



Project Number 289706

COLLABORATIVE PROJECT

AMIGA

**Assessing and Monitoring the Impacts of
Genetically modified plants on
Agro-ecosystems**

D11.2 AMIGA Website

Start date of the project: 01/12/2011

Duration: 48 months

Organisation name of lead contractor for this deliverable: Minerva Consulting & Communication

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Project funded by the European Commission within the Seventh Framework Programme (2007-2013)		
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)	

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1 Introduction

The object of this deliverable is to give an overview of the online publication of AMIGA project website. The website concept, design and graphic aspects have been already described in the previous deliverable 11.1 of March 2012. A more specific deliverable has been dedicated to provide more details and to describe each single section conceived according to the AMIGA consortium's needs. During the testing period the correct usability has been also proved and some adjustments have already been made in order to improve the efficiency and the user-friendly characteristics of the website.

Minerva Consulting and Communication (MCC) is in charge of the creation and the management of the website, as well as the update of the content for every single web page. The content comes from the partners or is produced directly by MCC.

This document shows all screenshots of the home page and some screenshots of the most relevant internal pages and gives an overview of the texts uploaded for each page.

2 Website approach

The AMIGA website has been conceived as the main source of information and centre of the dissemination activities to assure an interactive and fast communication tool for the project partners and those who are interested in its activities. It is the main channel for promoting the visibility of the AMIGA project within the scientific community.

The graphic design of the website has been part of the same initial creative brainstorming process used for the other communication tools to set the corporate identity of the project. The main objective was to define the use of spaces in a functional and balanced way, to structure the home page and internal pages also by using graphic elements or images that characterise the style and the identity of the project.

The project website promotes the project activities and outcomes; it will also give the contact details of the people involved in the project in a way to facilitate contacts with stakeholders and potential interested users.

The website is divided into two different areas, a public and a private one that are described in details in the following chapters.

The main language is English; links to the partners' websites or to resources in other national languages have already been featured.

The public area of the AMIGA website is the entry point of all the information produced by the consortium and acts as the first instrument to promote in particular AMIGA outputs:

- Project development
- Research activities
- Participation in events
- Summer Schools
- Workshops and other related events

Users will be able to get information and download all relevant material about all the activities planned and the events organised in the framework of the project.

A registration facility is also envisaged to allow users to register directly to specific events, like the summer schools and workshops, and, through a link to the subscription tool on the homepage¹, to receive the website updates and news concerning the project activities.

¹ Through this subscription tool, users can receive emails, which include updates and latest news on a weekly basis, just providing their email addresses and personal details.

3 Website name and graphic layout

The first task has been the selection of a domain name among those available for purchasing. The domain www.amigaproject.eu has been successfully registered in December 2011.

The web graphic design process started - as well as the logo design - with a brainstorming session within Minerva's team to list the main functionalities needed and the most suitable website look, starting from two pages: home page and 1 internal page.

The choice of a high impact home page - based on coloured template and big size pictures in a slideshow - was made with the purpose to catch the attention of visitors and attracting them to further explore the other pages of the website by guiding them into the main research activities carried out.

3.1 Homepage

The Homepage is not just the landing page of a site but is the public image of the site, and it also has the power to determine the success of keeping visitors surfing and inviting them to visit the other pages. The layout is on a very clean design with green and white background and little use of graphic elements to achieve a stronger usability.

The homepage of AMIGA site has been conceived with a top large area where a set of pictures on natural landscape, plants and cultivated fields are animated with a fading out fading in effect.

Above this area there are the 6 main sections and below short links to relevant topics for the project that have been designed as three boxes:

- the project section
- the EFSA document section
- the press release section

The fourth box, named "Stay updated", includes the subscription tool, through which users have the possibility to register their email addresses and receive news and updates on the project's activities.

The rotation news box on the right has been conceived to let users be always aware of the news published up to that moment.

Below, the search tool allows users to a faster and user-friendly search of keywords and related topics and the Members' Area box links members directly to the private area of the website dedicated to partners and EC officers.

The welcome text box includes now the project abstract and the picture of the whole consortium but it is conceived as an editable area where to address visitors with a short presentation of the project, and an image area where to insert either a picture or a banner designed to launch an event and give it higher visibility in the home page. The banner will be linked to the event page where interested participants will be able to register through a dedicated online form.

The logo is placed in the top left of the header, where also the full project name is displayed. Partners' logos, including links to their websites, are included in an animated box placed on the right side of the home page.

The logos of the EC and FP7 find place on the right side of the page to have enough visibility and in the footer copyright information completed the page including privacy and disclaimer.

amiga Assessing and Monitoring the Impacts of Genetically modified plants on Agro-ecosystems

Project Partners Newsroom Documents Research Events & Activities

Project EPSA documents Press Releases Stay updated

Welcome to Amiga Project!

AMIGA «Assessing and Monitoring the Impacts of Genetically modified plants on Agro-ecosystems» is a European project funded by the European Commission under the Framework Programme 7 (FP7), aiming at producing scientific data related to the possible environmental and economic Impacts of cultivation of genetically modified plants (GMPs), relevant to European environments.

Launched on the 1st of December 2011, AMIGA project will run for 4 years, until the end of 2015

News

- EC Hearing on "Environmental monitoring of GM crops"
- Teagasc applying to EPA to field test potatoes
- AMIGA project website is now online!
- AMIGA project had its own nativity
- Evaluating the Impacts of GM crops in the EU: AMIGA project is launched!

Search

Search...

Members Area

Partners

ENE
 ENEC National Agency for Nuclear Energy, Energy and Sustainable Development

European Commission

Figure 1 AMIGA Homepage

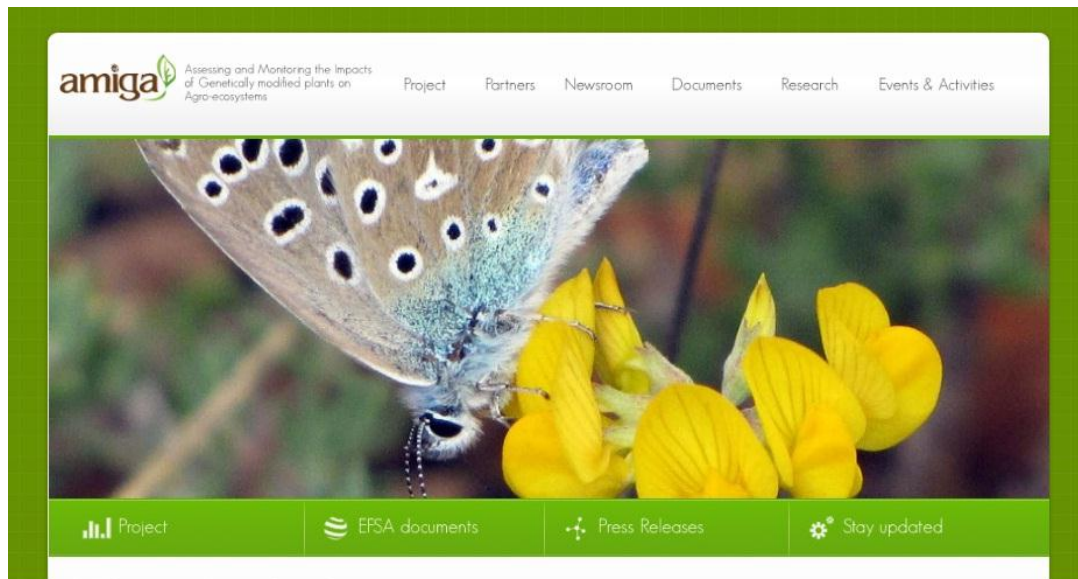


Figure 2 Homepage: tool boxes

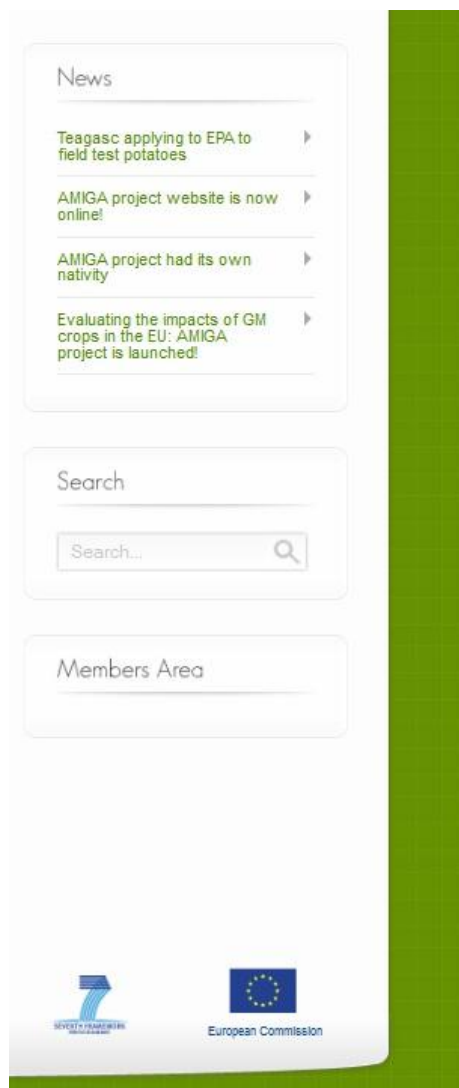


Figure 3 Homepage: Latest news box

3.2 Internal pages

The internal pages of AMIGA website have a similar structure of the home and keep a consistent graphic design. At the top side the animated images is replaced by one static image related to nature and cultivation with the same length as in the Homepage although reduced in height. Therefore more space has been dedicated to the page content by eliminating the structure of four boxes and leaving just the vertical navigation one on the right side. The path of navigation and the pages available in the selected section or sub-section are listed in top of the editable content area.

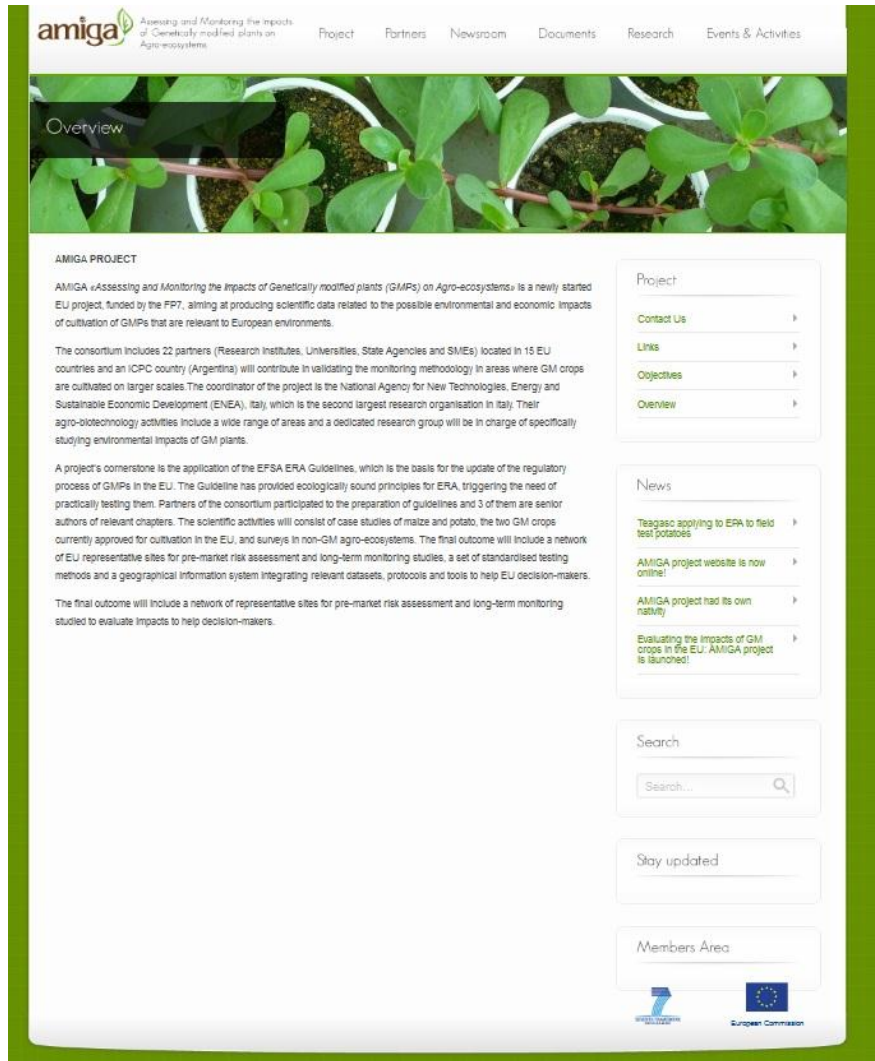


Figure 4 AMIGA Internal page: Project Overview

3.3 Website content structure

The project website being the backbone of project communication is divided into two parts: a public area open for browsing by the general public and a private area reserved for AMIGA consortium members.

3.3.1 Public area

The public area is divided in 6 main sections divided into sub-sections and pages. The public area includes both general information about the project and specific information and materials made available for download.

- **HOME**
- **Project:** this section defines the basic information about the project and list the objectives of the research
 - Overview
 - Objectives
 - Links
 - Contacts us
- **Partners:** this section lists the partners within the consortium and includes their expertise (as organisation and as staff team) and role in the AMIGA project
 - Profile
- **Newsroom:** this area is dedicated to news, press releases and articles produced during the project's activities. It is considered as a repository useful to media and specialised journalists
 - Latest news
 - Press Releases
 - Communication material
 - Press review
- **Documents:** in this section relevant papers, abstracts and publications are accessible for information about the consortium research work.
 - Publications
 - Literature
 - Deliverables
 - EFSA Documents
- **Research:** this section focuses on the research activities of the project and disseminates updates about the consortium studies and research
 - Research activities
 - Facts & Figures
 - Project developments
 - Glossary
- **Events & Activities:** in this area AMIGA events and activities will be collected and constantly updated

- Summer Schools
 - Calendar of events
 - Photo gallery
- **GIS & Database System:** this section is not active yet. It will be a support tool for the dedicated database system and information will be uploaded in the course of the project development.
 - **Teaching Material:** A range of material will be provided to support students learning by exploiting the interactivity of web 2.0. A specific section on the AMIGA website will be dedicated to the teaching materials, where users will have the chance to download the public material available. The material will be freely available online and publication of some materials on the AMIGA website is foreseen. The students will be able to focus on one specific scientific aspect and improve their learning experience. Task leader will be UREAD that will be in charge of the setup and development of this online tool, covering the current world view of science of modification. The development and the implementation of the material will cover the period between M18 – M40.

3.3.2 Private area

The **private** or “**members’ area**” is hosted on the AMIGA private area of the website and is accessible through a username and password.

The access codes have been set up by Minerva and distributed to all partners.

Access to the private area is granted only to project partners (both WP leaders and WP members) and the European Commission.

The private area is conceived as a repository area and is built with the aim of supporting partners’ work and their internal communication.

The private area gives the consortium the possibility to easily exchange and store reports, minutes, documents and deliverables, and other official documents for project management and consortium purposes.

All partners can add documents, create folders and send alerts and notifications. There is also a search tool for files and a contact list of all members as well as the Project Contact Repository.

The private area contains one folder for each specific Work Package as well as one folder for Project Meetings and one folder common to all WPs.

All partners are invited to upload the files they would like to share with the other partners and the system sends an automatic alert to selected consortium members’ email addresses when a new file is uploaded. Screenshots of the members’ working area are provided below.

A direct link to the private area is available on the right column of the website (both homepage and internal pages).

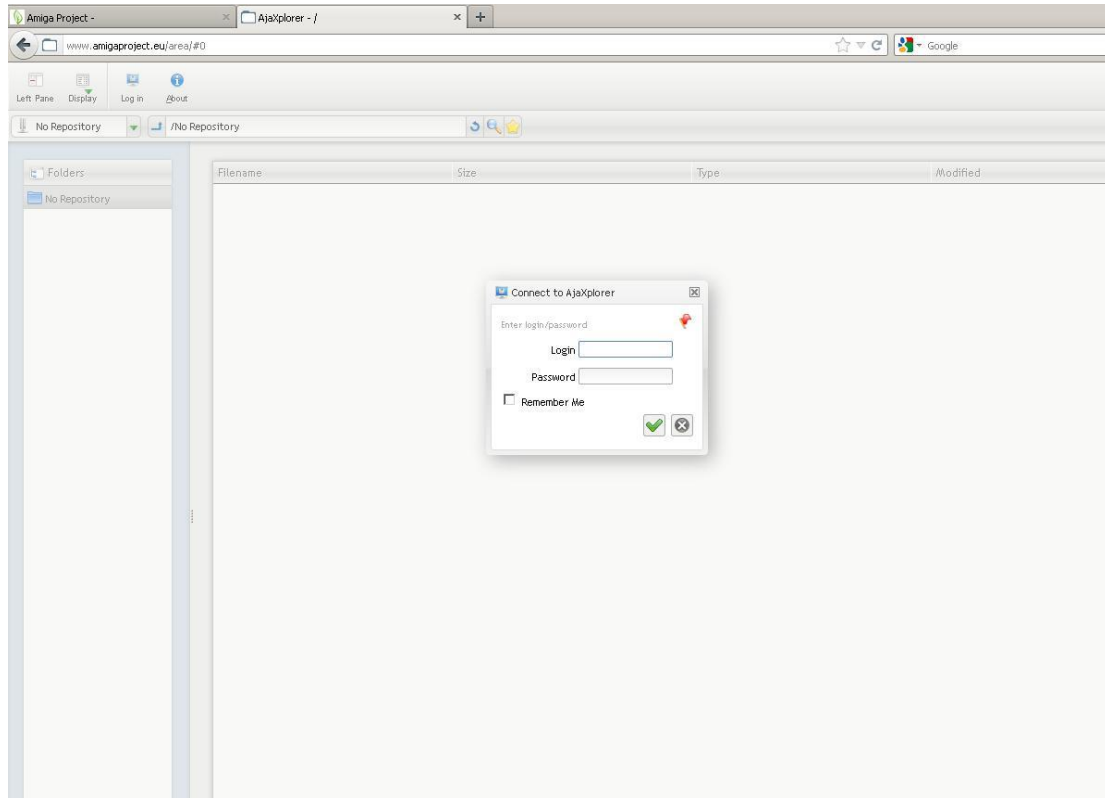


Figure 5 Members' area screenshot

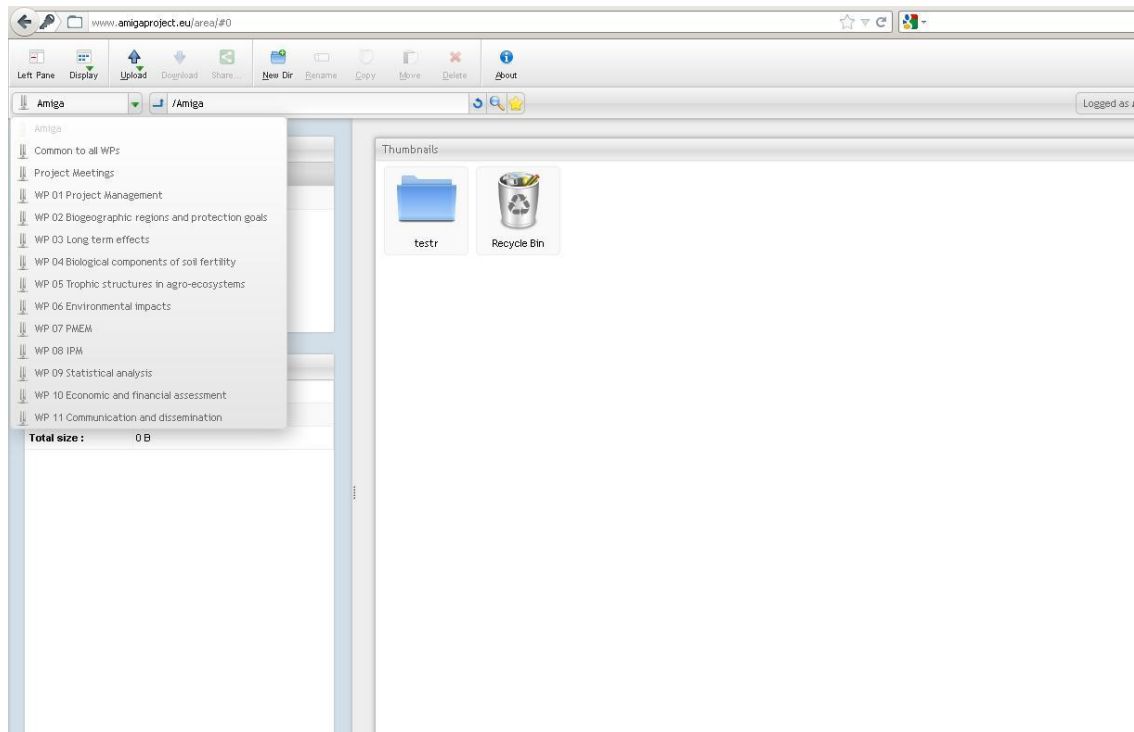


Figure 6 Members' area user page

3.4 Website pictures

The AMIGA website includes several pictures related to research activities of the project or its partners. All the pictures have been provided and will be provided by the partners that gave AMIGA consortium the copyrights. Their use is free within the framework of the project. The pictures are related to the partners' activities in laboratories, field trials and mainly represent natural landscape. Pictures can be found in the homepage as a slideshow of 4 items and in a dedicated subsection named "Photo gallery" and included in the section "Events & Activities". AMIGA partners will keep on providing MCC with pictures and useful visual material to enrich the website aspect.

3.5 Other online tools: Social Media

Starting after the first year of the project, partners will explore the possibility to adopt social media pages (such as Facebook, Twitter and LinkedIn), in order to inform people about the project and its objectives as well as to spread information about on-going events more widely, at different levels and to different target audiences.

If partners will be in favour of this possibility, those pages will be linked to the website homepage through a dedicated box where the latest posts will be displayed.

4 Website screenshots

Here is provided a table containing screenshots of each single page divided into section and subsection:

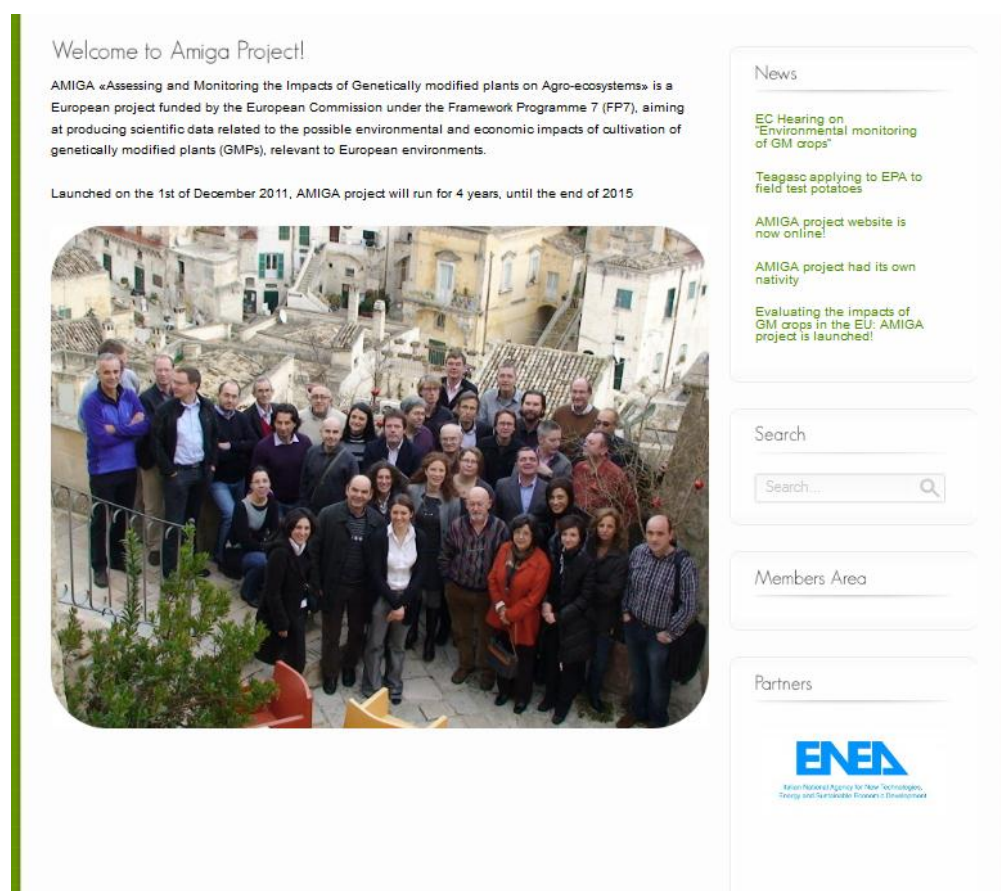


Figure 7 AMIGA Homepage: Welcome message



Figure 8 Project section: Objectives

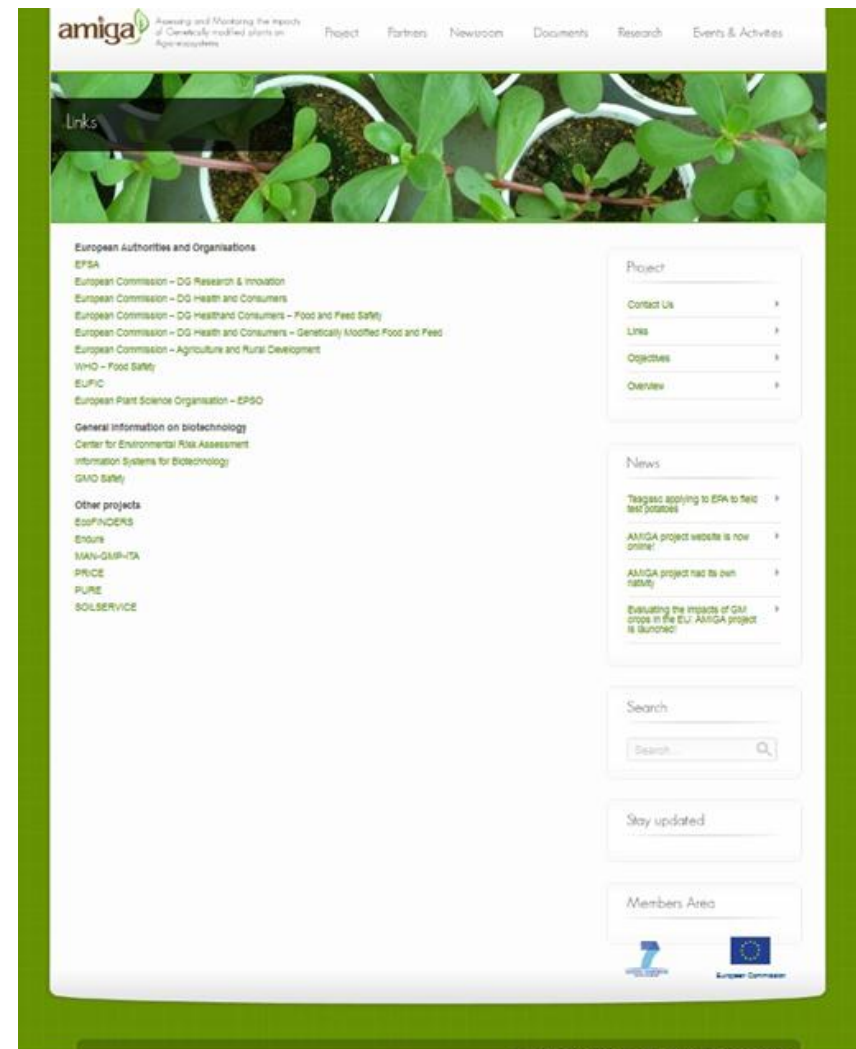


Figure 9 Project section: Links

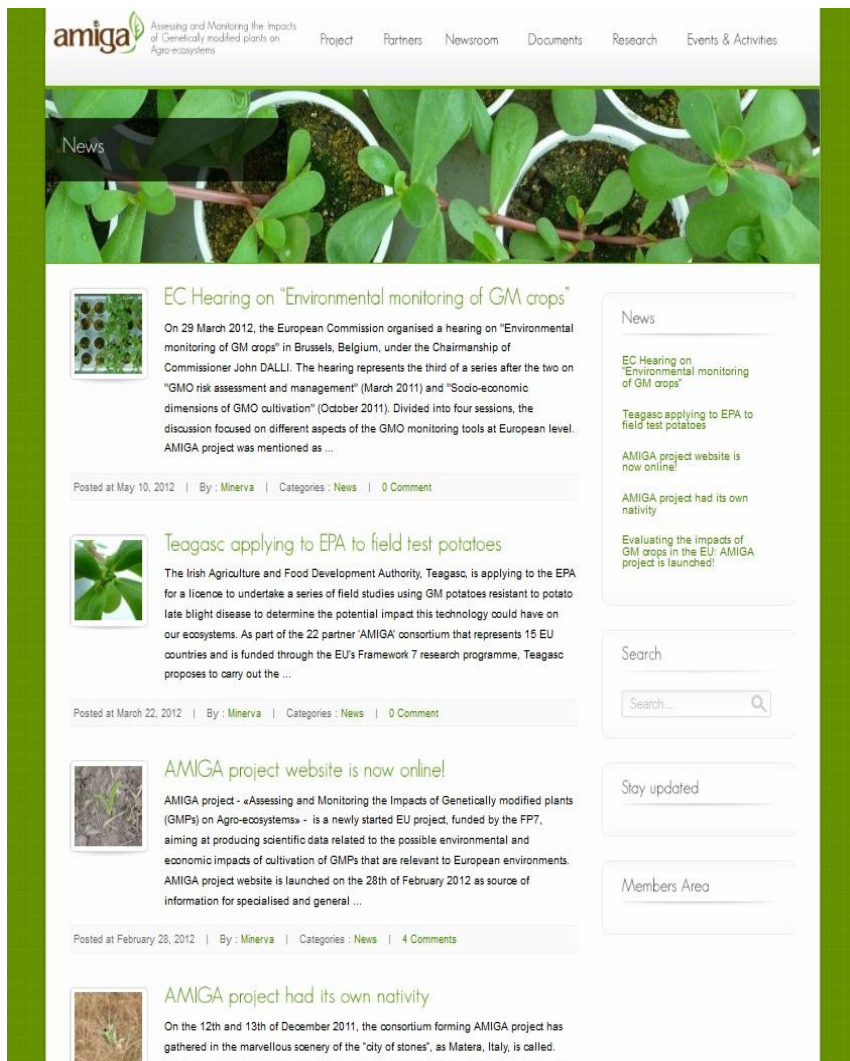


Figure 10 Newsroom section: Latest news

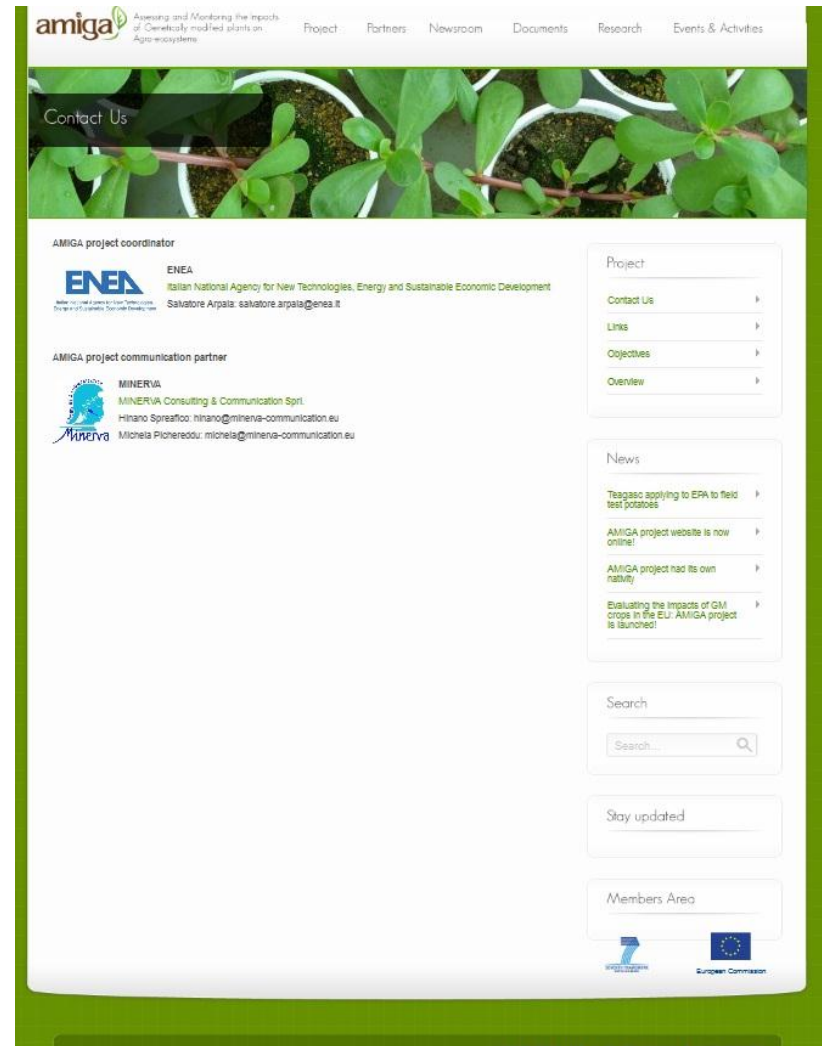


Figure 11 Newsroom section: Contact us

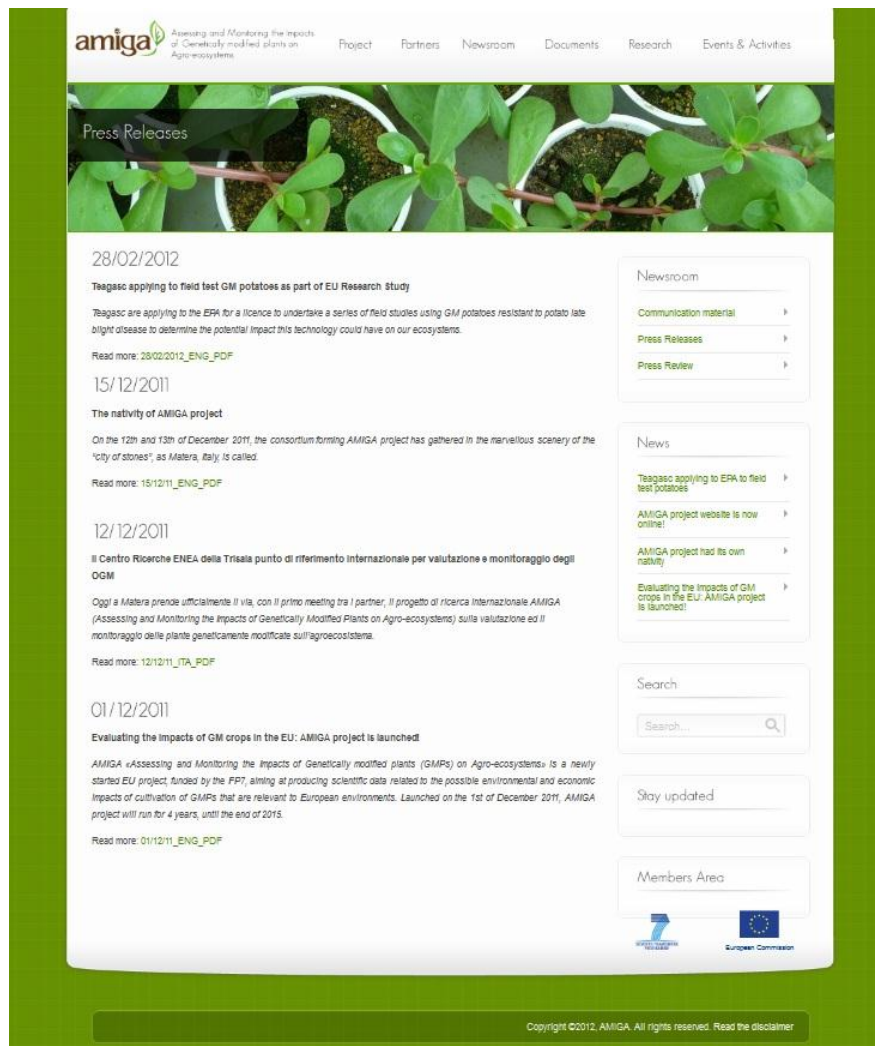


Figure 13 Newsroom section: Press releases

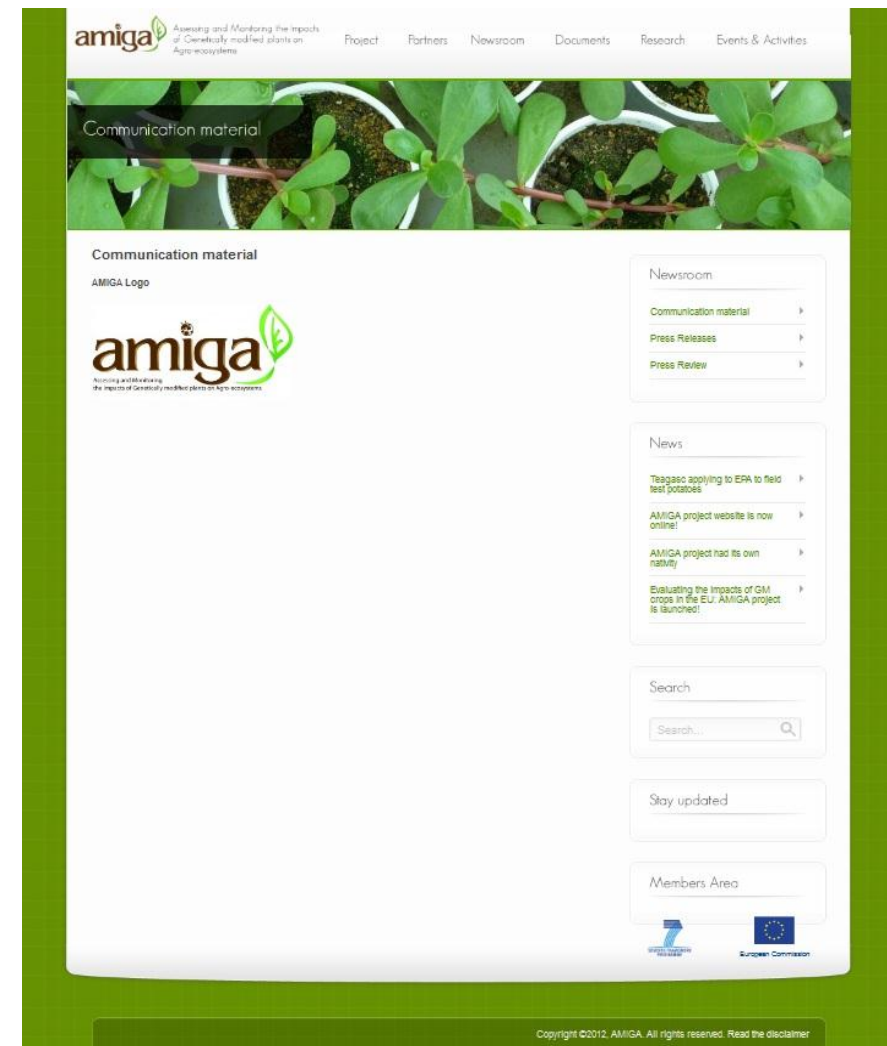


Figure 12 Newsroom section: Communication material

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Project Partners Newsroom Documents Research Events & Activities

Press Review

- 28/02/2012 - "Irish research group applies for GM potato trial licence", FOODnavigator.com
- 21/12/2011 - "La Trisala riferimento delle agrobiotecnologie", Gazzetta del Mezzogiorno
- 21/12/2011 - "La Trisala riferimento delle agrobiotecnologie", from Gazzetta del Mezzogiorno
- 12/12/2011 - "Il centro di ricerca ENEA della Trisala punto di riferimento internazionale per valutazione e monitoraggio degli OGM", ENEA
- 12/12/11 - "Enea, al via meeting su piante geneticamente modificate", Basilicata.net.it
- 12/12/11 - "Il centro di ricerca ENEA della Trisala punto di riferimento internazionale per valutazione e monitoraggio degli OGM", PlanetaUniverstario.com

Newsroom

- Communication material
- Press Releases
- Press Review

News

- Teagasc applying to EPA to field test potatoes
- AMIGA project website is now online!
- AMIGA project had its own nativity
- Evaluating the Impacts of GM crops in the EU: AMIGA project is launched!

Search

Search...

Stay updated

Members Area

European Commission

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Figure 14 Newsroom section: Press review

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Project Partners Newsroom Documents Research Events & Activities

Publications

- Effects of herbicides on Behr's metatmark butterfly a surrogate species for the endangered butterfly, Lang's metatmark**
 Authors: John D. Stark, Xue Cong Chen, Catherine S. Johnson
 Environmental Pollution 164 (2012) 24-27
 2012 Elsevier Ltd.
- A statistical assessment of differences and equivalences between genetically modified and reference plant varieties**
 Authors: Van der Voet, H., Perry, J.N., Arzai, B. and Paoletti, C.
 BMC Biotechnology, 11: 15. (2011)
- Estimating the effects of Cry1P Bt-maize pollen on non-target Lepidoptera using a mathematical model of exposure**
 Authors: Joe N. Perry, Yann Devos, Salvatore Arpaia, Detlef Barsch, Christina Ehler, Achim Gathmann, Rosemary S. Hails, Niels B. Henriksen, Jozsef Kiss, Antoine Messean, Sylke Mestagh, Gerd Neemann, Marro Nutt, Jeremy B. Sweet and Christoph C. Tebbe
 Journal of Applied Ecology (2011)
- How agro-ecological research helps to address food security issues under new IPM and pesticide reduction potentials for global crop production systems**
 Authors: A. Nicolais E. Biron, Graham S. Begg and Geoffrey R. Squire
 Journal of Experimental Botany Advance Access published June 8, 2011
- Genetically Modified Plants and "Non-Target" Organisms: Analyzing the Functioning of the Agro-ecosystem**
 Author: Salvatore Arpaia, ENEA - National Agency for New Technologies, Energy and the Sustainable Economic Development, Research Centre Trisala, Rotondaia (MT), Italy (2010)
- A mathematical model of exposure of non-target Lepidoptera to Bt-maize pollen expressing Cry1Ab within Europe**
 Authors: J. N. Perry, Y. Devos, S. Arpaia, D. Barsch, A. Gathmann, R. S. Hails, K. Lheureux, B. Manachini, S. Mestagh, G. Neemann, F. Ortego, J. Schlemann and J. B. Sweet
 The Royal Society Journal (2010)
- Agro-Biotechnology: New plant pest caused by genetically engineered corn The spread of the western bean cutworm causes massive damage in the US Testbiotech Report March 2010, prepared for Greenpeace Germany**
 Author: Christoph Then
 Cooperation: Lars Neumeister, Andreas Bauer
 Editing: Andrea Reiche (2010)
- Transgenic Insecticidal Crops and Natural Enemies: A Detailed Review of Laboratory Studies**
 Authors: Gabor L. Lo, David A. Andow and Salvatore Arpaia
 Entomological Society of America (2009)
- Statistical aspects of environmental risk assessment of GM plants for effects on non-target organisms**
 Authors: Perry, J.N., ter Braak, C.J.F., Dixon, P.M., Duan, J.J., Hails, R.S., Huesken, A., Lavelle, M., Marvier, M., Scardi, M., Schmidt, K., Tothmeresz, B., Schaanschmidt, F. and van der Voet, H.
 Environmental Biosafety Research, 6: 65-78. (2009)
- The role of laboratory glasshouse and field scale experiments in understanding the interactions between genetically modified crops and soil ecosystems: A review of the ECOGEN project**
 Authors: A. Nicolais E. Birona, Brian S. Griffiths, Sandra Caua, Jacqueline Thompsona, Lars H. Heckmann, Paul H. Krogh, Jerome Cortez
 Pedobiologia 51, 2007
- GM Pest-resistant Crops: Assessing Environmental Impacts on Non-target Organisms**

Documents

- Deliberables
- EFSA documents
- Literature
- Publications

News

- Teagasc applying to EPA to field test potatoes
- AMIGA project website is now online!
- AMIGA project had its own nativity
- Evaluating the Impacts of GM crops in the EU: AMIGA project is launched!

Search

Search...

Stay updated

Members Area

Figure 15 Documents section: Publications

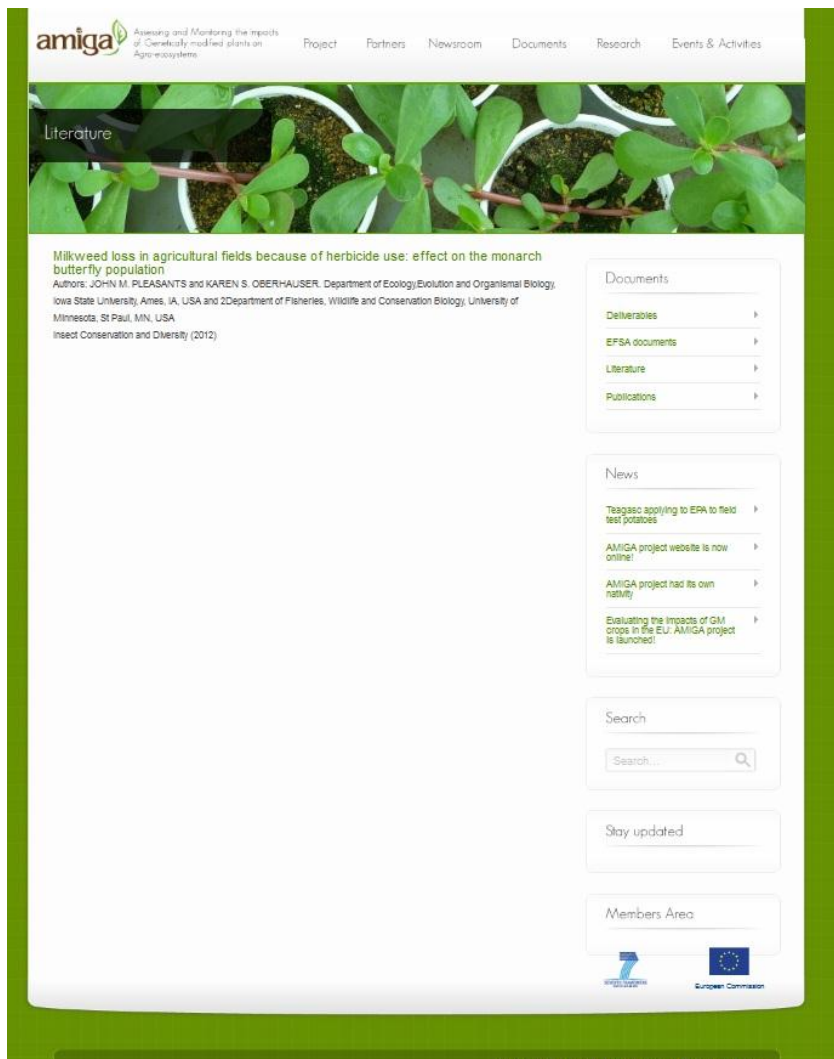


Figure 16 Documents section: Literature

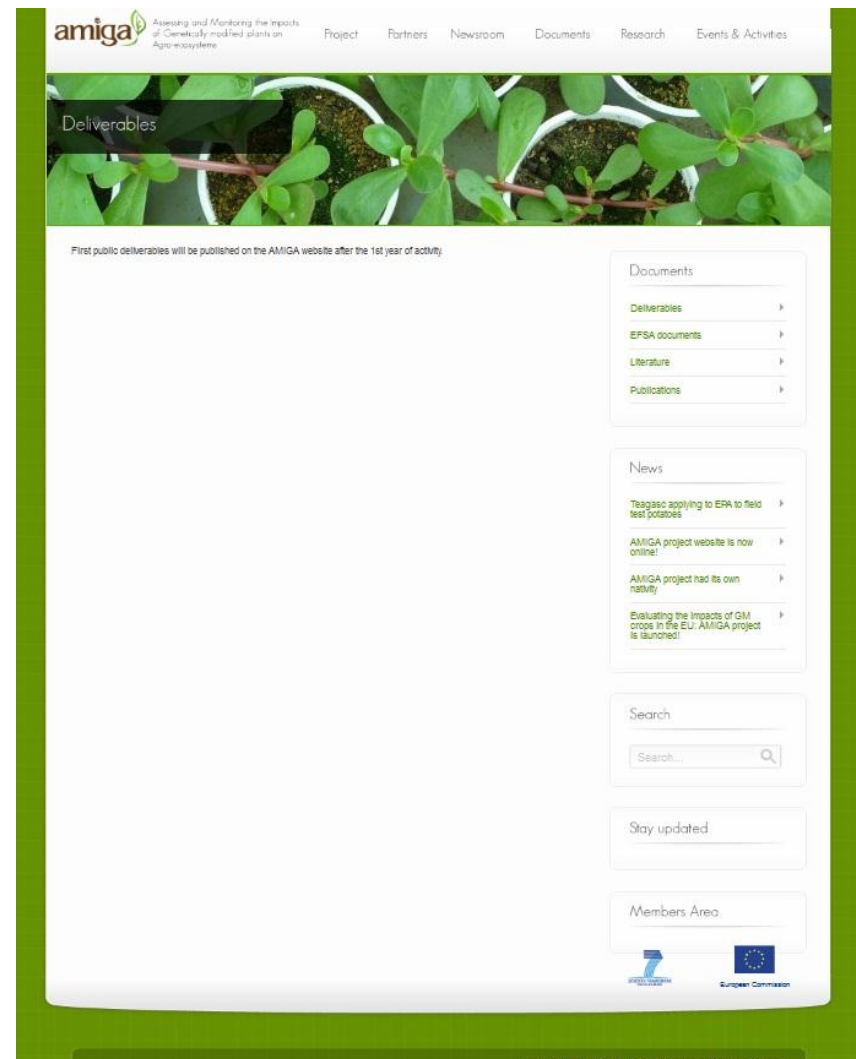


Figure 17 Documents section: Deliverables

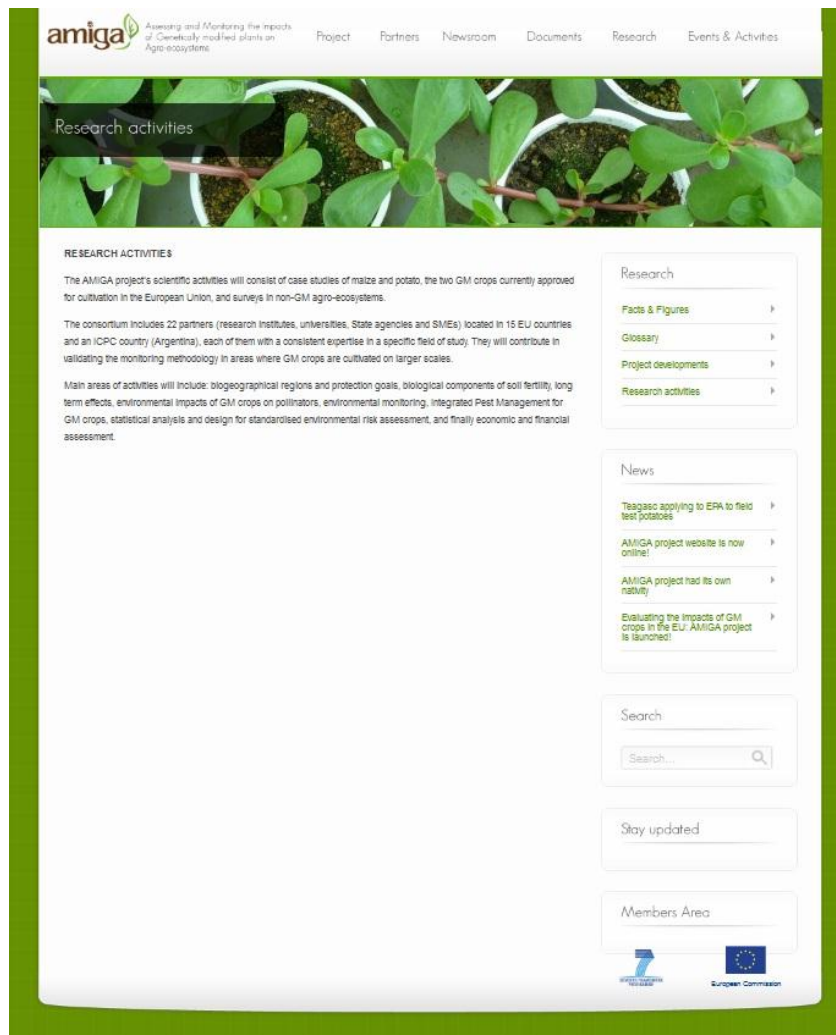


Figure 18 Research section: Research activities

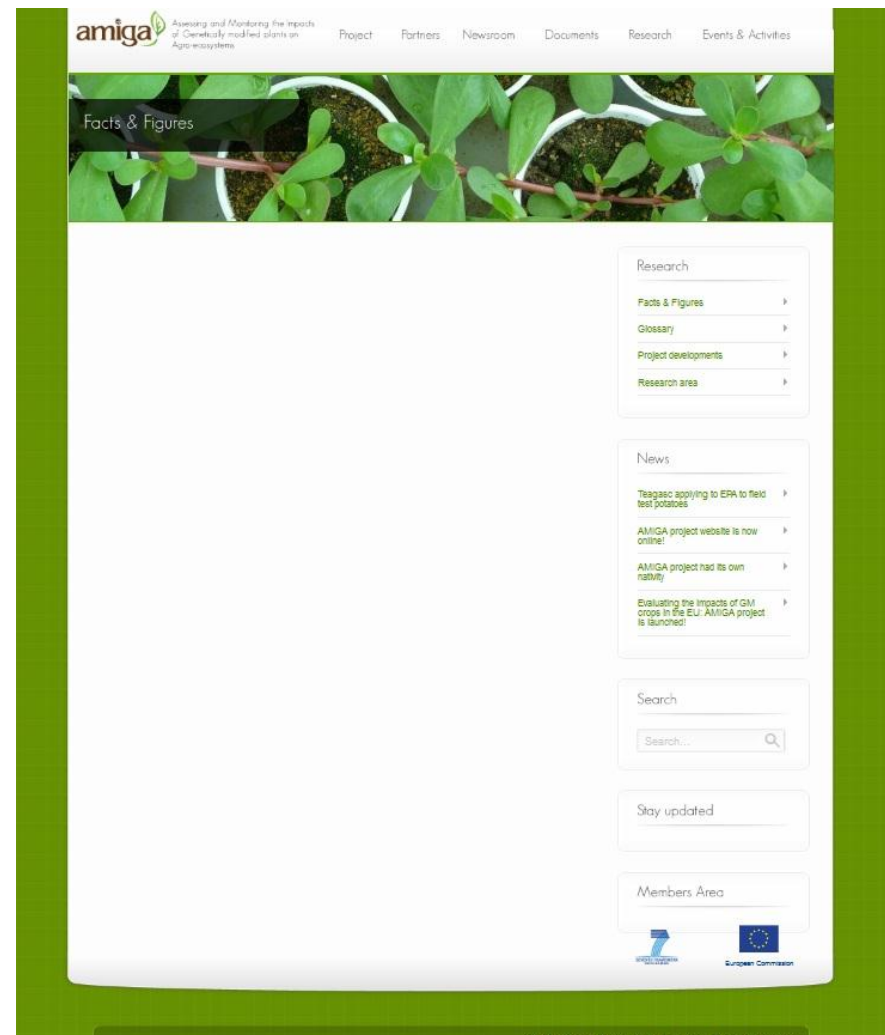


Figure 19 Research section: Facts & Figures

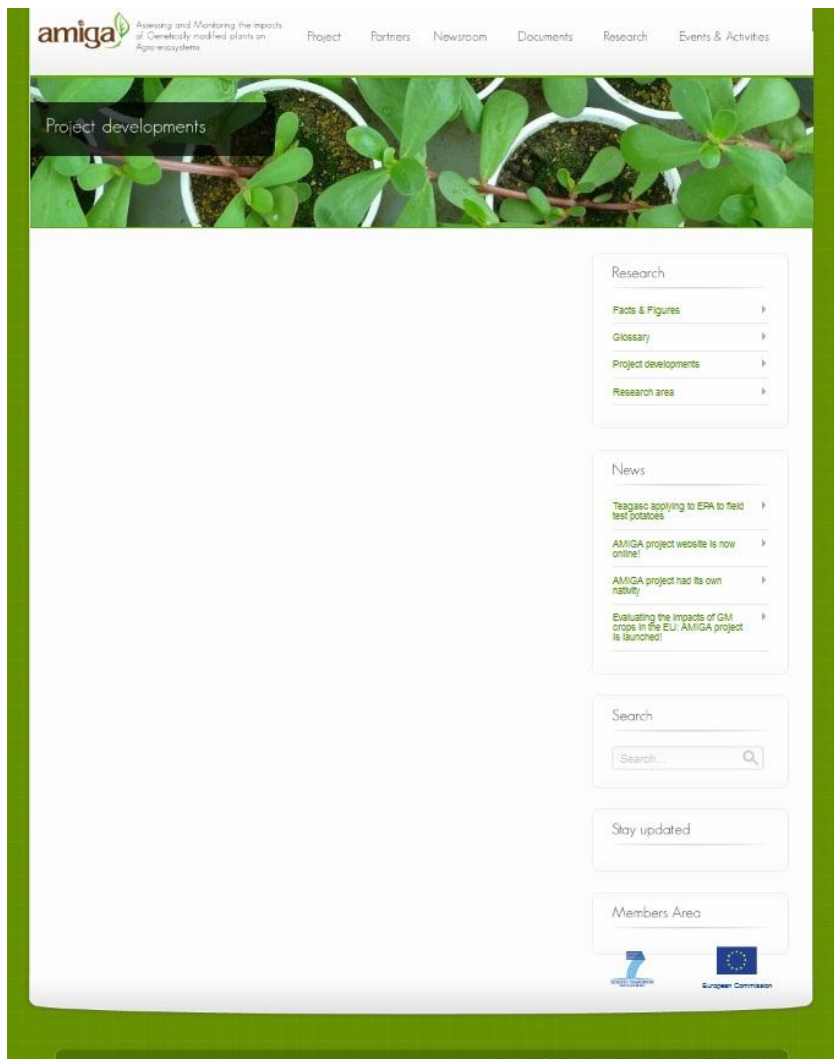


Figure 20 Research section: Project developments

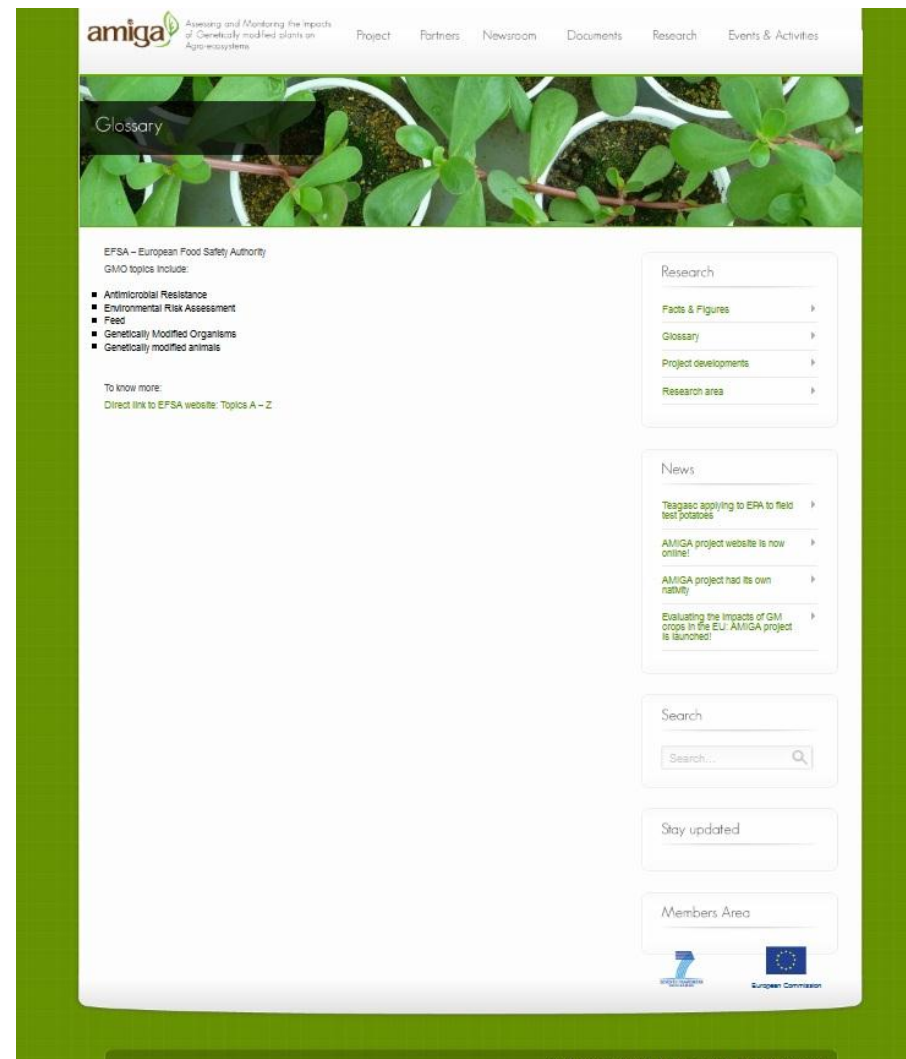


Figure 21 Research section: Glossary

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Project Partners Newsroom Documents Research Events & Activities

Summer Schools

Two Summer Schools will be organised within the framework of AMIGA project to coincide with the cultivation of the specific GM crops.

The Summer Schools will take place in the regions of the experimental test fields and will last one week each. The content will address early-career researchers (i.e. under-post-graduate students, post-docs) in the field of environmental risk assessment (ERA).

They will be composed of a series of content-specific lectures provided by AMIGA consortium with the task of providing an overview of the fundamentals of ERA for GM cropping. Specifically, attendees will receive training in designing, executing and analysing small scale field trials (e.g. including conformity with EFSA guidance) and applying problem formulation as a strategy for ERA. Other sessions will be practically based so that attendees are exposed to the principles of ERA in an open field situation. Material will also be provided during the courses and participants will have the opportunity to follow case-by-case study and experience practical work.

More information about the Summer Schools will be available soon.

Events & Activities

- Calendar of events
- Photogallery
- Summer Schools

News

- Teagasc applying to ERA to field test potatoes
- AMIGA project website is now online!
- AMIGA project had its own nativity
- Evaluating the impacts of GM crops in the EU: AMIGA project is launched!

Search

Stay updated

Members Area

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Figure 22 Events & Activities section: Summer Schools

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Project Partners Newsroom Documents Research Events & Activities

Calendar of events

AMIGA PROJECT
OTHER EVENTS 2012/2013

MARCH 2012

The International Conference of GM Crops 2012
5 March
Egypt

GMSAFOOD Conference
6 – 8 March
Medical University of Vienna, Austria

25th German Conference on Weed Biology and Weed Control
13 – 15 March
Braunschweig, Germany

5th Forum for Agriculture (FFA)
27 March
The SQUARE meeting centre, Brussels, Belgium

APRIL 2012

EUROBIOTECH 2012 Agriculture Symposium
12 – 14 April
Kayseri, Turkey

BIT's 1st Annual World Congress of Biodiversity 2012
25 – 28 April
Cuijiang International Conference Center, Xi'an, China

JUNE 2012

VITH International Weed Science Congress (IWSC) Dynamic Weeds, Diverse Solutions
17 – 22 June
New Century Grand Hotel, Hangzhou, China

The Political Economy of the Bioeconomy: Biotechnology and Biofuel
24 June
Ravello, Italy

SES Annual Main Meeting 2012
29 June – 2 July
Salzburg, Austria

JULY 2012

2nd International Symposium on Nematodes as Environmental Bio-Indicators
5 – 6 July
Ghent, Belgium

ESOP 2012
11 – 15 July
Dublin Ireland

Climate Change Conference

Events & Activities

- Calendar of events
- Photogallery
- Summer Schools

News

- Teagasc applying to ERA to field test potatoes
- AMIGA project website is now online!
- AMIGA project had its own nativity
- Evaluating the impacts of GM crops in the EU: AMIGA project is launched!

Search

Stay updated

Members Area

Figure 23 Events & Activities section: Calendar of events

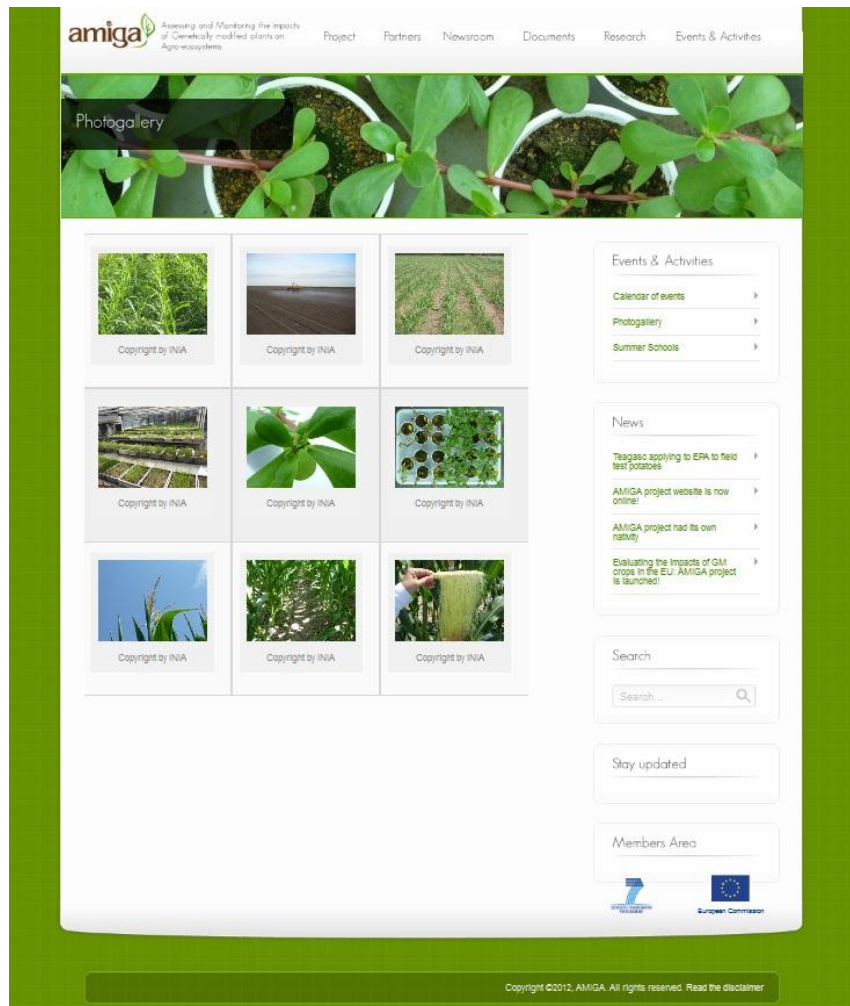


Figure 24 Events & Activities section: Photogallery

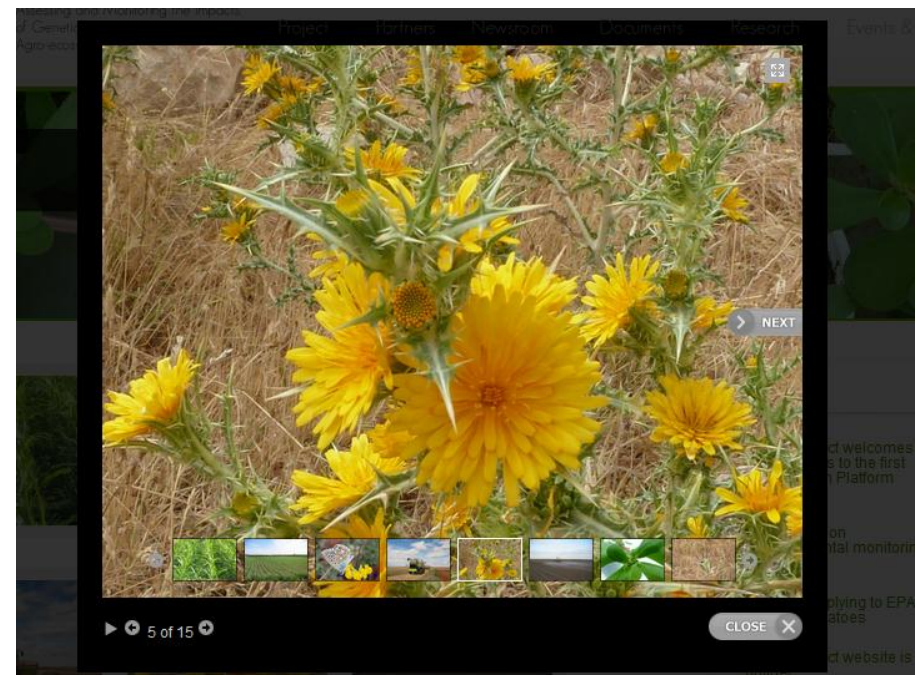
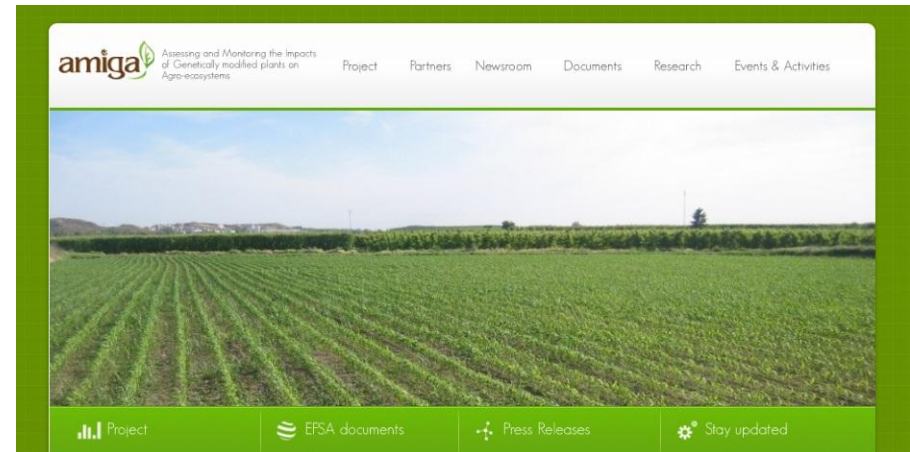
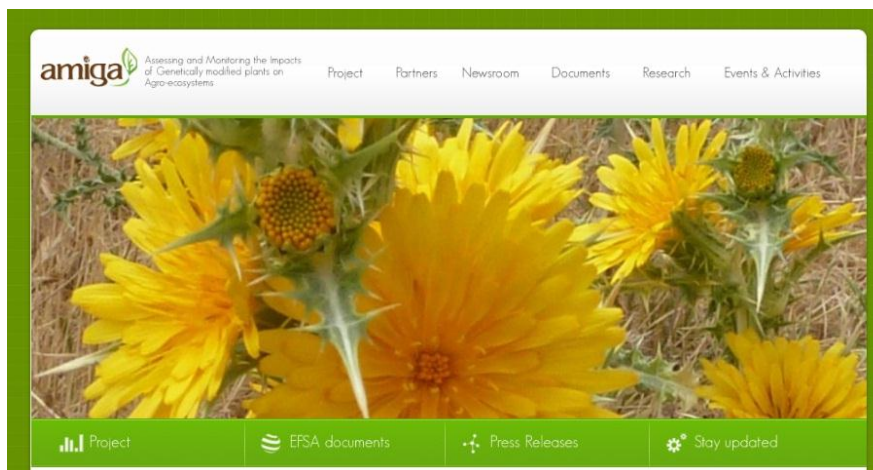
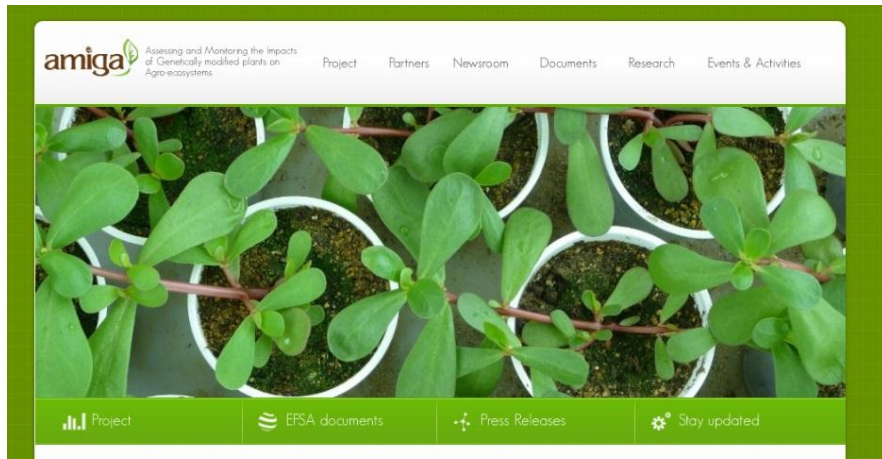


Figure 25 Events & Activities section: Photogallery

Figure 26 Slideshow



5 Website content

The website content is prepared by Minerva with the contribution of some partners, specifically for some sections, like the partners profile of the publications section.

The content update is an ongoing activity that Minerva has committed to execute all along the AMIGA project implementation.

The AMIGA website is maintained online until the end of the project and for two years following the end of it.

Since its very first launch, the project website contained already a complete overview about AMIGA background information, objectives and other material provided by each partner.

Indeed, most of the website sections contain already a consistent content: in particular,

- Section “Project” is completed;
- Section “Newsroom” is regularly updated and contains already press releases, relevant project’s news and communication material produced so far;
- Section “Document” has been implemented with partners’ publications and some relevant literature related to the GM topic. The consortium provides MCC with scientific material;
- Section “Research” contains information about main research/activities providing the user with some preliminary information about the researcher work;
- Section “Events & Activities” contains some details and indicative information about the dissemination events, such as: summer schools, workshops and other related events.

The website will receive new content during the project development and when new material will be available as outcome of each WP.

6 Website launch and visits

The website of AMIGA – www.amigaproject.eu - was launched online on the 26th February 2012.

Before launching accurate tests were made to verify cross browser compatibility and so to avoid any instability issues of the graphic layout and users’ navigation.

The tests helped to optimise certain issues of the graphic design of the home page and the other internal pages.

Clean URL of pages (domain name/ section/ subsection/page) to improve usability and SEO - Search Engine Optimisation – performance is also carried out and will continue each time a new page will be prepared.

Continuous improvements are ongoing to obtain a wider visibility and assure large impact.

Finally, to monitor traffic statistics of AMIGA website a Google Analytics profile has been created to collect information over users’ number, provenience, pages viewed, and other relevant data.