has externally contracted an experienced professional company Webfluencer (<https://webfluencer.nl/en/>) following a selection process among different alternatives. Webfluencer has taken the responsibility of capturing the essence of the project and translating it into a modern, lively and appealing visual concept with a friendly, smooth and target-oriented format.



Visual presence

The super-compact home page is characterized by the tripartition of the page itself, which presents the first screen as a guide to invite the visitor to discover the project. There is indeed, on the left, the way to reach the three main areas of the project - well distinguished by different colors: the first one concerns the structure and architecture of TETTRIs (in orange), the second one is about the people and the partners behind TETTRIs (dark green) and the third one will be dedicated mainly to the call and the incoming third party project (light blue). From here, the user can access three “sub-home page”, very useful for navigating the details of the sections.

According to the needs of the communications manager and the task leaders, the three-element carousel on the centre-right will put in evidence different topics.

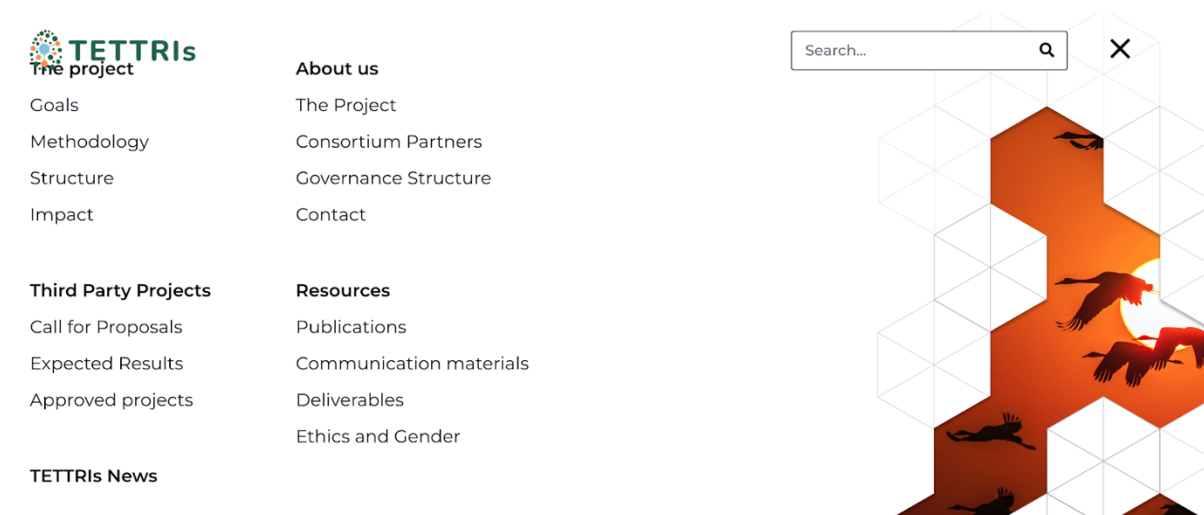
The colours selected for guiding and driving website users through the online space are the ones that correspond to the logo of TETTRIs, ie. orange, green and light blue.



Orange Part

Scrolling down the home page the user will find eight main figures concerning the project, presented in an eye-catching mode and then the latest three pieces of news coming from the news section.

The website has been conceived to be flexible and helpful coherently with the different phases of the project. The news section is indeed not pivotal at the very beginning, while the project hasn't still produced much, but can gain importance and relevance in the layout when needed, either through the carousel itself or lightly changing the home page.



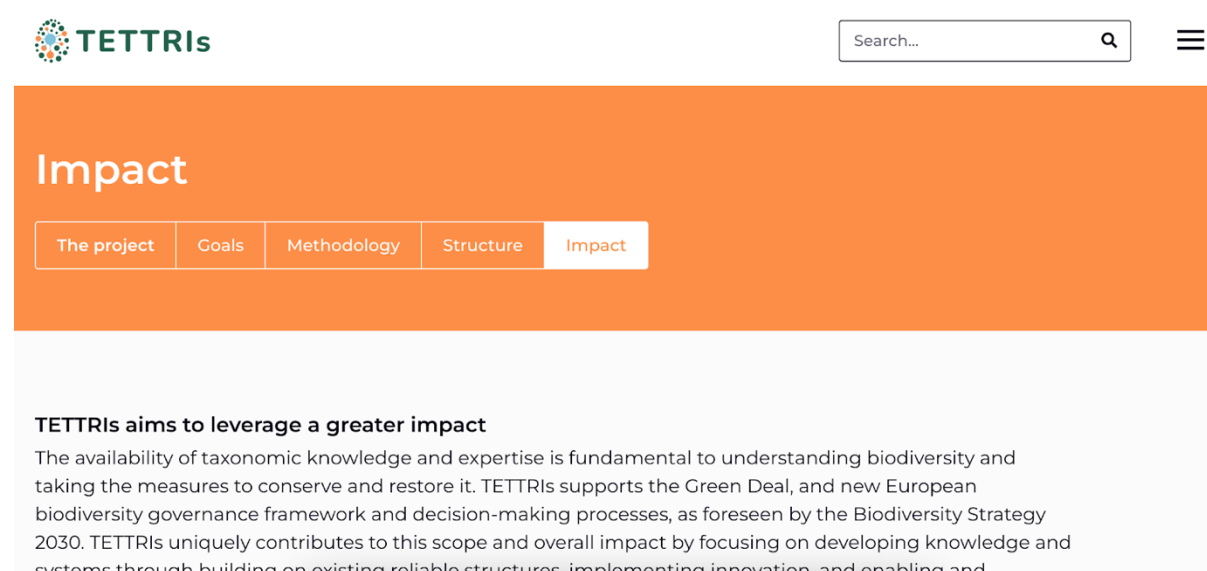
The website's hamburger main menu, chosen for fitting better with the mobile version and to compact the home page lists the following pages:

- **Homepage** - the homepage aims to catch the attention of first-time visitors by summarizing the core essence of the project. TETTRIs' key numbers (17 partners from 11 European countries are involved in a 42-months project, a 6 million projects with 1,8

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million cascade grants) are illustrated with eye-catching visual elements and the news are

- **The project** - This page presents TETTRIs figures in a nutshell and allows the users to navigate the pages that explain the project in a more detailed way such as:
 - **Goals** - Aims and vision of TETTRIs are condensed here.
 - **Methodology** - TETTRIs methodology considers an **overarching coordination force** sustained on two **pivotal pillars**: Knowledge and Systems, connected through two connecting streams, Validation and Knowledge Transfer. With the help of some graphic, this page help to understand that concept.
 - **Structure** - 18 Milestones and 26 Deliverables in 42 months at a glance.
 - **Impact** - 9 outcomes and the foreseen impact are in evidence here, thanks to some images as well.

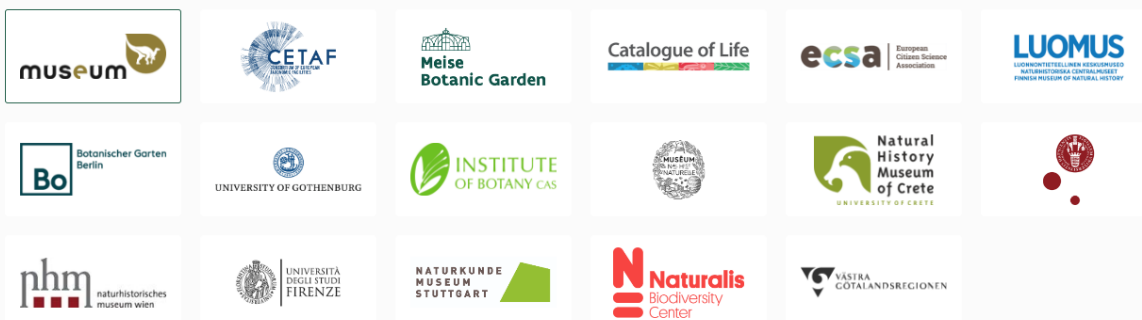


Green Part

The “green part” of the website is dedicated to the institutions and the people standing behind TETTRIs. Thanks to a double navigation menu, the “about us” page will redirect the users to:

- **Consortium partners** - where the 17 partners are listed with their logo, short presentation and link to their respective websites. An interactive map of Europe makes it easy to understand the extended number of countries involved.
- **Governance structure** - this page presents the governing bodies and helps to understand how the project is managed
- **Contact page** - to get in touch

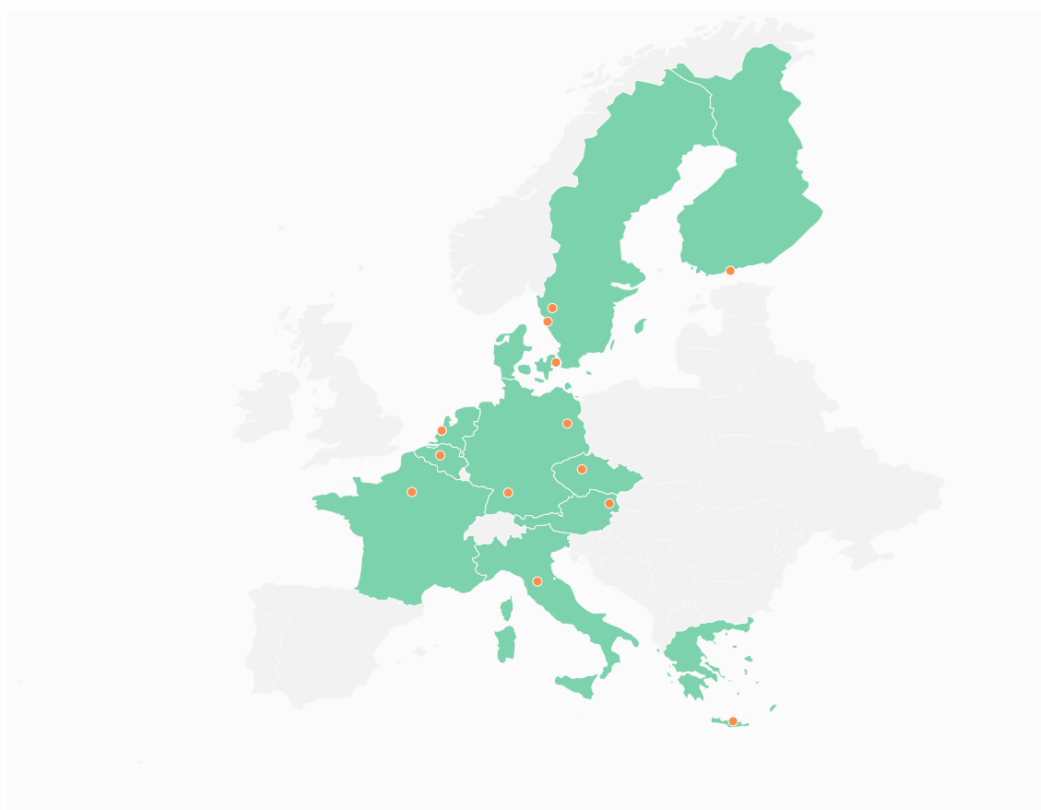
Consortium Partners

[About us](#)
[The project](#)
[Consortium Partners](#)
[Governance Structure](#)
[Contact](#)


Royal Belgian Institute of Natural Sciences (RBINS)

The Project Coordinator, RBINS, is a Federal scientific institution which holds one of the largest European natural history collections. Its Operational Directorates Taxonomy and Phylogeny studies animal biodiversity and evolution, and more specifically, speciation, adaptation, biotic interactions, and integrative taxonomy. It holds various expertise (such as DNA barcoding, training development, stakeholder engagement, and development of reference collections) and hosts and manages the DEST platform. RBINS has also contributed to several major citizen science projects funded by the EC DG Research FP, DITOs and EU-Citizen Science. In TETTRIs RBINS will contribute to the trainings framework programme and lead the implementation of molecular (NGS) tools (WP6). RBINS will lead WP9 and is responsible for the financial-related tasks and collaborate in tasks throughout the project.

www.naturalsciences.be



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Light blue Part

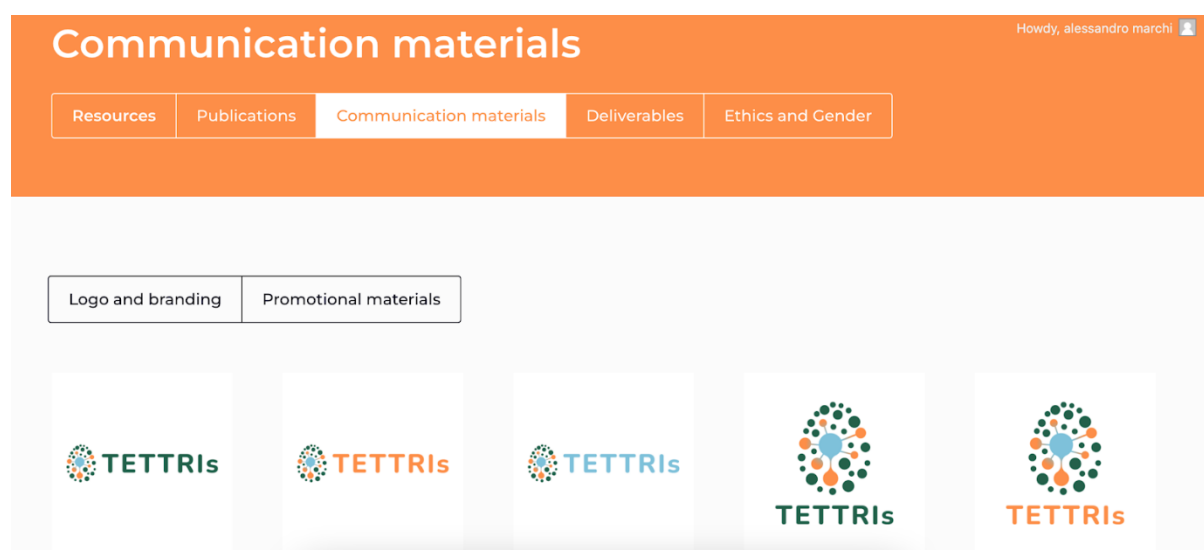
The “light blue” part of the website is dedicated to the third-party project. Since the call will arrive at a later stage and the projects won't be officially approved for a relevant part of the project, this area is still under development and will not be at the centre of attention very soon.

Still, it presents these pages:

- **Call for proposals** - where in Month 7 the call will be published
- **Expected results** - where the expected outcomes of these projects will be shown
- **Approved projects** - this page will showcase only the approved project, once official. They will be presented under a common framework and have a dedicated page for each one

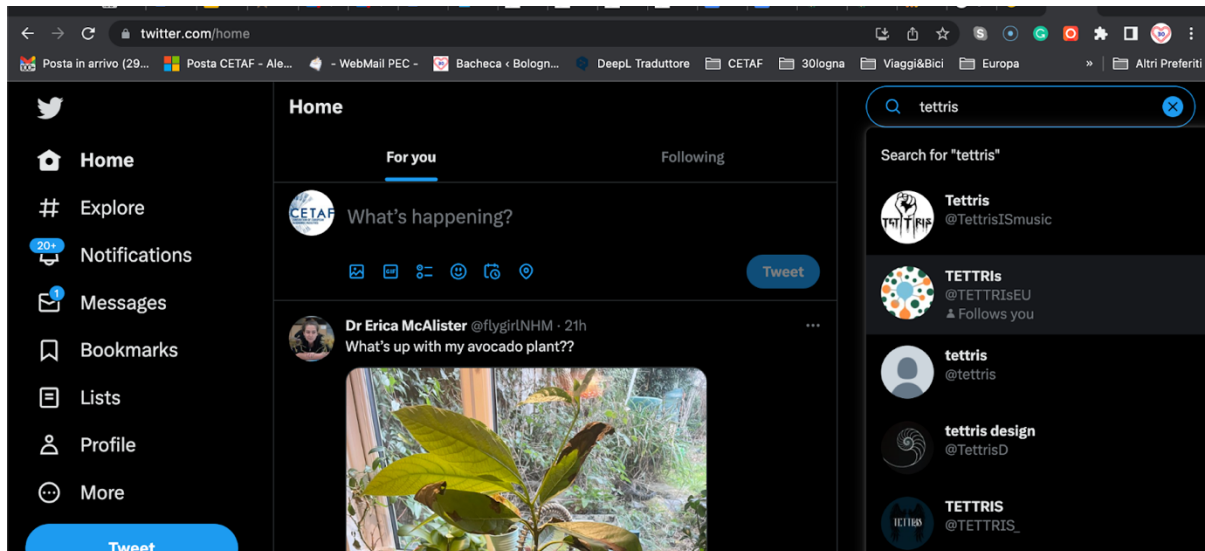
The main menu still presents some pages containing important information such as **Resources** - which leads the users to:

- **Publications** - this page will present useful materials
- **Communication materials** - this page already contains the different versions of the logo and will host any kind of file that can be useful for the partners or the media
- **Deliverables** - this page will host the Deliverables, once published
- **Ethics and gender** - this page is dedicated to the Ethic Advisor and his role in TETTRIs

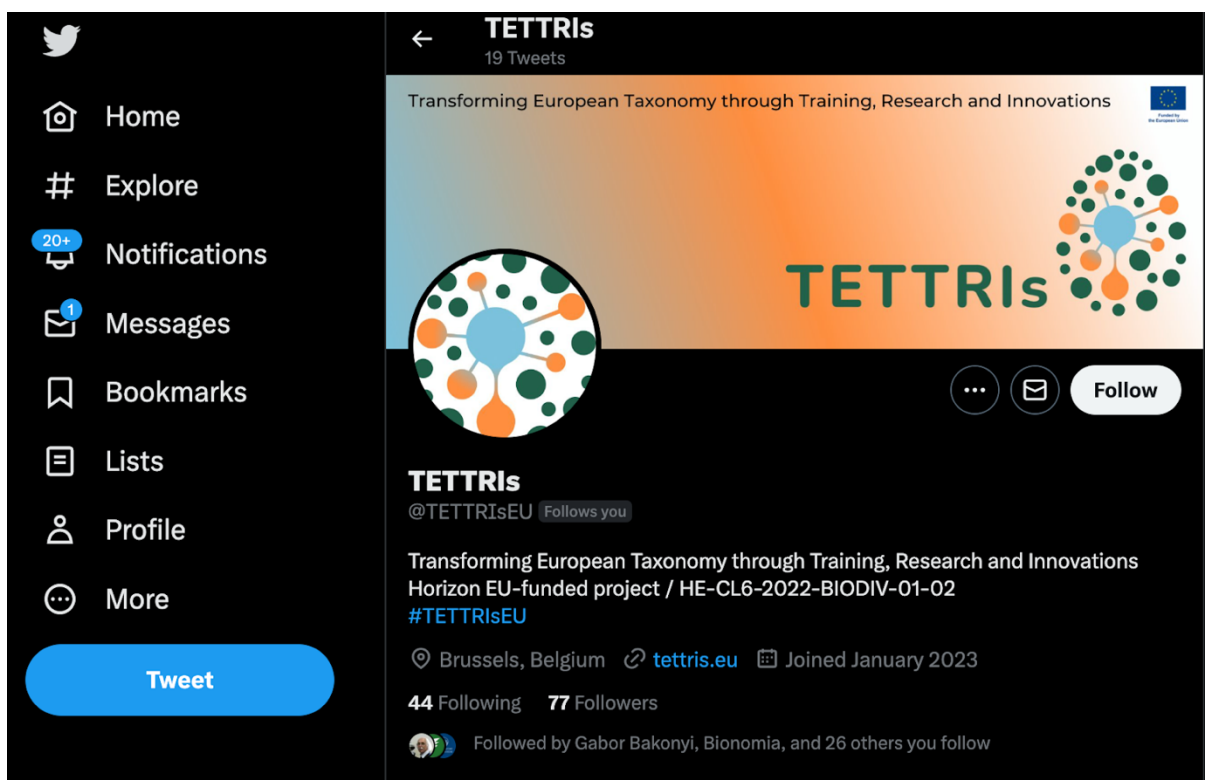


3. The Social Media accounts are online

TETTRIs is also present on the Social Media Network thanks to its page on Twitter (@TETTRIsEU) and Facebook (<https://www.facebook.com/TETTRIsEU>). Both profiles have been published in January 2023 (M2) in order to allow the due checks and make them searchable and findable by anyone on the web. Both profiles have already been active with some content posting during the KoM and gaining some followers.



(The Twitter profile is active and findable)



(The Twitter profile has already almost 80 followers)



You've unlocked more on Twitter

You can join the conversation and connect with others more easily. Now you can do the following:



Be seen by more people

Your content will be more discoverable. And you'll appear in search results and trends.



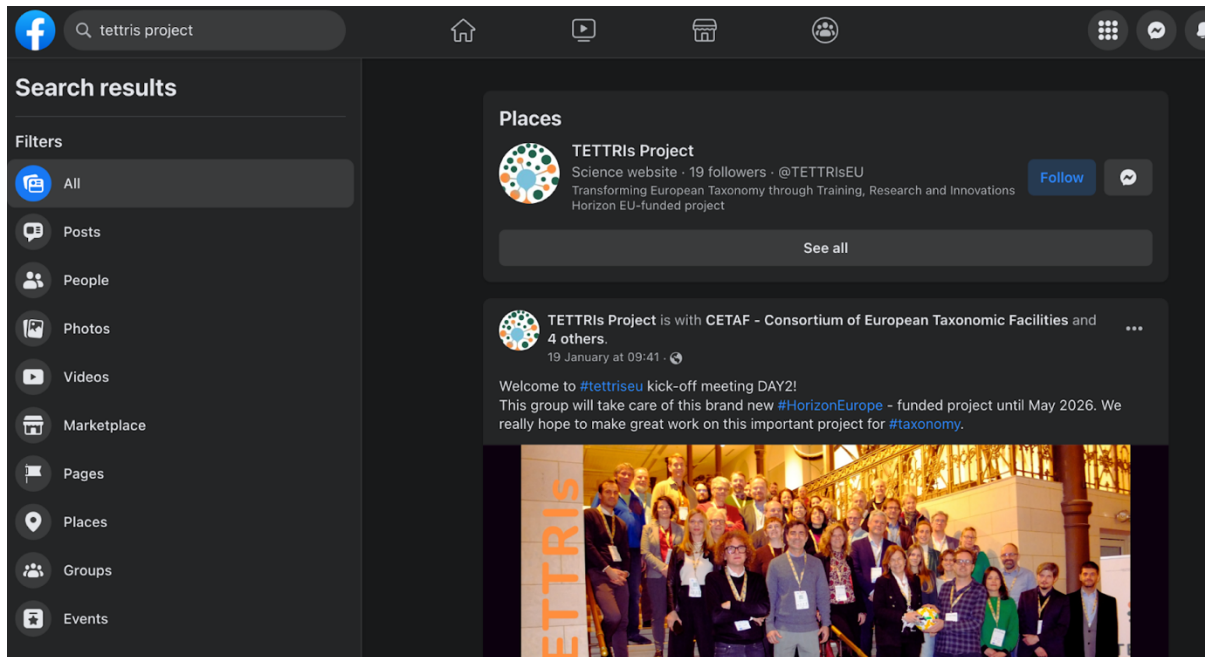
Connect directly with others

Send Direct Messages to people, who don't follow you, without your message being automatically filtered.

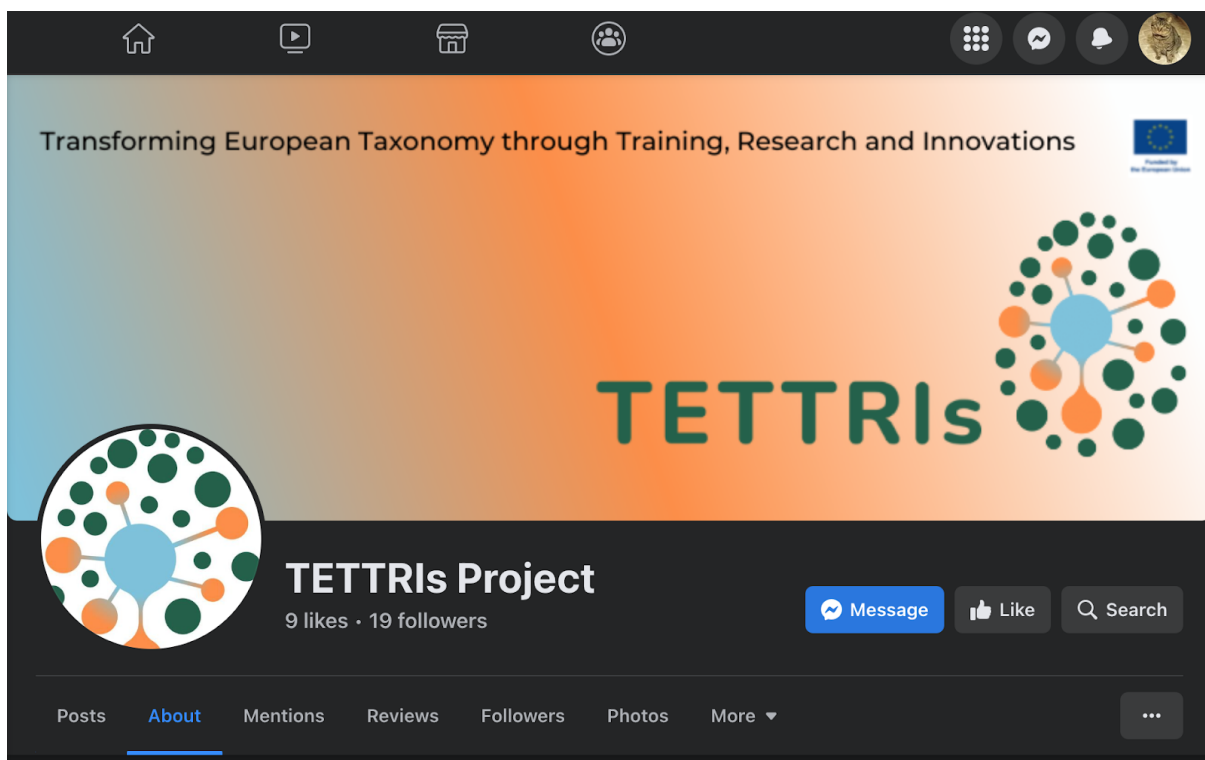
[Learn more](#)

Got it

(Twitter is ready for the playfield)



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(The Facebook profile has been active during the KoM meeting)