

**WP5: DISSEMINATION, COMMUNICATION AND
EXPLOITATION**

D5.11: PRUDENT Website



Document Information

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List of abbreviations

EC – European Commission

GA – Grant Agreement

GDPR – General Data Protection Regulation

UC – Use Case

WP – Working Package

1. Executive summary

This report is prepared as deliverable “D5.11: PRUDENT website” of the PRUDENT project (Grant Agreement No. 101134051), funded by the European Union’s programme Horizon Europe. It introduces the PRUDENT project website and briefly presents the associated social media channels, as they were created and developed within the first months of the project.

PRUDENT aspires to change the way agriculture and forestry systems currently operate and to accelerate the transition to sustainable agriculture and forestry practices and smart farming technologies. The project will identify and evaluate the most effective green nudges that can enable farmers/foresters’ behavioural change to more sustainable agriculture and forestry. The nudges will also be tested in natural contexts to evaluate the interactive effect of nudges with actual policy changes in the transition to sustainability. Innovative nudging tools will be employed to boost farmers/foresters’ self-regulatory capacity and enhance the durability of nudging effects.

Four different systems, representing major farming and forestry systems in Europe (arable crops [wheat], perennial crops [grapevines, apples, olives], livestock [bovines] and forests [boreal forests]) in various EU regions (Northern, Southern, and Central Europe) will be studied to account for the heterogeneity of farming/forestry systems and contexts in the EU.

PRUDENT will provide a set of social innovations and business models establishing roadmaps for a shift towards sustainable agriculture and forestry and will develop a series of policy recommendations and tools to foster behaviourally informed policy design and implementation.

The project has selected a wide variety of communication channels (official website, social media, journals for publications, etc.) in order to disseminate the project’s main objectives, activities, events, achievements, and results. In this direction, the deliverable is organised into four main sections. It starts by introducing the current report and proceeds by describing the project’s website and linked social media accounts, before ultimately concluding with the deductions resulting from the elaboration of the report.

2. Introduction

This report constitutes a detailed description of the PRUDENT website, describes the functionalities of the webpage, and briefly presents the project's social media accounts. These will be optimised and enhanced with essential dissemination materials, which are expected to serve as a multiplier of the project's main ambitions and objectives.

With that in mind, the following table outlines communication channels that currently shape the project's online presence.

Channel	URL
Website	https://prudent-project.eu/
LinkedIn	https://www.linkedin.com/company/prudentproject
Facebook	https://www.facebook.com/people/Prudent-project/61557886776298/
X	https://twitter.com/PRUDENTproject

Table 1: The PRUDENT main communication channels

All the above-mentioned online communication channels are expected to contribute greatly to the dissemination of the project results and outcomes. Considering that, this report encompasses the following:

- **Chapter 1** provides a brief description of the PRUDENT project's online presence and introduces its website together with the social media accounts that complement the project's online presence.
- **Chapter 2** describes the PRUDENT website in order to support all the necessary horizontal activities of the project.
- **Chapter 3** outlines the social media channels employed for efficient dissemination, awareness raising and communication in conjunction with the project's website.
- **Chapter 4** details the conclusions resulting from the development of the project's online presence.

3. PRUDENT website

The PRUDENT website is publicly available at <https://prudent-project.eu/> since M2 and it was designed during the early stages of the project to support all the necessary horizontal activities of the project. At the end of the project, the website should reach more than 10,000 unique visitors (KPI). Taking this into consideration, the website will be monitored periodically to assess whether the project is on the right path or if increased efforts are needed.

In addition, the PRUDENT website has a responsive design to allow consistency between what a site shows on a desktop and what it shows on a handheld device. Its layout guarantees easy browsing through its web pages. More specifically, the layout consists of:

- The **header section** contains the project logo and its acronym, as well as the main navigation menu. It facilitates fast browsing between the different pages of the website.
- The **main content area**, the main part of every page, providing tailor-made information to the visitors.
- The **footer** containing social media links, the contact information, the link to the privacy policy and the information about the project's funding by the European Union's Horizon Europe programme.



Figure 1: PRUDENT project website header

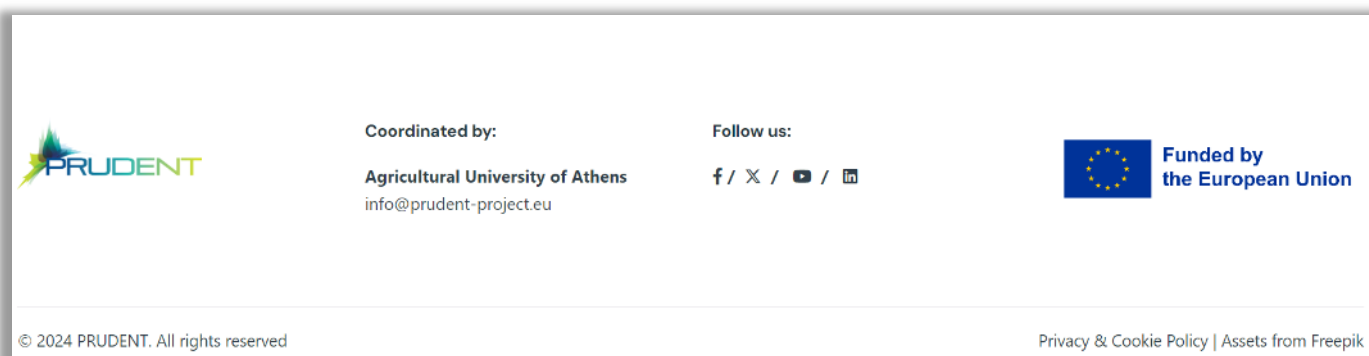


Figure 2: PRUDENT website footer



Figure 3: PRUDENT Privacy policy page excerpt

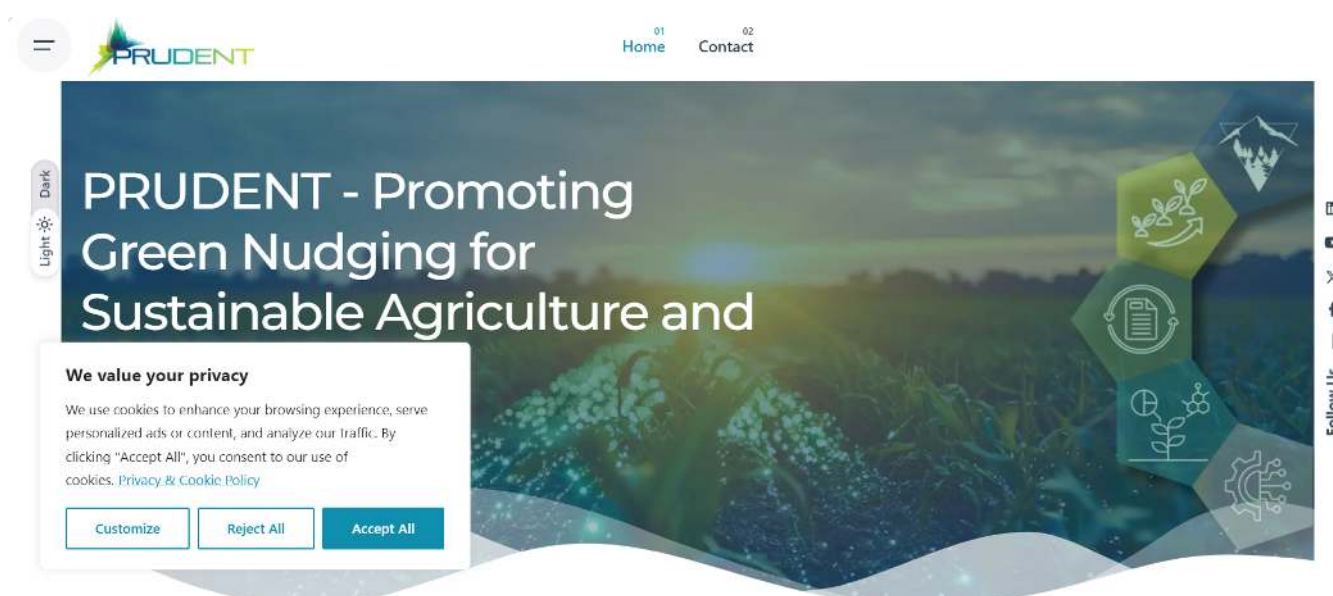


Figure 4: PRUDENT website cookie consent

The content and structure of the PRUDENT website were organised and designed to showcase the project, its objectives, background, methodology & work plan, network, and consortium partners, use cases as well as the presentation of news related to PRUDENT's project work. Website visits, statistics, and other information on visitors' views (e.g., number of pages per visit, time on site, most viewed pages, etc.) will be measured using Google Analytics 4, to which the website is registered since the first day of its operation. The following list presents the main pages of the website, which are further analysed in the following subpages:

- **Home:** The website's front page holds a header menu as is presented in Figure 1, a brief summary of the PRUDENT project, its objective, key performance indicators, Use Cases showcase, consortium partners, latest news items, and an X feed of PRUDENT's latest tweets. The main purpose of this page is to provide a project overview and its current state at a glance.



Figure 5: PRUDENT hero section

- **About:** This page aims to present all the detailed information related to the project. It contains the following subpages:
 - **Concept & objectives:** This subpage introduces the PRUDENT overall concept as well as the cornerstone objectives that will define the outcomes of the project.
 - **Methodology & Work plan:** This subpage presents the PRUDENT's methodology and work packages with their leaders and deliverables.
 - **Network & Partners:** The purpose of this subpage is to showcase the project's consortium partners and sister projects of PRUDENT.

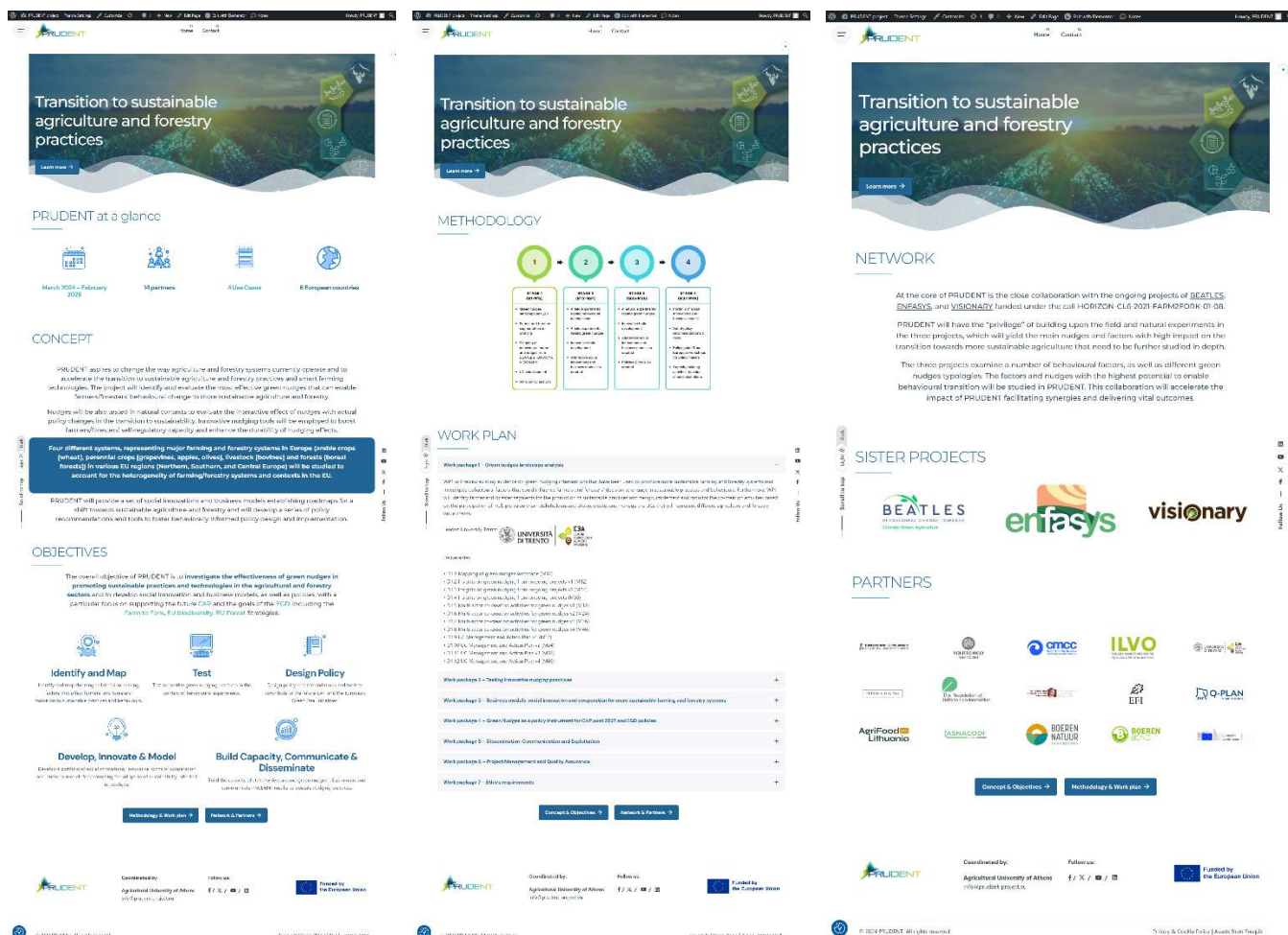


Figure 6: About the project section pages: Concept & Objectives, Methodology & Work plan, and Network & Partners

- **Use Cases:** The main aim of this page is to demonstrate the 4 Use Cases (pilots) that will be implemented in the context of the PRUDENT project. The page offers the description of the Use Cases including focus areas, and information highlighting the importance of diverse region included in the Use Cases, its objectives and expected impact.

Use Cases - green nudge experiments & the co-creation of behavioural interventions



OVERVIEW

PRUDENT Use Case Pilots are **multi-actor, cross-sectoral platforms** built upon the involvement of stakeholders along the entire agriculture and forestry value chains. The value chain stakeholders participating in the UC pilots will be engaged in the **green nudge experiments** and the co-creation of **behavioural interventions, social innovations, and business models** as well as **policy recommendations** taking place throughout the project.

UC pilots are selected to represent the **diversity** in agriculture and forestry systems and conditions in the EU. They comprise a good representation of EU regions and agriculture/forestry systems.



Perennial – Italy

[Learn more →](#)

Arable – Lithuania

[Learn more →](#)

Forestry – Finland

[Learn more →](#)

Livestock – Belgium

[Learn more →](#)



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Figure 7: Use Case Overview section screenshot

- **News & Events:** This page gathers the news and events of the project. It will also provide access to the project's newsletters.
 - **News & Events list:** This subpage contains a list of news and events related to the goals of the project and the publication of project results, as well as events organised and attended by PRUDENT Consortium. It will be used to share experiences and outcomes between the partners and the community of website users.
 - **News & Events detail:** Individual pages for each news and events article offer a detail overview of the each, along with images, categories, and date.

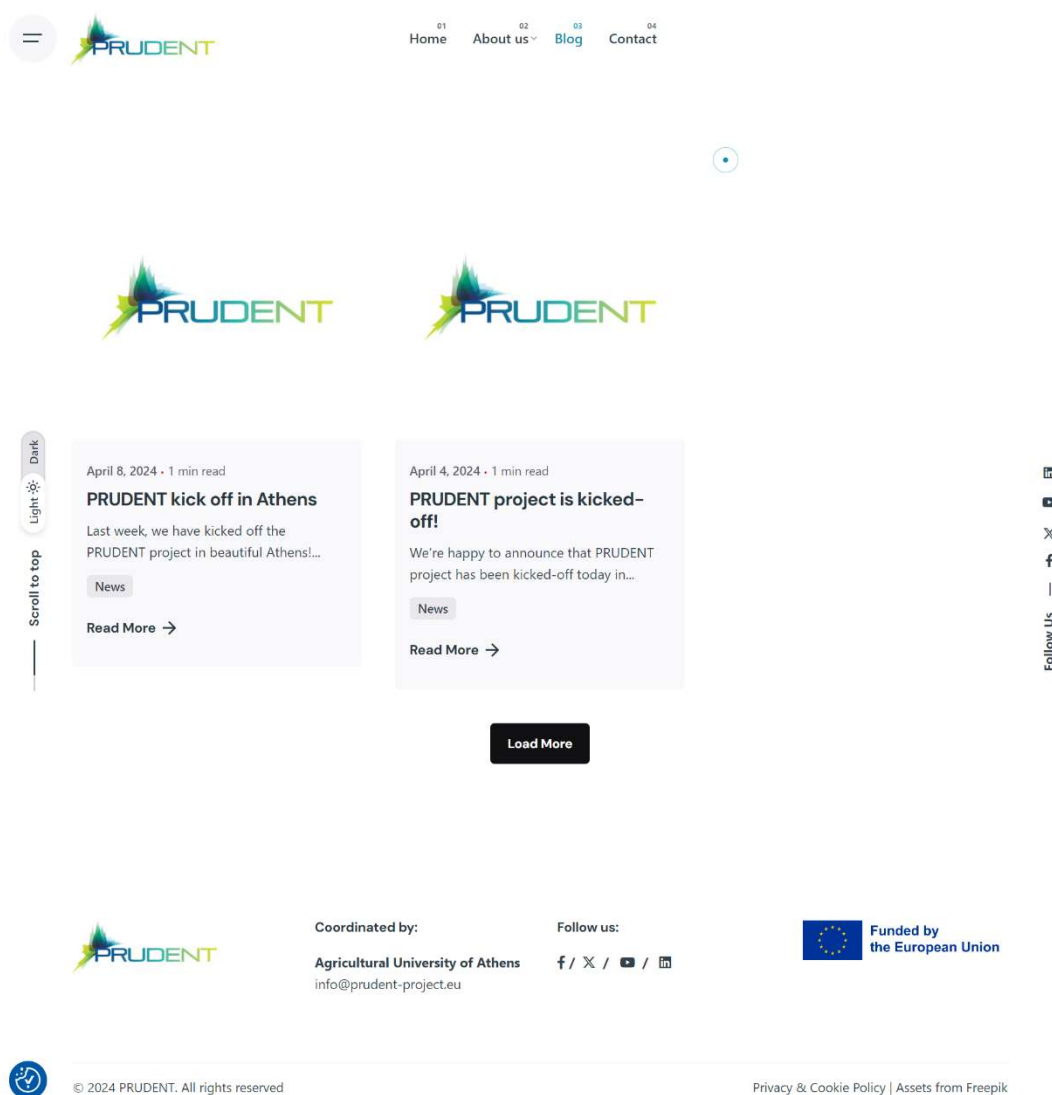


Figure 8: News & Events section on prudent-project.eu

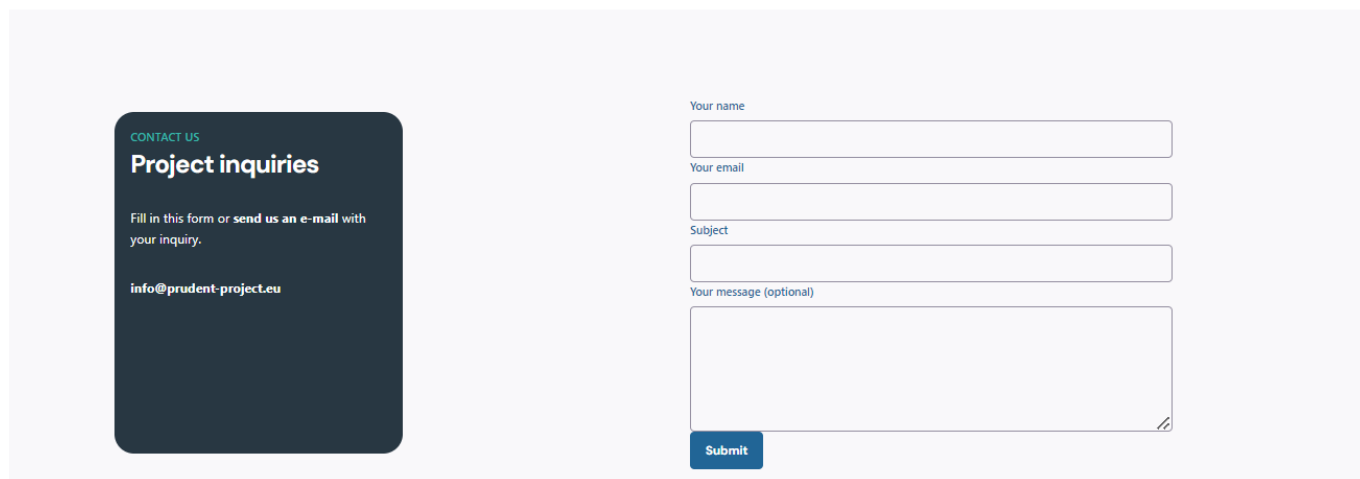
- **Contact us:** Through this page, website visitors are able to communicate with a representative of the project's consortium by filling out their comments or inquiries through a dedicated form. Responding to inquiries and comments received via the contact form is primarily the responsibility of the project dissemination manager. In case a query concerns a specific project activity related to a partner's work, then it is forwarded to the relevant partner. In addition, the page contains the email address for general queries, as well as links to the project's social media channels.



Contact

Leave us a little info, and we'll be in touch.

Home > Contact



The contact form is displayed on a light gray background. On the left, there is a dark blue rounded rectangle containing the text: 'CONTACT US' in small green letters, 'Project inquiries' in white bold letters, 'Fill in this form or send us an e-mail with your inquiry.' in small white letters, and 'info@prudent-project.eu' in small white letters. To the right of this rectangle is the contact form itself. It consists of four input fields: 'Your name', 'Your email', 'Subject', and 'Your message (optional)'. Each field has a light gray border and a small blue icon on the right side. Below the 'Your message (optional)' field is a blue 'Submit' button with white text.

Figure 9: PRUDENT contact form

3.1. Subpages coming soon

Certain subpages will be available as soon as project activities allow that meaningful content is added to them, such as project results in various formats. The outputs will be showcased in the section Results, which will have following subpages:

- **Public deliverables:** This page will contain the list of public deliverables with download links as soon as they're available.
- **Newsletters:** In this subpage, the website visitors will be able to see all the project newsletters as well as subscribe to the project's newsletter in order to receive future editions via mail. The project's newsletter will be distributed using the Mailchimp software and will be further explained in Communication and dissemination strategy.
- **Articles & papers:** This subpage will contain a list of the publications stemming from the scientific research conducted by the project partners in the framework of BEATLES.
- **Promotional materials:** This subpage will contain a list of promotional materials developed to communicate about the project and to support the dissemination activities.
- **Webinars & workshops:** This subpage will contain a list of the webinars and workshops that will take place during the project.

4. PRUDENT's presence on social media

Based on the social media networking trends, the presence of the project on major social media networks and content platforms such as LinkedIn, Facebook, Twitter has been delivered in M1. The project's YouTube account is expected to be launched in the upcoming period. To enhance the interlinkage of the website with the project's social media accounts there are short links to all project social media channels on the PRUDENT website:

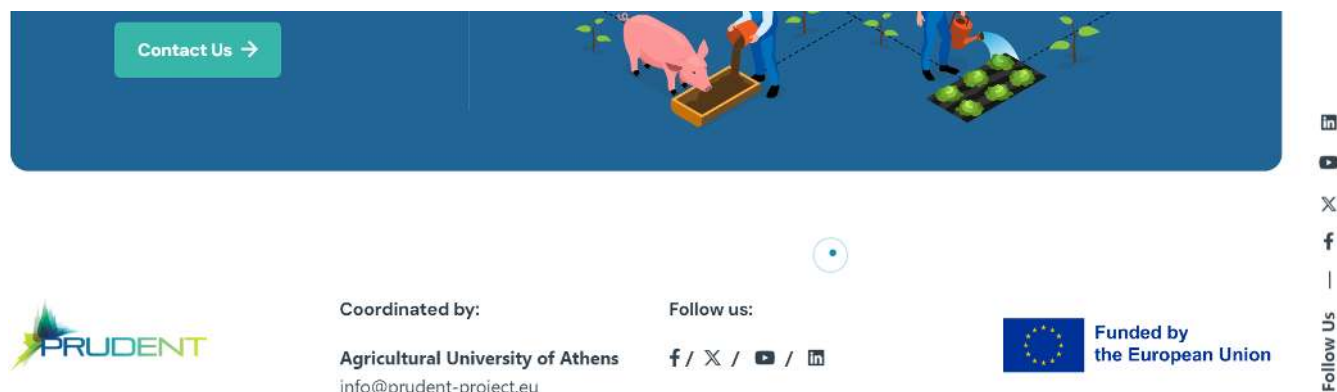


Figure 10: Social media buttons on PRUDENT website (footer and sticky)

A quick overview of the main social media channels (LinkedIn, Facebook and Twitter) that have been created for disseminating the project results is presented below.

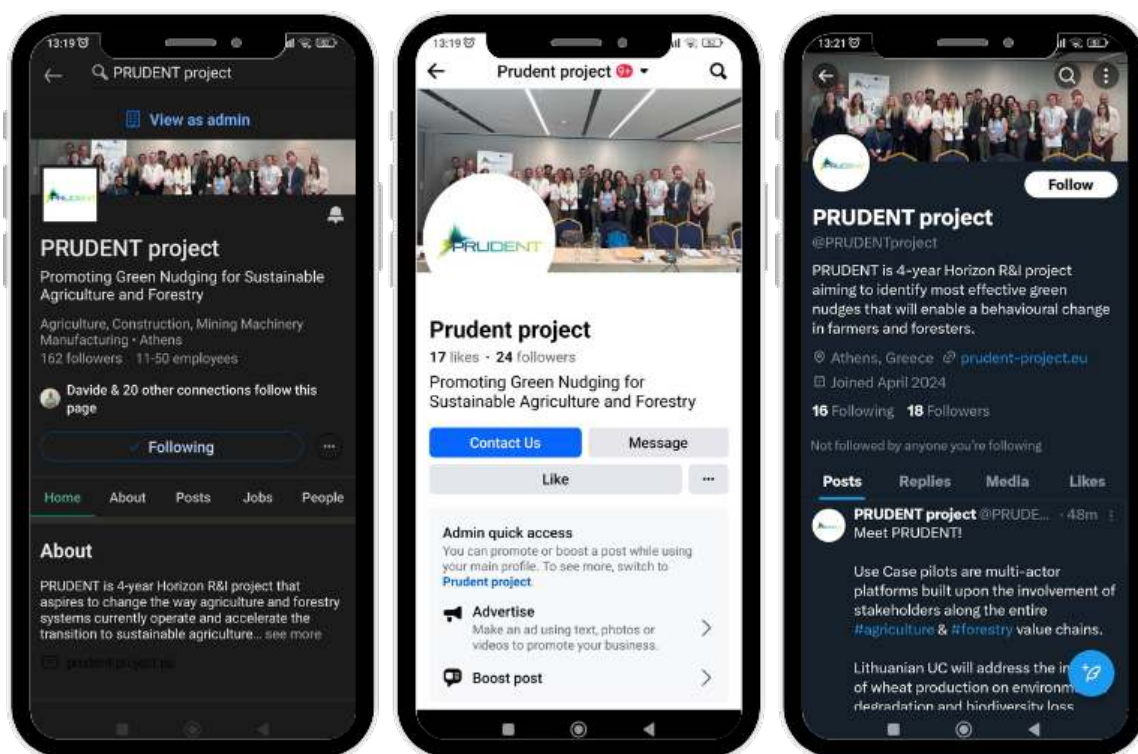


Figure 11: PRUDENT social media channels

5. Conclusion

This report illustrated the online presence of the PRUDENT project, emphasising its website and linked social media accounts shaping the project's online presence as part of a multi-dimensional dissemination and communication approach. This will address all relevant target groups and raise public awareness about the solutions to be created, developed, and demonstrated in the framework of the PRUDENT project, paving the way for their successful rollout and uptake beyond the end of the project.

End of Document

