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REACT

**Rapid elimination of invasive insect agricultural pest outbreaks by tackling them with Sterile Insect Technique programs**

**Project Deliverable Report  
Deliverable 7.1: Project website developed and setup**

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<b>Project Coordinator</b>	Justus-Liebig-University Gießen - JLU		
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## 1 Abstract

This deliverable outlines all the activities, technical and content choices, as well as current and planned designs for the project website. The website is and will remain a primary hub for the communication and dissemination infrastructure in the REACT project, hence, great care was taken to ensure its structure and content are clear, exhaustive, and easily accessible. In the upcoming months, the website will first be populated with content, and later, in conjunction with the Citizen Science Project, will also undergo technical enhancements. The website is available on [www.react-insect.eu](http://www.react-insect.eu).

## 2 Introduction

### 2.1 Background / Deliverable Description

Deliverable 7.1, "Project website developed and setup," is the first of ten deliverables related to Work Package 7, "Communication, Dissemination, and Exploitation." The project website, classified as a "DEC - website, patent filings, videos, etc." and, besides the iteratively updated data management plan (D7.3, D7.9, D7.10) the only public deliverable, will play a crucial role in all forms of stakeholder engagement and communication with the public. These activities are discussed in more detail in Deliverable 7.2, "Dissemination and Exploitation Plan Including Communication Activities (DECP)."

As a default deliverable for all RIA actions funded under Horizon Europe, Deliverable 7.1 comes with certain restrictions and minimum standards, such as the requirement to mention funding and accessibility. Solutions to increase accessibility are outlined in Chapter 6 of this document. The website is intended to be comprehensive, visually appealing, easy to navigate, and accessible.

According to the Work Package 7 description in the DoA, the main purpose of the website is to disseminate the results of REACT activities and to ensure the highest possible visibility of the REACT project. The project website should be "technically up-to-date and visually attractive," and will be updated throughout the project duration and remain accessible for 5+ years. The website features the global project identity of REACT and it will include dedicated spaces for "technical videos with project partners aimed at presenting the main goals and results of their activities," a 3-minute video about project objectives and consortium partners, and a 15-minute movie to present the main project results.

As the lead partner for Work Package 7, OIKOPLUS is responsible for the development, design, and maintenance of the project website. OIKOPLUS will operate the website for the entire duration of the project, i.e., publishing regular updates on project results and activities, informing about upcoming events and news articles, which are created together with the other project partners.

## 2.2 Relation to REACT work packages and deliverables

The website serves as the primary channel for communicating the project's content to the public and interested stakeholders. It serves as a hub that links to all aspects of the project and its results, effectively showcasing the project and promoting transparency. The goal is to present the work of the REACT consortium in a clear and understandable manner. While all documents related to specific tasks and deliverables that are intended for the public dissemination (such as research papers, presentations, layman reports, and project descriptions) will be available for download, the project website is particularly important in supporting the Citizen Science component and all other forms of stakeholder engagement (Work Package 6), dissemination and communication (Work Package 7).

The deliverables at stake are D7.2, "Dissemination and exploitation plan including communication activities (DECP)" and D7.5, "Final report on dissemination, communication, and exploitation activities".

## 2.3 Strategy

As the Dissemination and Exploitation Plan including Communication Activities (D7.2) is yet to be developed (due in Month 6), the website will serve as a central hub connecting the various channels used throughout the project. Social media content will link to the website, and all other articles and publications will cross-reference to content available on the website. The primary objectives of the website are:

- to explain the research done by the REACT partnership in the project framework,
- provide information and insights and
- promote (citizen) engagement with the REACT project.

To populate the website with content, OIKOPLUS will consistently and repeatedly reach out to project partners. Partners will be reminded about and repeatedly invited to submit content contributions as they become available. Importantly, the selection of material and format will be made by OIKOPLUS in consultation with the project coordinator in compliance with all rules in the Consortium Agreement (CA). All content must support the key messages defined by the REACT consortium and be easily understandable.

The website serves as a showcase for project results and aims to inform and engage the public about the technologies used in REACT, about the challenges and opportunities of reducing pests, and about the short, medium, and long-term impacts of invasive insects on fruit cultivation and food sovereignty. To encourage people to attend public events, learn more, and even participate in the Citizen Science component, OIKOPLUS will create specific calls-to-action and additional landing pages targeted towards local research communities.

## 3 Work done and status

### 3.1 Achieved objectives

As of January 31, 2023, the website ([www.react-insect.eu](http://www.react-insect.eu)) is online and fully functional. However, continuous improvements will be made to develop its technology and user interface design. Also, content expected to be created over the course of the project may lead to restructurings and re-workings. In this spirit, the homepage can and should not be seen as a completed portion of the project, but as a dynamic companion growing along with the project.

## **4 Methodology**

### **4.1 Technical basis**

Based on a Figma design plan, the website was developed using WordPress CMS (Content Management System). The website builds on the theme “Elementor Layers”, but is extended and modified by additional plugins, CSS (Cascading Style Sheets) and HTML (HyperText Markup Language) code. For basic blocks of the webpage such as images, titles, and text the website relies on a combination of plugins: “Elementor”, “Essential Addons”, “HTMega Addons”, “Element Pack”, and “Royal Addons”.

The reason for expanding the basic theme is their offering for a specific building block or widget, their facilitation of plugin interoperability, or increase of aesthetical appeal. “SA Sliders” and “Flip Box” were used to create a rotating slideshow of cards that flip.

To create a newsletter subscription, we used the email marketing platform Mailchimp based on “MC4WP” (Mailchimp for WordPress). For other contacting options, such as sending a message to a given email address, we installed “Contact Form 7” that comes with certain extensions that connect to the Mailchimp account (CF7 Extension for Mailchimp) or help with the styling of the contact form (CF7 Shortcode Enabler, Column Shortcodes).

### **4.2 Privacy**

In terms of privacy, the website applies “Really Simple SSL”. Via encrypted network communication, this plugin redirects all incoming requests to a secure layer of the webpage. Furthermore, the plugin “Complianz” shows a GDPR-abiding cookie setup. The banner that is shown by the plugin can be closed to a small tab on the lower right-hand side, in case visitors of the webpage change their mind regarding consent. Also, all cookies synchronise with the [cookiedatabase.org](https://www.cookieconsent.com/) website, a database providing information on data extraction and retention. The REACT homepages privacy policy can be accessed through the corresponding link at the bottom of every page. All cookies are in line with EU standards and regulations.

### **4.3 Data Security**

As for security, the REACT website requires a 2-factor verification of everyone who tries to log into the WordPress administrative page. To verify the identity of the user, the code sent to a separate account changes every 30 seconds. The plugin used is “miniOrange 2 Factor Authentication”. Lastly, “Limited Login Attempts Reloaded” monitors and alerts the programmer in the case of attacks on the website via bots or malicious third parties trying to force a login to the WordPress administrative page.

### **4.4 Website Host**

The website is hosted on webspace of the commercial Austrian provider Easynome (easynome GmbH; Fernkorngasse 10/3/501; A-1100 Vienna; Austria). OIKOPLUS looks back on years of positive experience with this company and has therefore decided to run the website on the company's servers as part of a web hosting package that already exists independently of REACT.

### **4.5 SEO**

The website's search engine optimization (SEO) is handled by the widely used plugin “Yeast”. This is meant to improve the findability of the website when it is looked up through search

engines. It analyses each page's readability and allows for changes in the appearance of the search result of the page. To ensure that the page content and search appearance is kept up to date, the website is indexed with the Google Search Console: when Google crawlers have analysed the website's content, they associate certain keywords with it so that the homepage can be easily found through the search of keywords. Thanks to the sitemap linked to the Google console, crawlers search all pages of the website, not just the starting page.

#### 4.6 Traffic Analysis

Traffic analysis will be provided by the Google Analytics suite, in association with the "MonsterInsights". This suite offers near-real time traffic analysis of users and user behaviour. Amongst others, we will understand which pages and entries are the most interesting ones to site visitors, for how long they remain on certain pages as well as the overall number of visitors searching for and finding the website. As the application is GDPR-compliant, the data that is used is not shared across other Google products and the IP Addresses of users are anonymized. However, for the sake of analysis, data will be stored for up to two months.

### 5 Content

REACT is a project that uses cutting-edge technologies and methods to address a fundamental need of our society: food security through environmentally-sound pest control and reduction of pesticide use. The project website aims to reflect this, through content formats such as portraits, case studies, human interest stories, and Q&As. It should not only include academic texts or technical descriptions, but also provide insights into the most tangible aspects of the topic to raise awareness on an international level.

The website is structured as follows:

- A **Home page** including the project logo, project claim, short description, facts and a simplified project timeline, call-to-action, partner logos, social media news, upcoming events, and newsletter subscription.
- A section for **Insects**, including descriptions of *Bactrocera zonata* and *Bactrocera dorsalis*.
- A **News** page for edited entries.
- A **Media Center** for different types of publications (e.g., project brochures, public deliverables, conference presentations, etc).
- A **Project** page including a project, a work package description including a list of respective deliverables and milestones.
- A **People** section listing all PIs with a photograph, short CV and two key publications is being prepared. This subsite will go online as soon as all PIs have provided full information in comparable quality.
- An **About** page summarizing REACT goals, strategies, and impacts.
- A **Contact** form providing the opportunity to send a message to the project coordinator.
- A link to the **Internal**, password-protected project management system.

Screenshots to all sections are to Home Page, Insects, News, Media Center, Project, About, and Contact are to be found in the Annex I.

## 6 Accessibility

To make the website more accessible, numerous precautions have been and will be taken about the generation and uploading of future content. The website and its content are regularly checked for compliance with the measures mentioned here.

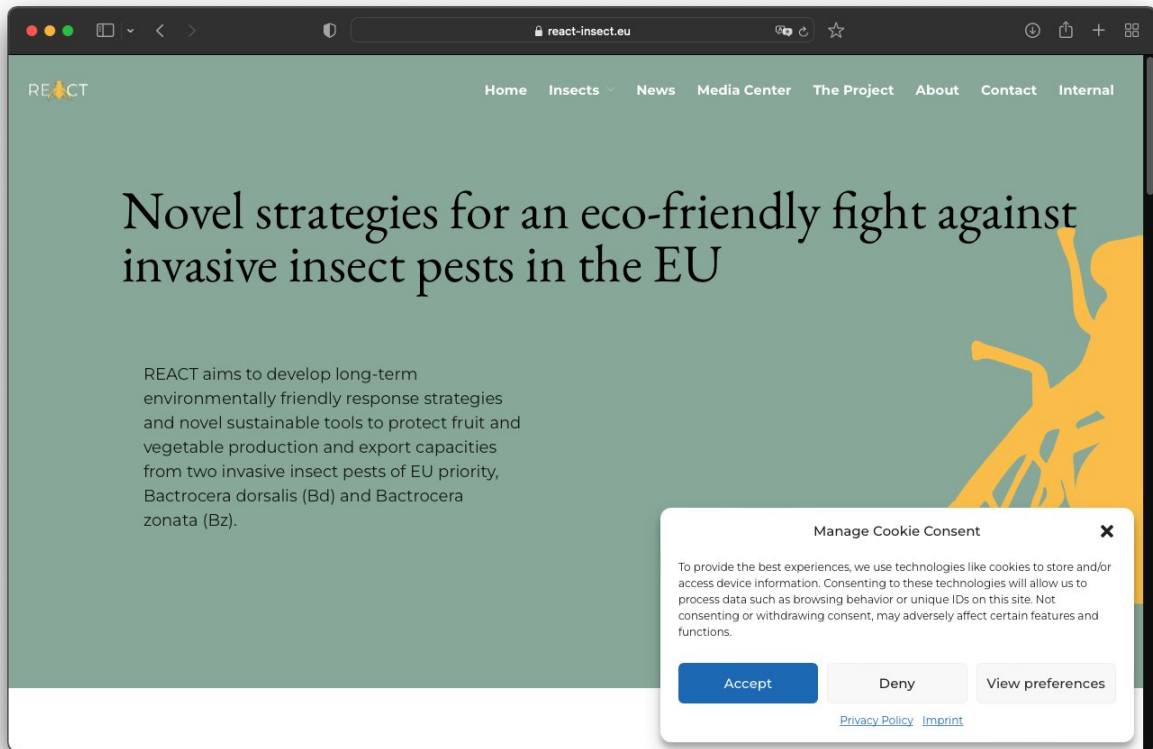
- Choice of CMS. The decision to build the site in WordPress and based on a common CMS is already a first step in supporting accessibility. The familiarity of the entire team with the theme makes it possible for all OIKOPLUS staff to post and curate editorial contributions online. Furthermore, the CMS, as well as most of the tools used for content blocks, offer the possibility of closed captioning.
- Consistency in the choice of headings and blocks. To facilitate navigation for users, headings are applied in the order in which they are intended.
- Alt text for images. Images and captions for informative graphic elements are written in such a way that they enable people with visual impairments to understand the content. Special attention is given to infographics and tables. If the graphic itself contains text, this text is also reproduced in the alt text. To prevent readers from being distracted from the important content, images that only serve the purpose of decoration are not provided with alt text.
- Colour and design elements. The colour scheme is based on graphic design. The REACT website is structured by the repetitive use of certain colour patterns. However, other elements and symbols are also used so that people with colour deficiencies can also recognise the structure of the website. Colour is not the only structuring element. Individual content blocks are clearly separated from each other, apart from the sub-page for the blog entries.
- Navigation. In general, navigation of the site is done via mouse or touch screen. To ensure that people who cannot use touchscreens or mice can read and browse the REACT website, all subpages, content blocks and forms are accessible by keyboard alone. For this very reason, we do not use elements that become active as soon as readers hover over them with their mouse.
- Language. To be able to convey the contents to the visitors of the REACT website, we do not use abbreviations. Technical terms are explained and introduced when they are indispensable for understanding. In addition, we attach importance to short and comprehensible language, sentence, and block structure in the editorial work. Meaningful subtitles support the reading and comprehension. Finally, landing pages in local language will be provided to lower the hurdles for participation in the Citizen Science component.

## 7 Conclusion

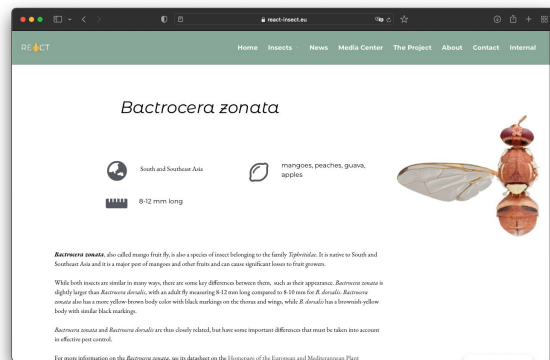
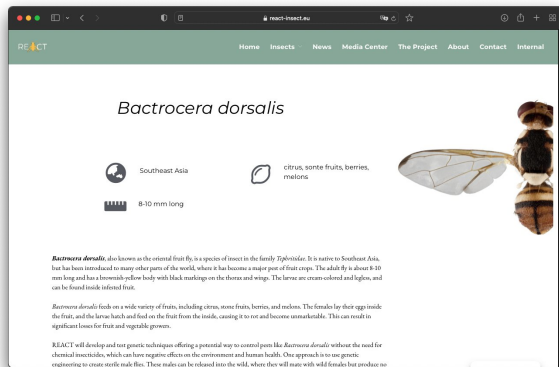
The partners of the REACT consortium have a vision to achieve an exceptional project over the course of 4 years. This vision will be reflected and emphasized through the website, which will be regularly updated and expanded. As more information becomes available about the Citizen Science component, the website will further expand and enhance its functionality and user experience. In the meantime, however, the REACT website offers a plethora of options for modern digital project dissemination.

## 8 Annex I: Website screenshots

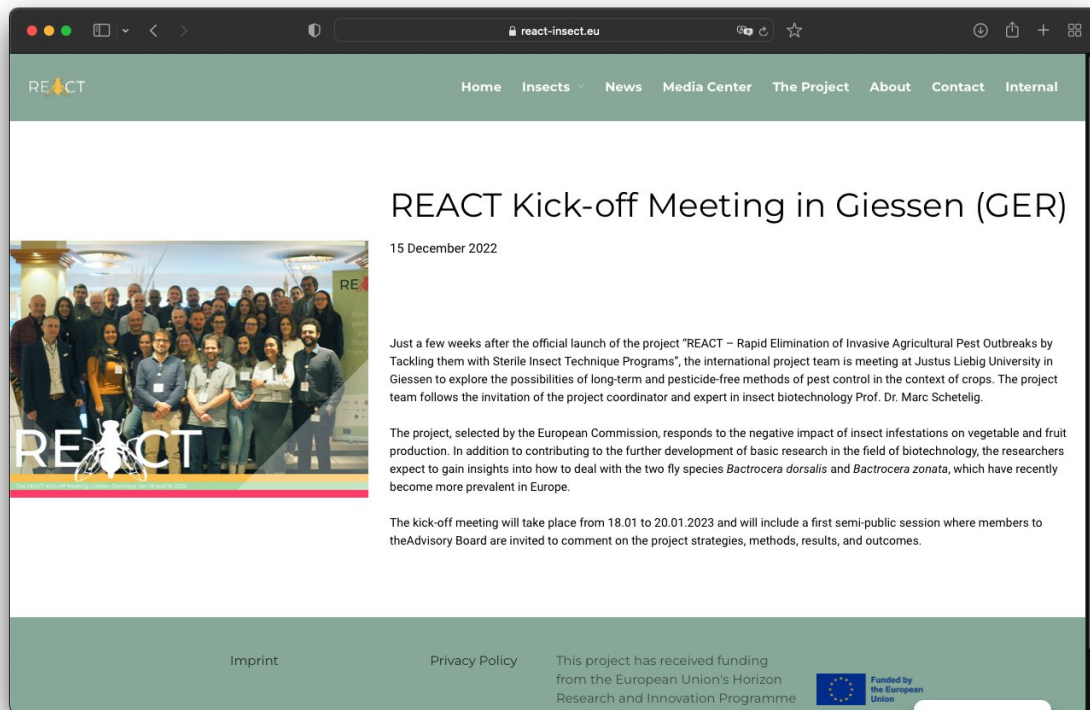
### 8.1 Home



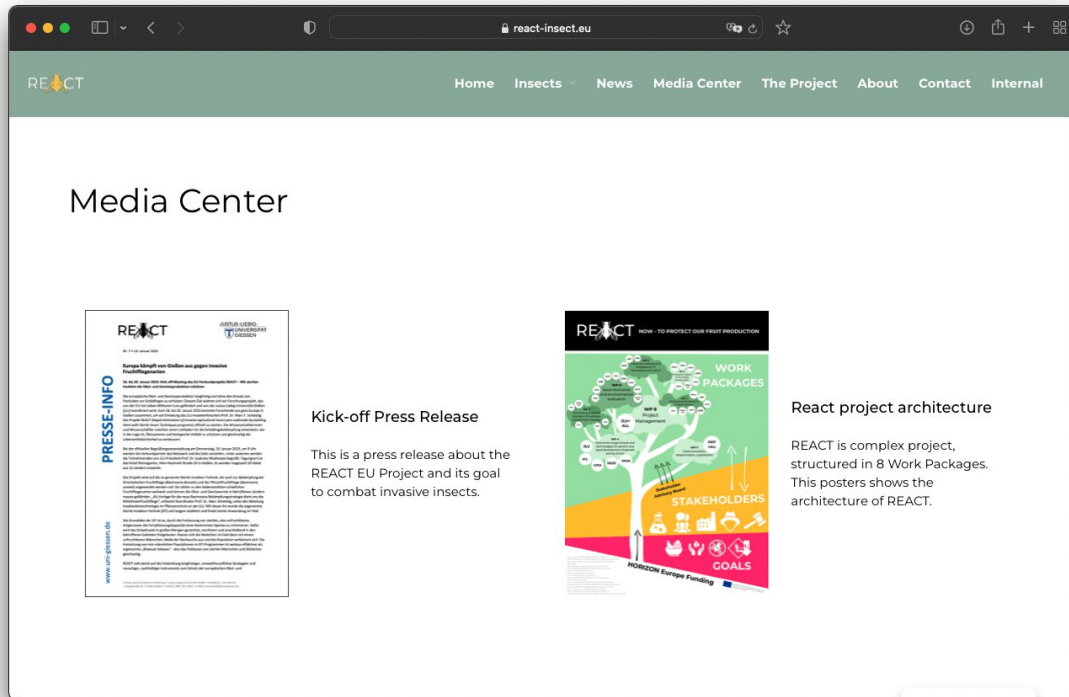
### 8.2 Insects



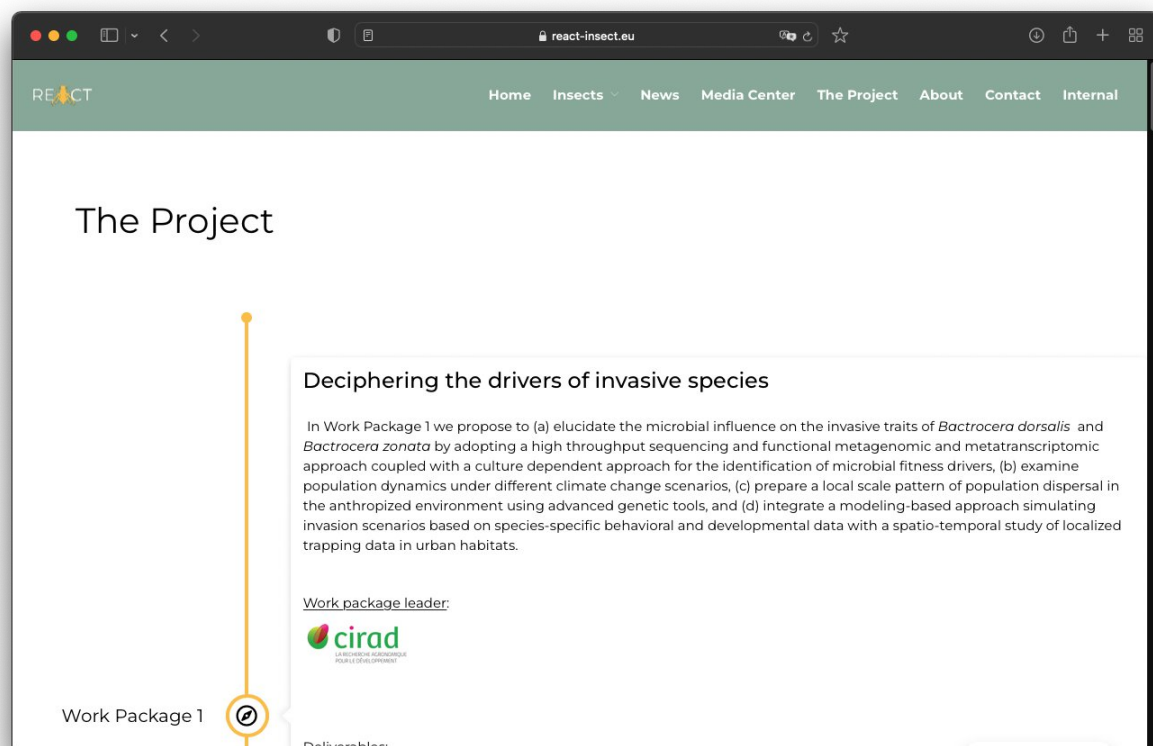
### 8.3 News



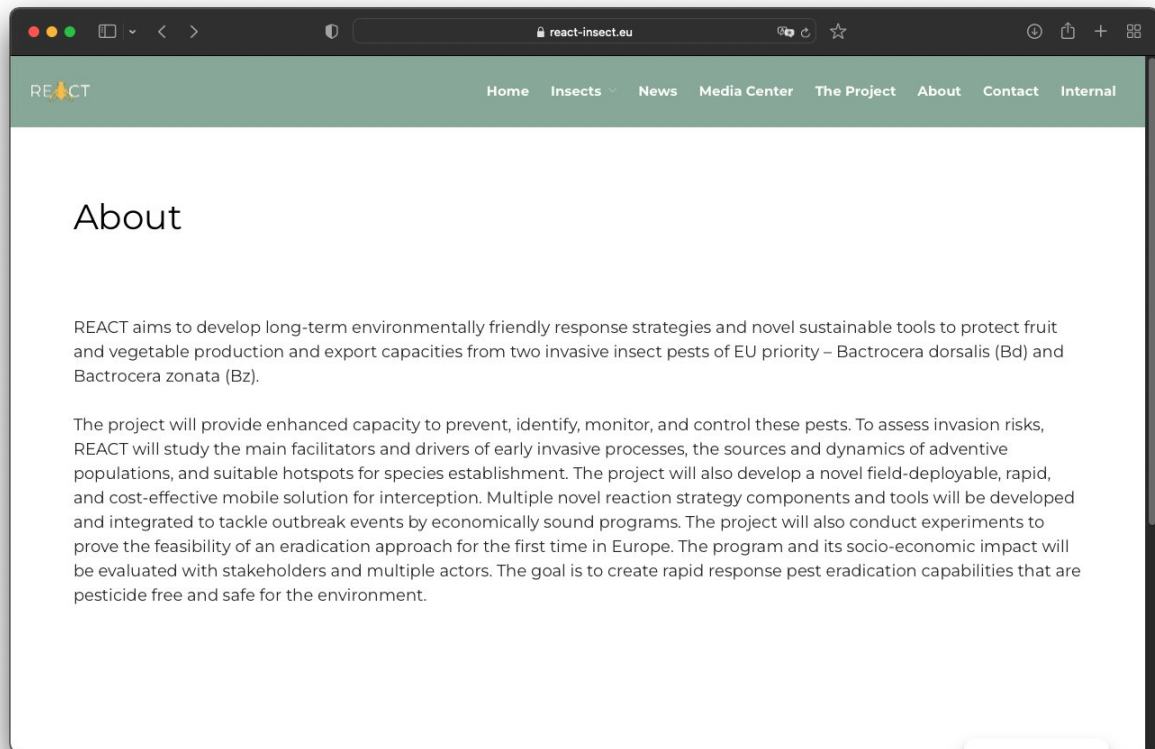
### 8.4 Media Center



## 8.5 The Project



## 8.6 About



## 8.7 Contact

