



Organic-PLUS

Deliverable 2.5, Internal and External Website Documents
(incl. Twitter account and YouTube channel)

Version 1.1, 31 October, 2018

Versions

Version: 1.0 (June 2018) Websites internal and external and Twitter account launched and continuously updated

Version: 1.1 (31 October 2018) Documentation internal and external website and Twitter account and YouTube channel hosted and on website.

Funding

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No [774340]



Project Details:

Programme: **H2020, SUSTAINABLE FOOD SECURITY – RESILIENT AND RESOURCE-EFFICIENT VALUE CHAINS**

Call topic: **SFS-08-2017, (RIA) Organic inputs – contentious inputs in organic farming**

Project Title: **Pathways to phase-out contentious inputs from organic agriculture in Europe**

Project Acronym: **Organic-PLUS**

Proposal Number: **774340-2**

Lead Partner: **Coventry University, Centre for Agroecology, Water and Resilience**

Time Frame: **01/05/2018 – 31/04/2022**

Authors:

Ulrich Schmutz, Judith Conroy and Adrian Evans and all Organic-PLUS participants contributing

Deliverable Details:

WP: 2 IMPACT

Task(s): Task 2.6: Demonstration, training and teaching activities. (Websites and Twitter)

Task 2.4: Develop a 'house style', website, social media strategy, newsletters, factsheets and EIP practice abstracts. (YouTube channel)

Deliverable Title: D2.51 Internal and External Website Documents

Lead beneficiary: CU and L&F

Involved Partners: (All) UTH, INRA, UNIPD, UHOH, AU, CUT, IRTA, IFAPA, MFAL, ETO, NORSØK, WSL, SLU, UNIPR, ABioDoc, ATB, RHS, SA, FORI, EAM, HIOA, UNICT, ORC

Deadline for delivery: month 6, 31/10/2018

Date of delivery: 31/10/2018



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1 Organic-PLUS Executive Summary

The Organic-PLUS project has the overall aim of providing high quality, trans-disciplinary, scientifically informed decision support to help all actors in the organic sector, including national and regional policy makers, to reach the next level of the organic success story in Europe. By doing so, organic food systems can be more true to organic principles but equally to the EU Bio-economy agenda. Organic-PLUS has four objectives: 1) to identify and evaluate contentious inputs currently used in European agriculture 2) to provide specific technical solutions to minimise or phase-out their use 3) to provide environmental, social and economic assessments of phase-out scenarios 4) to disseminate and broker knowledge, ideas and results to maximise impact. We will use a 'multi-actor approach'; the consortium comprises 11 universities and 14 research organisations and NGOs from 9 EU and 3 associated countries. It includes scientists from a wide range of academic disciplines and will involve advisors, farmers and other stakeholders in a participatory research design. Organic-PLUS has three large 'topical' workpackages. These will cover the full range of contentious inputs identified in the call but will also examine some other important issues. WP PLANT will research alternatives to copper and mineral oils used for plant protection, working on potatoes, glasshouse crops and perennial Mediterranean crops. WP LIVESTOCK will consider the use of natural plant sources of vitamins as alternatives to synthetic products and the use of alternative and novel bedding materials in place of straw from conventional farms. As well as in vitro experiments to characterise the materials, replicated trials (with sheep, calves, dairy cows, beef cattle, poultry and pigs) will be used to evaluate their effects on animal performance, health and quality of meat and milk. WP SOIL will consider alternatives to the use of manure from non-organic farms and other animal-derived fertility inputs such as blood and bone meal (including legume-based fertilisers in horticultural production, marine derived fertilisers and pond sediments). It will also work on alternatives to peat in growing media (including materials from agroforestry) and alternatives to fossil fuel-derived plastic used as a weed suppressing mulch (including degradable plastics and biocomposites). All experimental work will be conducted in multiple European countries in close collaboration with relevant stakeholders including product manufacturers and commercial farmers and growers. The topical work is supported by WP IMPACT. This will include collection of information concerning current consumer conceptions of contentious inputs (using surveys and citizen juries), establishment of a comprehensive database of key stakeholders throughout Europe and coordination of dissemination activities. All workpackages will feed into WP MODEL where scenarios for the phasing out of contentious inputs from organic agriculture will be designed. This will include environmental and sustainability assessments of the proposed alternatives using a variety of life cycle assessment tools.

2 Internal website - Coventry University SharePoint

The Internal website and data repository is described in the deliverable D1.1 Data Management Plan (DMP). It lays out how Organic-PLUS will secure and manage data, and be in compliance with the data management policies of the FAIR (Findable, Accessible, Interoperable Reusable) data management principles and the General Data Protection Regulation (GDPR). Coventry University's SharePoint site serves as an internal website for the Organic-PLUS project but also as a secure repository for data (see D1.1).

Access is limited to authorised individuals with a password. SharePoint uses a folder structure based on the functions and activities of projects to store records. This makes it easier to share information with other authorised personnel. Back-ups are implemented locally and checking procedures are established to ensure that the system works effectively. Each partner has their own dedicated area and there are folders for common use and those with very restricted access rights for specific data.

Working document versions of the deliverable are stored on SharePoint, to which all partners have secure data access. The SharePoint site which will remain active for a minimum of 5 years after the completion of the project. Financing for data storage on SharePoint and making data available after the life of the project is covered by the project indirect costs for each partner and the lead partner Coventry University. The costs for ongoing maintenance of the repositories will be met by Coventry University.

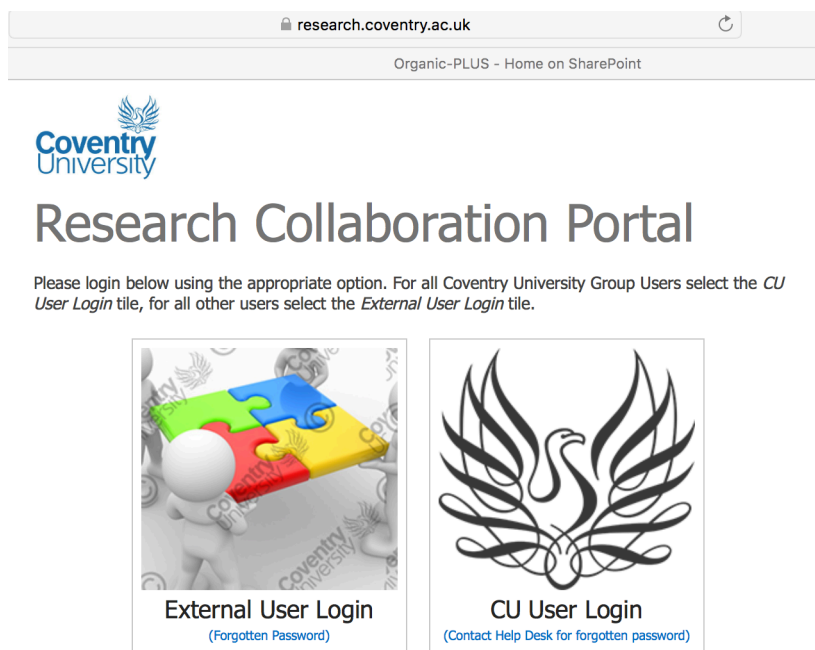


Figure 1: Screenshot of SharePoint research collaboration portal secure user login for External and Coventry University (CU) user login.

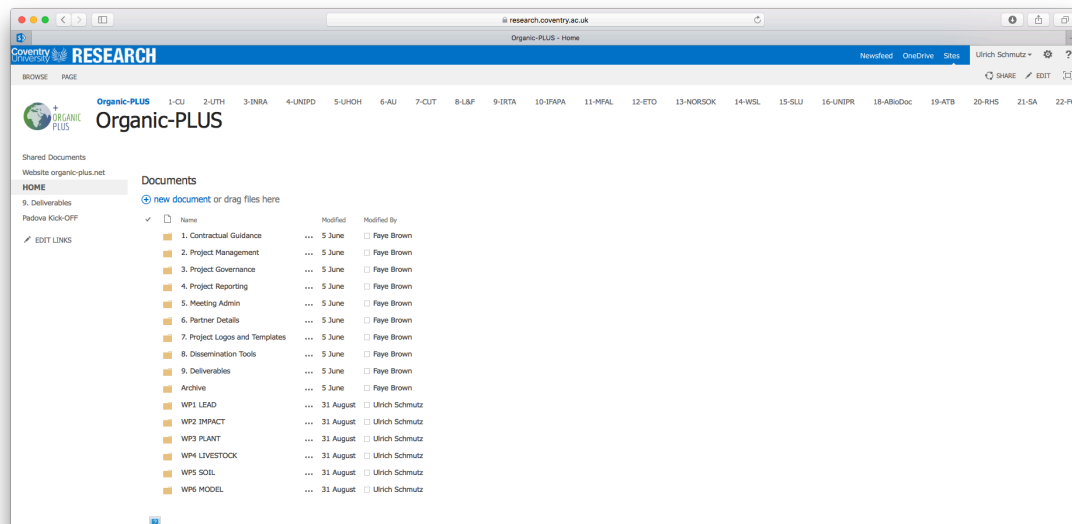


Figure 2: Screenshot of SharePoint Home page with main folder structure, quick links to the left and section for each partner at the top from 1-CU to 26-ORC (out of screen).

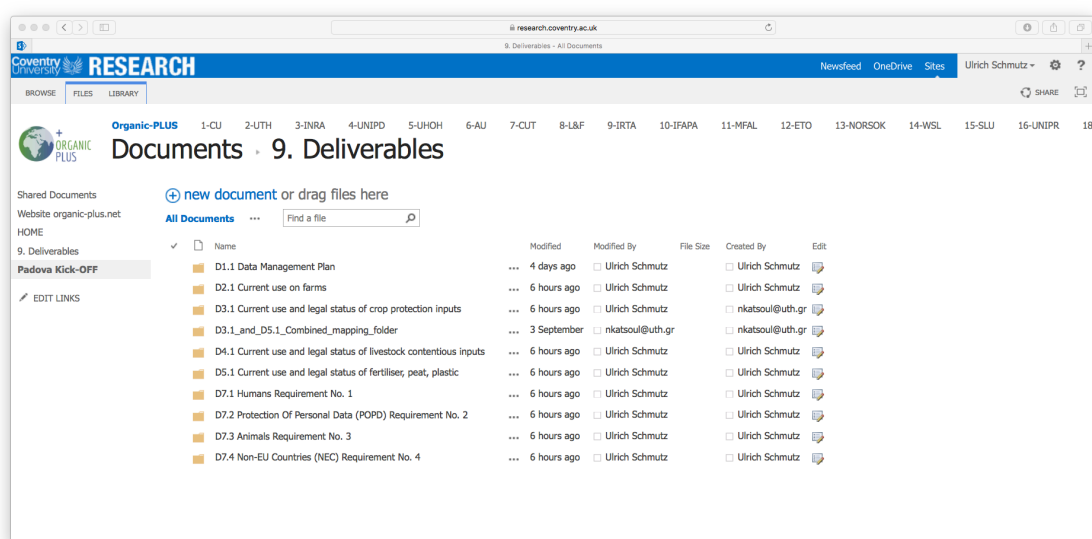


Figure 3: Screenshot of Deliverables work area for the 31 October 2018 deadline and work on the deliverables

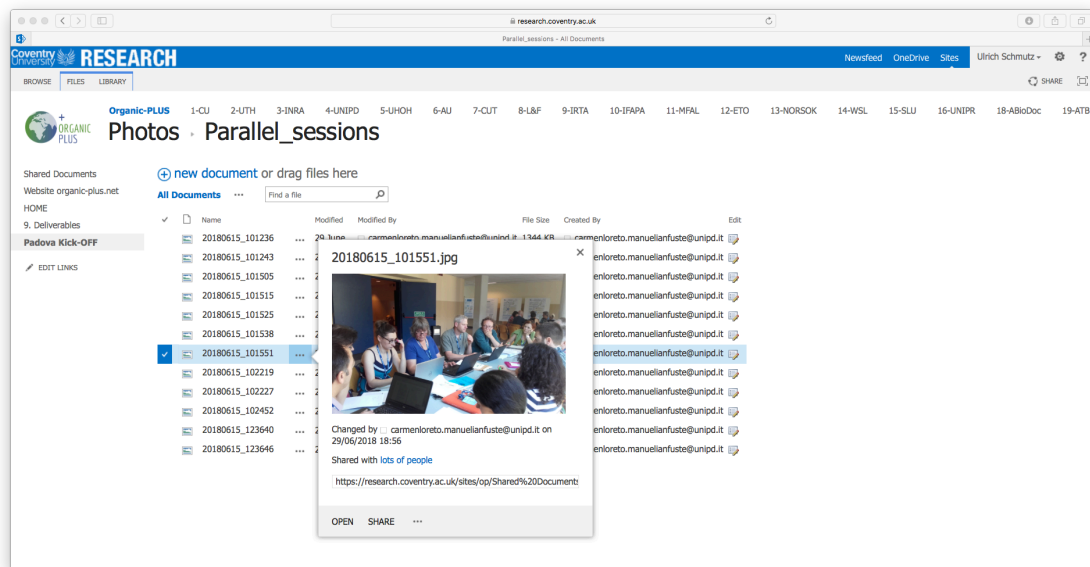


Figure 4: Screenshot of Photo documentation during Kick-Off meeting (example shown is the discussion on the mapping tasks of WP3 PLANT and WP5 SOIL).

3 External Website www.organic-plus.net

The external website www.organic-plus.net was launched in May 2018 very early in the life of Organic-PLUS and has been added to continuously during the first 6 months of the project. Further, ongoing additions are planned. To reflect the fact that the project has five partner organisations in three non-EU countries (Norway, Switzerland and Turkey), the extension .net was used instead of .eu. The website is hosted at wordpress.com and was designed with clear and simple fonts to be read on desktops, tablets and smart phones. It gives a clear, no-fuss, minimalistic reading experience, with focus on the written word but also draws on relevant and interesting pictures and video clips generated by project activities. Going forward, resources such as downloads of project deliverables, newsletters and other material produced during the lifetime of the project will be available on the website for public viewing. There is also a link to the related sister-project, RELACS and similarly, the RELACS website has a link to Organic-PLUS - www.relacs-project.eu.

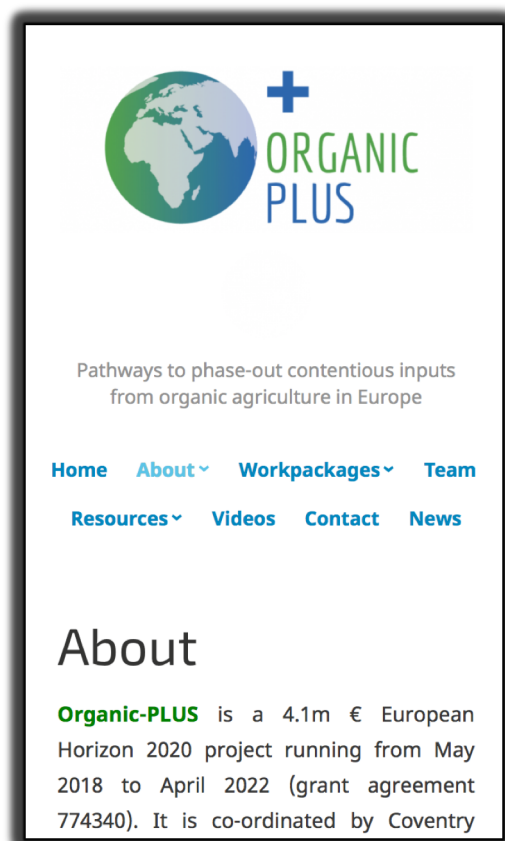


Figure 5: Screenshot of website as visible on a smart phone.

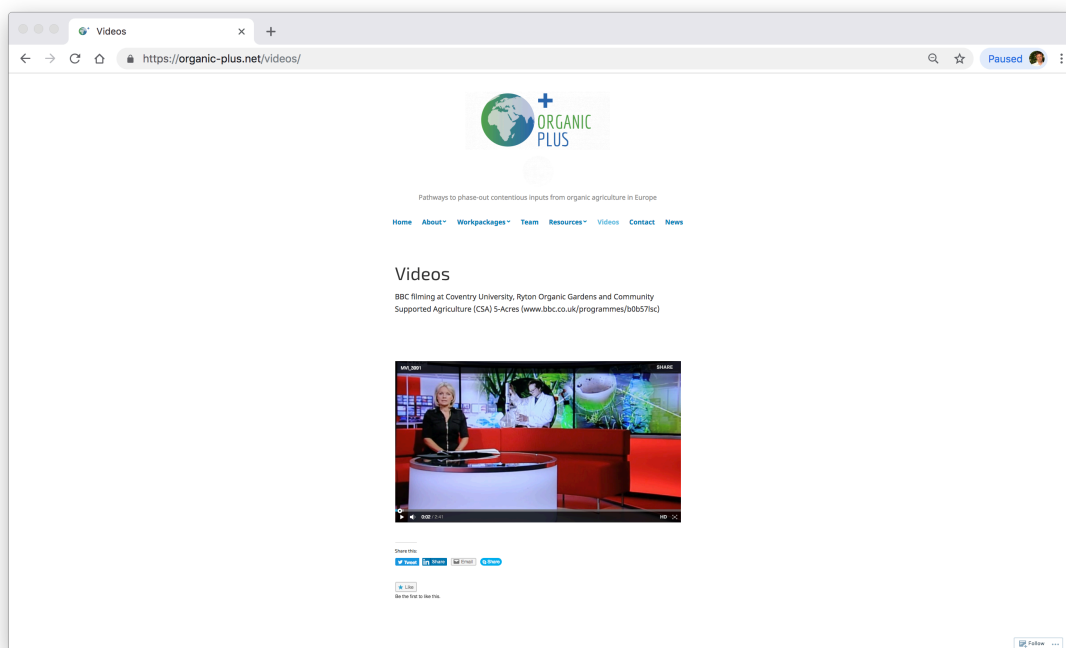


Figure 6: Screenshot of website as visible on a desktop computer – Videos

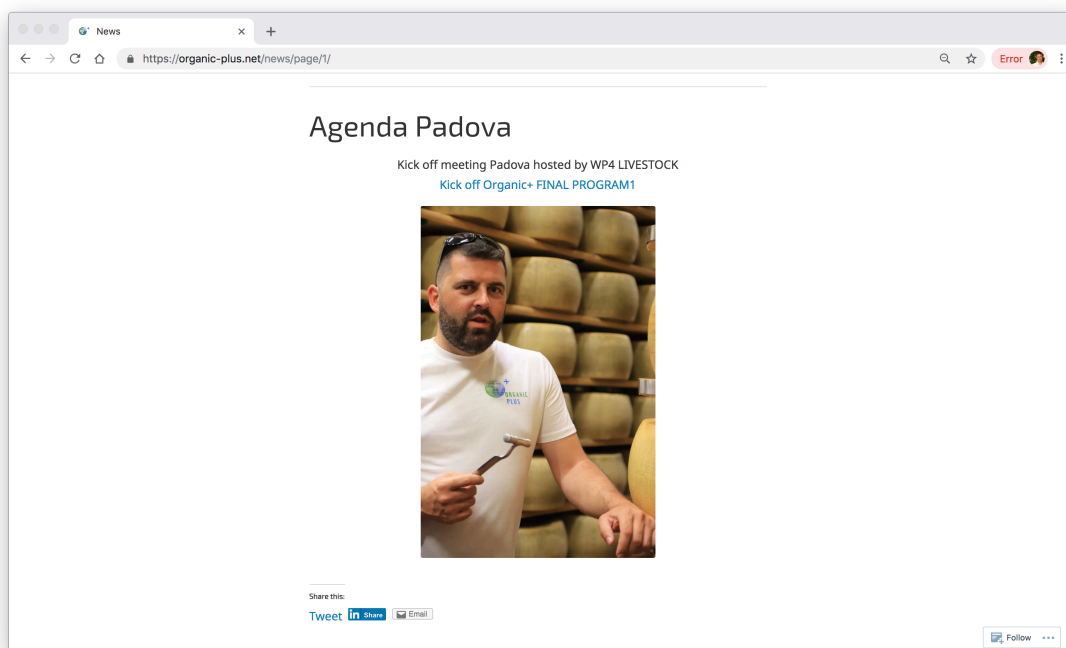


Figure 7: Screenshot of website as visible on a desktop computer – news items

The website statistics show that since mid May 2018 the site had over 2,000 views and over 500 visitors. There are 4.05 views per visitor and 33 posts were published.

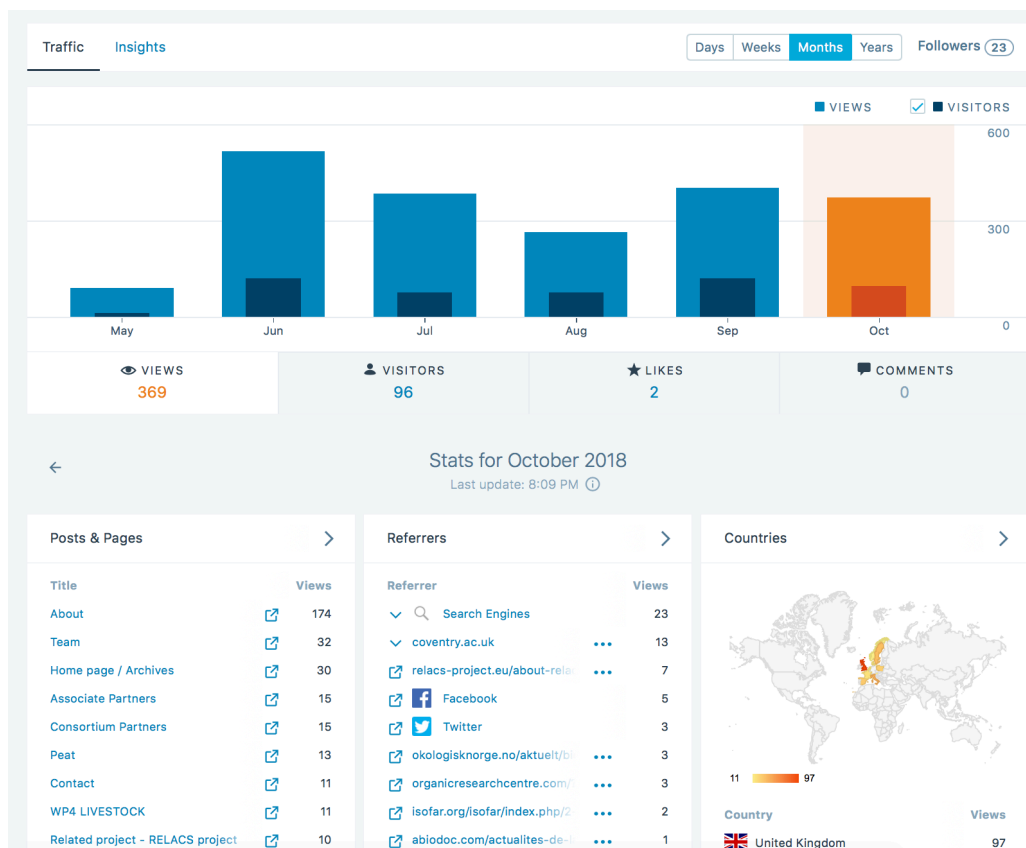


Figure 8: Website statistics of www.organic-plus.net views per country

Since May 2018 the top-10 pages most viewed are [About](#) (840 views), [Team](#) (203 views), [Home page](#) (152 views), [Consortium Partners](#) (128 views), [Contact](#) (74 views), [Associate Partners](#) (63 views), [WP4 LIVESTOCK](#) (56 views), [Abstract](#) (43 views), [WP3 PLANT](#) (39 views) and [Overview of all Task](#) (35). Further details regarding other pages are shown in figure 8 and 9.

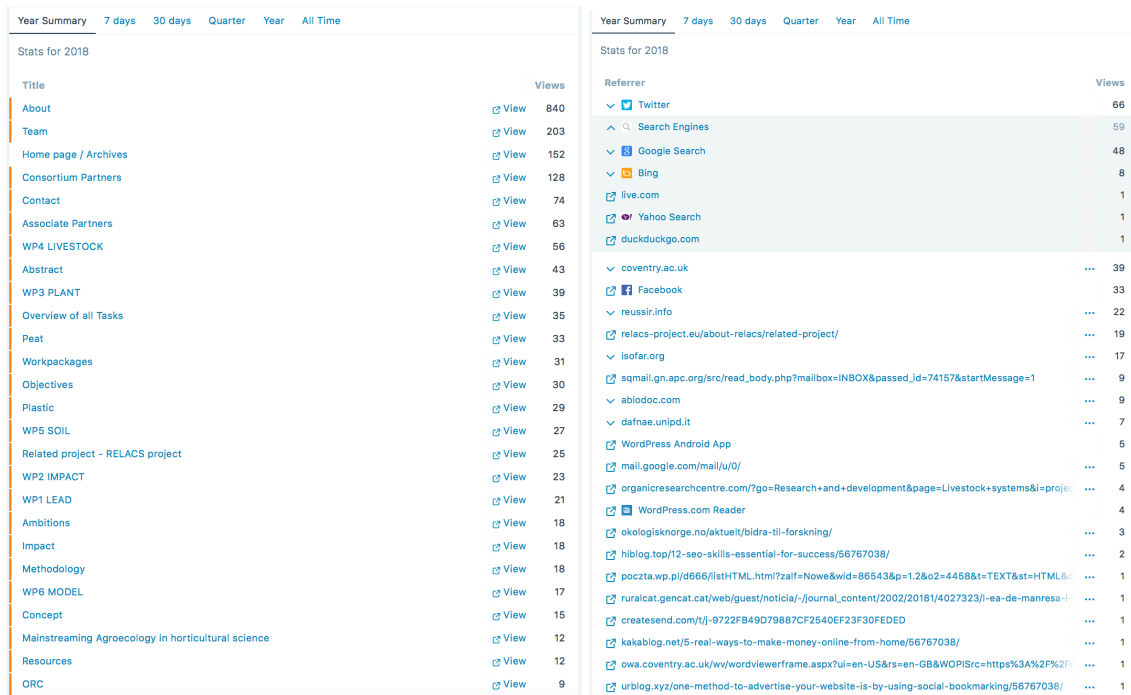


Figure 9: Website statistics of www.organic-plus.net - most viewed sites (left) and referrers (right)

Top-5 referrers are [Twitter](#) (66), [Google Search](#) (48), [Coventry.ac.uk](#) (39), [Facebook](#) (33) and [reussir.info](#) (22). [Relacs-project.eu](#) and [isofar.org](#) are next up in the list with 19 and 17, respectively.

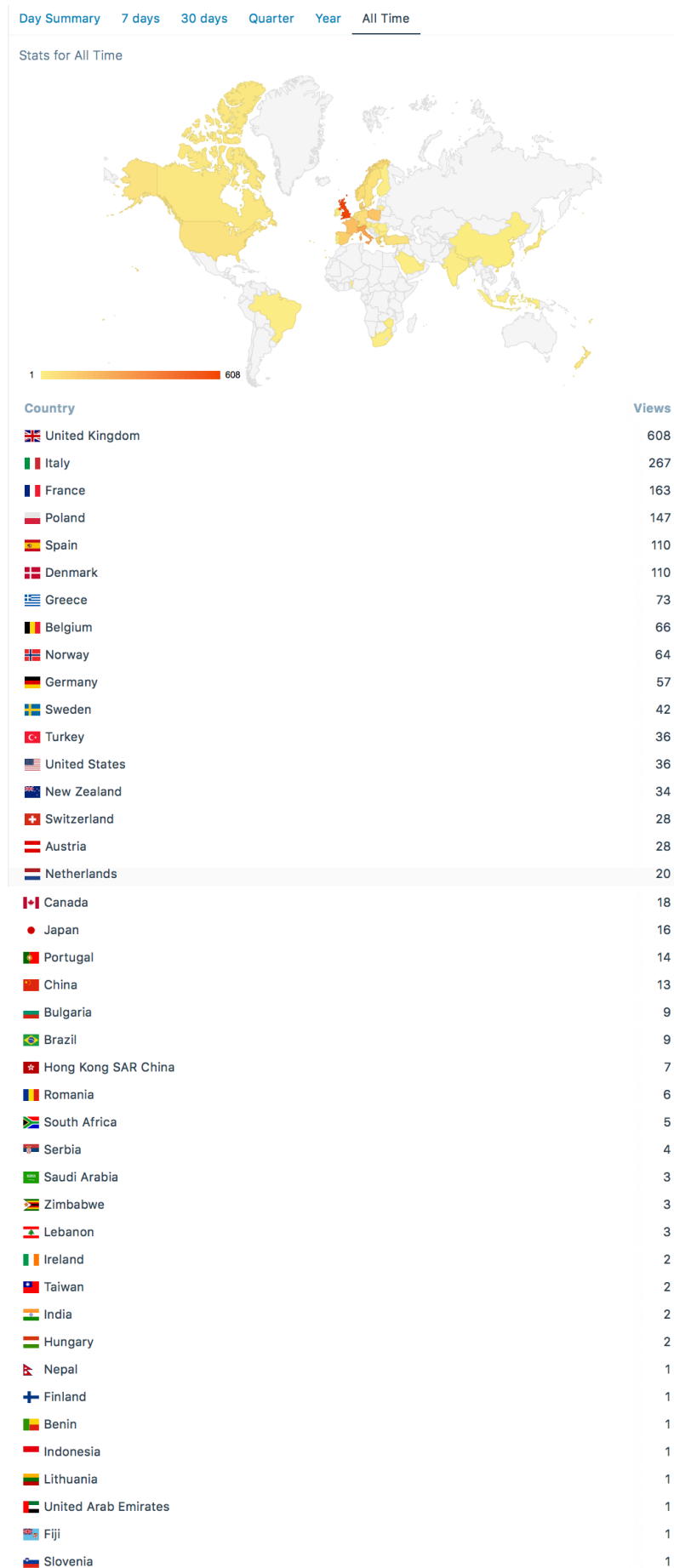


Figure 10: Website statistics of www.organic-plus.net - views per country

4 YouTube Channel linked on www.organic-plus.net and hosted at CU website.

The Organic-PLUS YouTube playlist is published at the project co-ordinator's YouTube channel: Coventry University, CAWR (Centre for Agroecology, Water and Resilience). Currently 16 clips are available. The material was filmed at the project Kick-Off meeting in Padova, Italy in June 2018. The content is: First (clip 1), it gives a quick 'taster' introduction to the project with the Organic-PLUS team in action during the Kick-Off meeting in Padova, including footage from visits to organic farms in the North of Italy (3 min). Then (clip 2-7), the six work-package (WP) leaders explain the specific research and innovation in their WPs (3 min each). Then (clip 8-11), the international advisory board introduces the discussion of contentious inputs across the world (3 min each). This is followed by a video recording of the full lectures (clip 12-16) given on contentious inputs in Canada, South-Africa, Iran, India and South-Korea (20-30 min each).

More material will be added going forward. There is also a short BBC news clip.

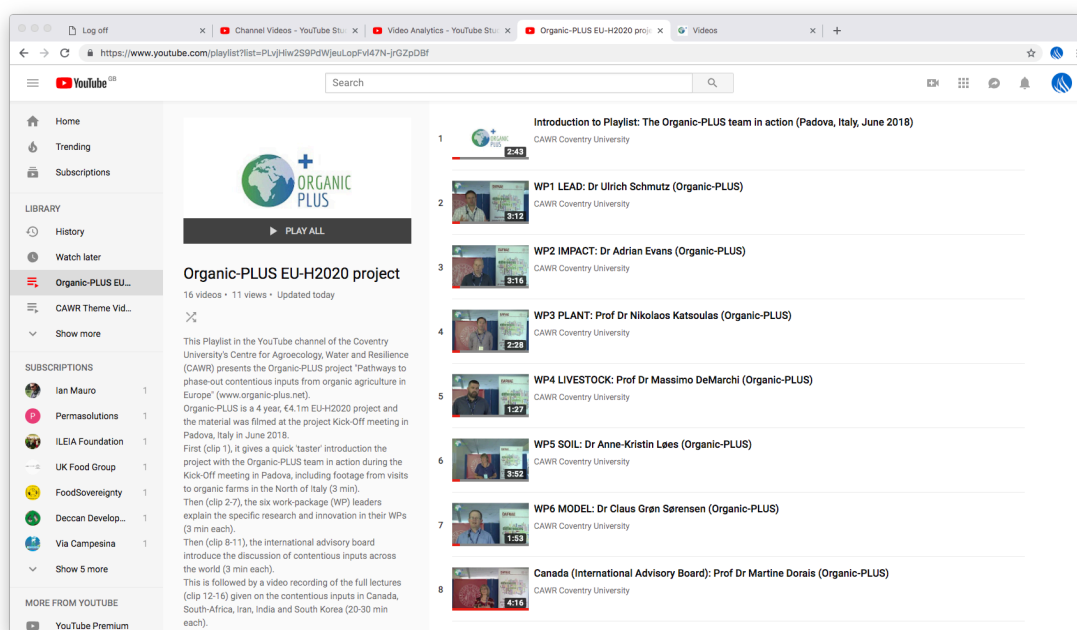


Figure 11. The Organic-PLUS YouTube Channel and Playlist

5 Twitter account [@OrgPLUSresearch](https://twitter.com/OrgPLUSresearch)

The Organic-PLUS Twitter account was created in May 2018 with the username [@OrgPLUSresearch](https://twitter.com/OrgPLUSresearch) (<https://twitter.com/OrgPLUSresearch>). Twitter is a useful dissemination tool for H2020 projects like Organic-PLUS, allowing material such as pictures and links to further reading to be shared quickly and with a wide audience. In the early months of the project, we have primarily used Twitter to share details of the research activities we have planned for the future and the press coverage we have received. As Organic-PLUS progresses, we expect to make greater use of it by publishing photographs and videos (links to our YouTube channel with Organic-PLUS play lists) of our fieldwork and other activities such as conferences and seminars.

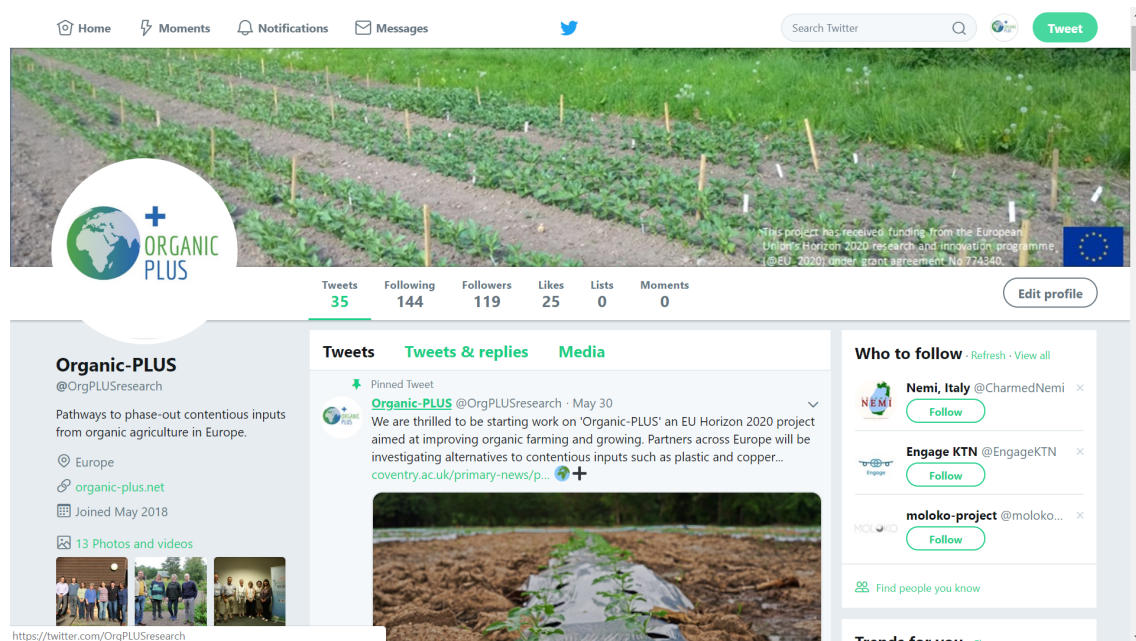


Figure 12. The Organic-PLUS Twitter profile page which also shows the number of followers



Figure 13. A Tweet about one of the project's media appearances

Twitter is also a useful tool for connecting with organisations, projects and individuals who are interested in what we are doing; it is popular among academics, practitioners and also interested members of the public. We have so far attracted 119 followers and many of our tweets are seen by over 3,000 people. The Organic-PLUS Twitter page is the 'top referrer' of visitors to the project website; as the website develops and we generate more material, including videos, blog posts and factsheets, Twitter will become an increasingly useful tool for sharing this content more widely.

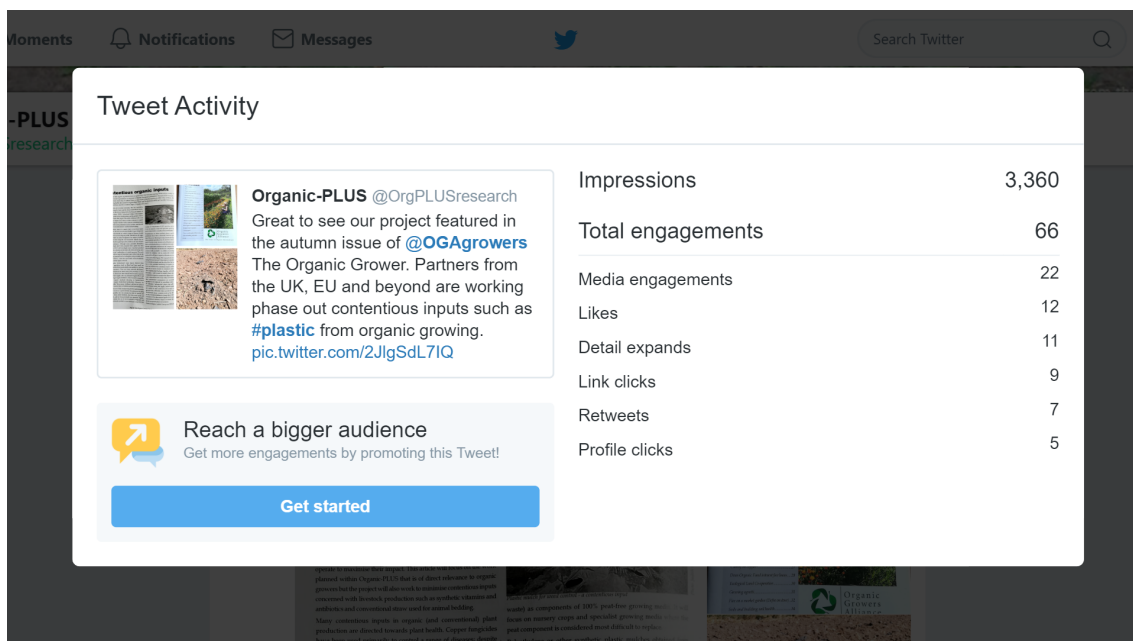


Figure 14. Activity report of one of our popular Tweets