

## Deliverable No. 8.1

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**MareFrame**

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### Revision Control

Role	Name	Organisation	Date	File suffix <sup>3</sup>
Authors	Gheorghe Sirbu	INCDM		GS
Authors	Magda Nenciu	INCDM		MN
Authors	Tania Zaharia	INCDM		TZ
WP leader	Mariana Golumbeanu	INCDM	12 <sup>nd</sup> July 2014	MG
Coordinator	Anna K. Daniélsdóttir	MATIS	22 <sup>nd</sup> July 2014	AKD
Administrative Coordinator	Oddur M. Gunnarsson	MATIS	16 <sup>nd</sup> July 2014	OMG
Scientific Coordinator	Gunnar Stefánsson	UI		GS

<sup>1</sup>Document will be a draft until it was approved by the coordinator

<sup>2</sup>PU: Public, 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)

<sup>3</sup>The initials of the revising individual in capital letters

## **Deliverable D8.1**

# **Website for MareFrame project**

June, 2014

## Executive Summary

The MareFrame Project Website is a multifaceted website, a public site and Internet platform for partners and stakeholders. It was established by INCDM, which purchased a domain (.org) for hosting and administration. To ensure continuity once MareFrame is finished, a simple archive website will be hosted and maintained by MATIS. Basic Search Engine Optimisation (SEO) techniques are applied for improving the visibility during the design process of the Website and the edition and update of contents. The MareFrame website was available from Month 1 of the project and is used to maintain the project document archive, news and relevant links and sharing non-confidential results. Part of the site is open for the public, while the other part is restricted to project partners, External Advisory Group (EAG) and Stakeholder Group (SG).

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## Introduction

A website is a project's key communication tool and is therefore strongly recommended. Any website must clearly acknowledge the EU as a source of funding and use the EU emblem (i.e. the blue EU flag with 12 yellow stars).

The EU guidelines for designing a project website mention the following:

- Using the Web, users tend to scan the information and pick out the parts that interest them. To make this easier, long, scrolling pages should be avoided: the text must be kept short and to the point, assuming that the majority of users will not scroll down. The most important and attractive information should be kept near the top of the page.
- Do not use a "Splash page" (i.e. a nice graphic that takes up most of the screen and which requires the user to 'Click here' to continue to the main page) for your site's home page.
- Avoid marketing fluff or elaborate language. Use factual information.

## Methods

The MareFrame website was designed according to the current 2.0 web standard, it is interactive and dynamic. It is a responsive site and can be accessed from mobile devices.

It was developed using the HTML5, CSS3, jQuery, JavaScript, PHP, MySQL technologies:

**HTML5** is the latest standard for HTML.

The previous version of HTML, HTML 4.01, came in 1999, and the Internet has changed significantly since then.

HTML5 was designed to replace both HTML, 4, XHTML, and the HTML DOM Level 2.

It was specially designed to deliver rich content without the need for additional plugins. The current version delivers everything from animation to graphics, music to movies, and can also be used to build complicated web applications.

HTML5 is also cross-platform. It is designed to work whether you are using a PC, or a Tablet, a Smartphone, or a Smart TV.

**CSS** stands for **Cascading Style Sheets**. Styles define how to display HTML elements. Styles were added to HTML 4.0 to solve a problem. External Style Sheets can save a lot of work External Style Sheets are stored in CSS files.

CSS3 is the latest standard for CSS.

CSS3 is completely backwards-compatible with earlier versions of CSS.

**jQuery** is a JavaScript Library. jQuery greatly simplifies JavaScript programming. The purpose of jQuery is to make it much easier to use JavaScript on your website.

jQuery takes a lot of common tasks that require many lines of JavaScript code to accomplish, and wraps them into methods that you can call with a single line of code.

jQuery also simplifies a lot of the complicated things from JavaScript, like AJAX calls and DOM manipulation.

**JavaScript** is the most popular programming language in the world.

It is the language for HTML, for the Web, for computers, servers, laptops, tablets, smart phones, and more.

In order to give to the user the easiest and practical interface we used in some cases JavaScript, a script language that gives many options when it comes to usability and flexibility of an interface.

**PHP** is a server scripting language, and is a powerful tool for making dynamic and interactive Web pages quickly.

It is connected with the Apache Web server and the MySQL database that we keep the data. PHP can add, delete and modify data in MySQL database.

**MySQL** is a light and bulletproof database that provides the information quickly and easily. It's one of the most popular and web ready databases of the world.

AJAX = Asynchronous JavaScript and XML. In short; AJAX is about loading data in the background and display it on the webpage, without reloading the whole page. jQuery provides several methods for AJAX functionality.

### **E.g. Ajax**

Using 'load' method to load in a page section, content from "formcont.html", after a click on the button:

```
$("#cont").click(function(e) {  
    e.preventDefault();  
  
    $("#formcont").toggle();  
    $("#formcont").load('formcont.html');  
  
    initialize();  
});
```

There is an active visitors' counter made with PHP language.

## Results

The MareFrame website comprises the following main sections (see ANNEX I Screen shots of the MareFrame homepage):

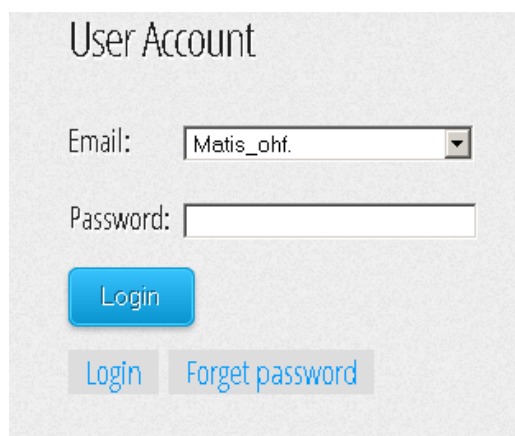
- ABOUT
- PARTNERS
- PROJECT MANAGEMENT
- WORKPACKAGES
- STAKEHOLDERS
- PRESS OFFICE
- LATEST NEWS
- CONTACT
- PRIVATE SECTION

The public sections contain information about the project and its activities, as well as the partners involved, with links to the respective websites.

The Press Office contains three categories: Press Releases, MareFrame in Media and Communication Materials.



Access to the Private Section of the website is made using a password (each partner has been assigned an individual password) and confidential information can be uploaded and downloaded from here.



The MareFrame website users also have the possibility to subscribe to the project newsletter.



Newsletter

Subscribe to our monthly newsletter  
to receive the latest news in your inbox !

Social network accounts were also created (so far Facebook and Twitter, active).



## Discussion

The website is the easiest way to ensure the visibility of the project, both to the EU, as well as the target audiences, especially supported by active social media use (Facebook, Twitter, LinkedIn etc.).

Apart from the informative sections, describing the project objectives, strategy, workpackages etc., there is also the Stakeholder section. The Stakeholder button contains description of the regional advisory councils (RACs), as well as the FISH-IN-CORNER section, which will be subsequently developed as a communication means with RACs and other stakeholders.

## Conclusion

The MareFrame website was designed as an interactive tool for public information and communication among partners and stakeholders.

It can be continuously improved and developed, in order to maximize the results of MareFrame.



## Acknowledgement

We acknowledge the contribution of Steinar Aðalbjörnsson (MATIS) for the technical support and inputs throughout the design and administration of the website, as well as social network management.

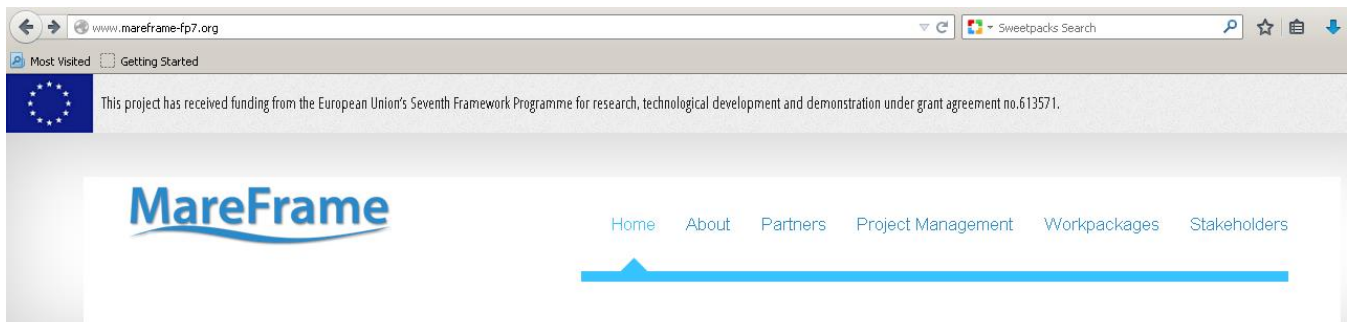
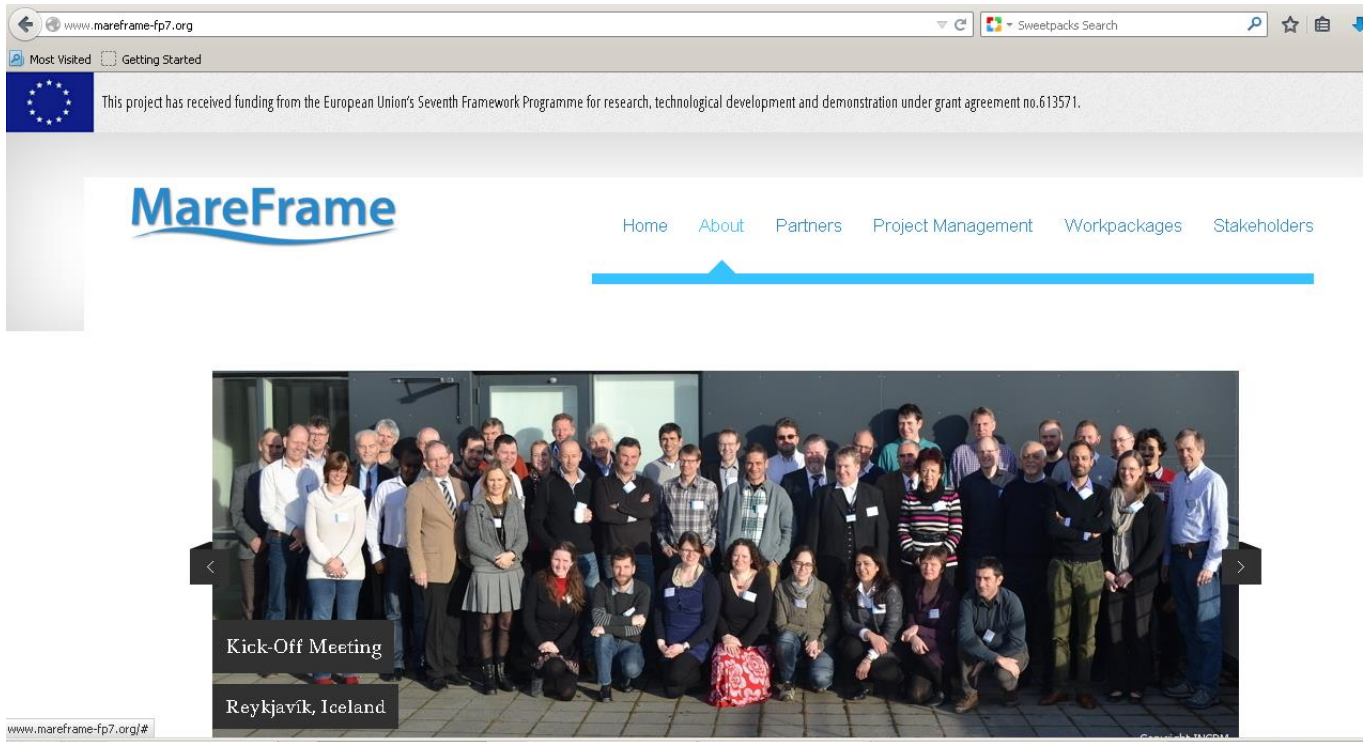
## References

MareFrame Description of Work (DOW)

[http://cordis.europa.eu/fp7/ict/participating/communication/writing-for-the-web\\_en.html](http://cordis.europa.eu/fp7/ict/participating/communication/writing-for-the-web_en.html)

## Annex I

Screen shots of the MareFrame homepage:



www.mareframe-fp7.org Sweetpacks Search

Most Visited Getting Started

This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no.613571.

## MareFrame

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## Screen shots of the MareFrame Facebook and Twitter accounts

