



## **Content Management System for internal communication**

### **Deliverable D1.2**

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Author(s)

*Iliyana kuzmova, Pavel Stoev, Benjamin Burkhard, Margarita Grudova, Teodor Georgiev, Lyubomir Penev*

**ESMERALDA**

**Enhancing ecosystem services mapping**

**for policy and decision making**



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## Preface

The aim of this deliverable is to present the content management system (CMS) for the ESMERALDA project inbuilt by Pensoft as an Internal Communication Platform (ICP) of the official ESMERALDA website: <http://esmeralda-project.eu>

## Summary: Content Management System (CMS)

ESMERALDA website platform has been created to serve as a Project Content Management System (CMS) on two levels: (i) internal communication within the consortium and (ii) external communication and dissemination of the project objectives and results. The two main components developed by Pensoft are a public website ([www.eubon.eu](http://www.eubon.eu)) and the Internal Communication Platform (ICP) accessible only by authorised users and designed specifically to facilitate communication within the consortium.

### 1. ESMERALDA external website

ESMERALDA public website (Fig.1) was developed by the Pensoft team in close cooperation with the coordination team. It is designed to act as an information hub about the project's aims, goals, activities and results. The website serves as a prime public dissemination tool making available the project deliverables and published materials. The events organized by ESMERALDA or of relevance to the project are also announced through the website.

The website comprises of separate information pages with project background information, news, events, products, publications, contact details, etc. It is regularly updated to keep the audience informed and ensure continued interest of already attracted visitors. The website main pages are:

- ◆ Homepage featuring:
  - Highlights: 3 recent news stories of relevance
  - Live Tweet feed
  - Member login area
  - Feedback, RSS and Newsletter subscription forms
- ◆ The project: introducing the rationale and aims of the project
  - Main outcomes: introducing the project objectives and expected results
  - Work Packages: Introducing the WPs and their focus of involvement in the project
- ◆ Partners: presenting the different project partners
- ◆ Online library: dedicated to all ESMERALDA deliverables and other documents of interest
- ◆ News: introducing the project news other news of relevance
- ◆ Events: specific section to display the upcoming project events and other events of relevance
- ◆ Media Center: a place where all outreach materials are made available and can be freely downloaded
  - Partner posters
  - Posters
  - Brochures
  - Press releases
  - Logo
  - Newsletter
- ◆ Links: URL links to websites of interest and useful materials

- ◆ Contacts: listing the coordination team with their contact details

The website also provides direct links to the ESMERALDA social networks profiles in Facebook, Twitter, Google+, LinkedIn.

RSS feeds links enable visitors to subscribe and receive project news, project events announcements and project results releases directly in their mailbox.

The screenshot displays the ESMERALDA website home page. At the top, there is a dark blue header with social media icons for Facebook, Twitter, Google+, and LinkedIn, followed by the ESMERALDA logo and a 'Login' button. Below the header, a search bar is located on the left. A vertical navigation menu on the left side lists various sections: Home, The Project (with sub-items like Main Outcomes, Work Packages, Partners, Advisory Board, Online Library, Deliverables, Esmeralda Publications, and Esmeralda Supported / Related Publications), News, Events, Media Center, Links, and Contacts. The main content area is divided into three columns. The 'Highlights' column features a large image of a forest with a text box that reads: 'Welcome to the ESMERALDA Project Kick-off Meeting, welcome to Kiel! The ESMERALDA project kick-off meeting will take place from 04 to 07 May 2015 at the University of Kiel, Germany. Mapping and assessment of ecosystems and their services (ES) are core to the EU Biodiversity (BD) Strategy. They are essential if we are to make informed decisions. Action 5 sets ... Read more'. The 'News' column contains a similar announcement dated 28 APR 2015. The 'Tweets' column shows a tweet from the ESMERALDA Project (@ESMERALDA\_H2020) dated 24 Apr, stating: 'ESMERALDA - new project looks into the mapping and assessment of #ecosystems and their services'. Below the tweets is a 'Calendar' section for the period 4 MAY 2015 - 7 APR 2015, listing the 'ESMERALDA Kick-off Meeting' with details: 'The ESMERALDA project kick-off meeting will take place from 04 to 07 May 2015 at the University o...'. At the bottom left, there is a 'Feedback' section with an email address 'bburkhardt@ecology.uni-kiel.de' and a 'Newsletter' subscription form with an email input field and a 'SUBSCRIBE' button. Below the newsletter form are three RSS feed links: 'RSS news', 'RSS events', and 'RSS results'.

Figure 1: ESMERALDA website home page

## 2. ESMERALDA Internal Communication Platform (ICP)

The ICP of ESMERALDA was developed by the Pensoft IT team to serve as a communication hub and content management system of the ESMERALDA consortium.

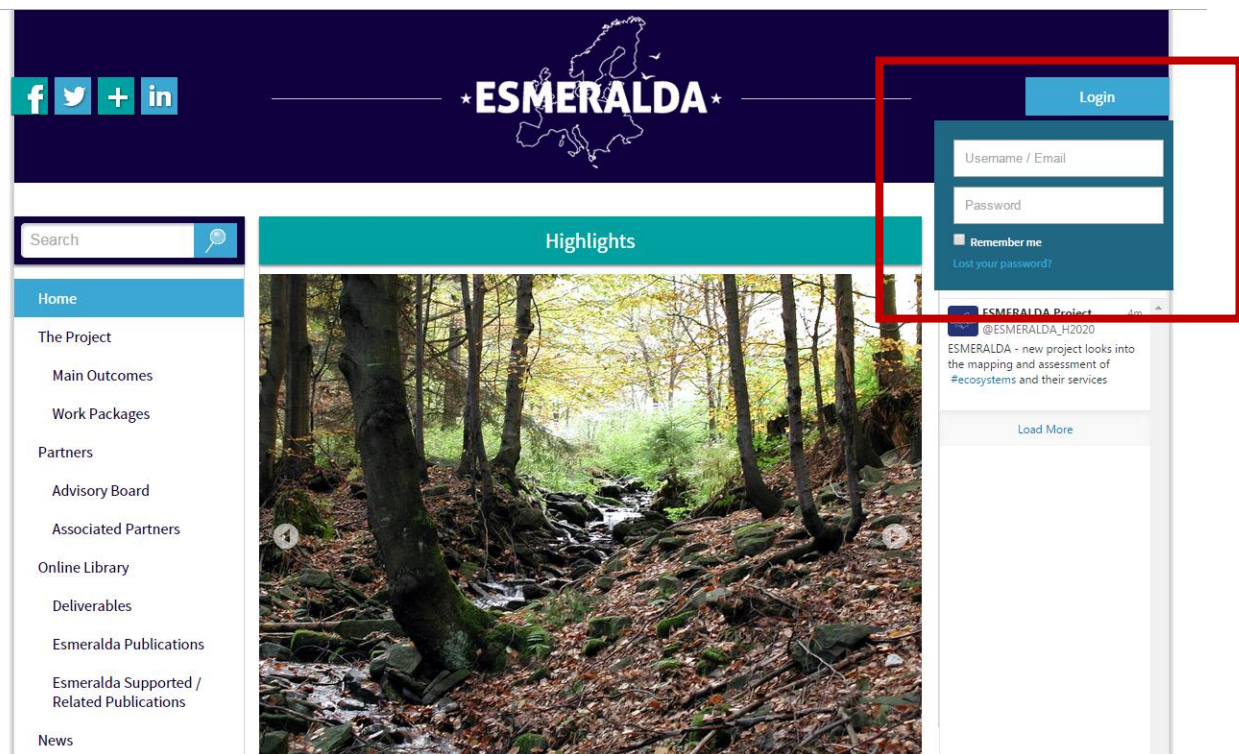
A login button allows easy access to the restricted area for all registered users. The ICP serves for exchange of various types of information such as: documents related to the project management, datasets, results, coordination decisions, timetables, presentations, and materials, and for reporting among partners.

The ICP provides convenient and appropriate mechanisms to facilitate the free flow of all sorts of information. At a glance, it has the following main features:

- ◆ **Mailing module:** Users can send emails to one or more project participants after logging in the system. Users are assigned to one or more mailing groups depending on their role in the project. Collective emails can be sent to various selections of one or more mailing groups and individual users. All emails are archived.
- ◆ All registered users can upload files in the internal library and all internal documents related to the activities of the project are stored. Files that are placed in the **Internal Online Library** can be used only by the project members and are inaccessible to external visitors of the website.
- ◆ **Users:** this section contains the profiles of all project members that are granted access to the ICP, with their portrait photo, the affiliation, contact details and additional information.
- ◆ **Internal events:** a regularly updated time schedule for the work within the different work packages is placed on a prominent location of the Intranet pages. It contains information on the events (deliverables and milestones) to be delivered during the whole project lifetime - type and title of event, due date, description, participants and contact information.
- ◆ **Calendar:** the purpose of this section is to enable the visitors to easily spot and access the latest project information.
- ◆ Upload of **News, Events** and documents for the **external Online Library**
- ◆ **Dissemination Report Forms** – designed to facilitate the reporting of the ESMERALDA dissemination activities and make the intermediate results progressively available.

### 2.1. Log in

All project members will be registered in the ICP of ESMERALDA and will be provided their username and password. New members can be registered by the system administrators upon request from the team leaders, WP leaders or the Coordination team (Fig. 2).



**Figure 2: Member area log in.**

## 2.2. Mailing Module

Users can send emails to one or more project participants after logging into the system. There is a list of all participants arranged alphabetically. Recipients can be easily selected by ticking the box next to their names. Mailing groups have been created for each work package, as well as for the case studies, WP Leaders, financial and press officers, etc. (Fig. 3).



The screenshot displays the ESMERALDA mailing interface. At the top, there are social media icons (Facebook, Twitter, LinkedIn) and the ESMERALDA logo. The user is logged in as Ilyana Kuzmova. The main navigation bar includes 'Mail', 'Library', 'Users', 'Internal events', 'Events', and 'Gantt chart'. Below this, there are buttons to 'add internal document', 'add external document', 'add news', and 'add event'. A search bar is present on the left. The 'Compose new message' form is the central focus, featuring a 'Priority' dropdown (High, Normal, Low), a 'Subject' field, and a 'Message' body with a rich text editor. To the right of the message body are five 'Attachment' fields, each with a 'browse' button. A 'SEND' button is located at the bottom right of the form. On the left side of the form, there are sections for 'Groups' and 'Individuals', each with a list of members and checkboxes for selection. The 'Groups' list includes: Advisoryboard, EB members, ESMERALDA all, Financial officers, Press offices, WP1, WP2, WP3, WP4, WPS, and WPG. The 'Individuals' list includes: Adam Pärtl, Aleksandra-Sasa Solujic, Anda Ruskule, Andrzej Mitzgajski, Andy Arnell, Anja Uhlenbrok, Anna Mellin, Anne-Kathrin Triebel, Bálint Czucz, Benjamin Burkhard, Bettina Weibel, Claire Brown, Claudia Dworczyk, Constantin Cazacu, Cristina Marta-Pedroso, Damian Lowicki, Dang Kinh Bac, David Vačkár, Davide Geneletti, Felix Möller, Fernando Santos Martin, Grazia Zulian, Hannah Östergård, Henrik Vejre, Hermann Klug, Ilyana Kuzmova, Inge Liekens, Jana Frélchová, Joachim Maes, Leena Kopperoinen, Linda Scholten, Linda Piálek, Liwei Ma, Luke Brander, Lyubomir Penev, Mahmoud Nady, Malgorzata Stepniewska, Margarita Grudova, Marina Shevtakova, Mario Balzan, Marion Potschin, Marion Kruse, Mihai Adamescu, Ota Inghe, Pavel Stoev, Peter Wangal, Petteri Vihervaara, Phillip Roche, Roy Haines-Young, Sandra Luque, Sara Mulder, Steffen Reichel, Steven Broekx, Stoyan Nedkov, Svetla Doncheva, Teodor Georgiev, and Wilhelm Windhorst. At the bottom left, there is a 'Feedback' section with an email address (bburkhard@ecology.uni-kiel.de) and a 'Nesletter' section with an email input field.

Figure 3: ESMERALDA mailing groups.

### 2.3. Upload of files, news and events

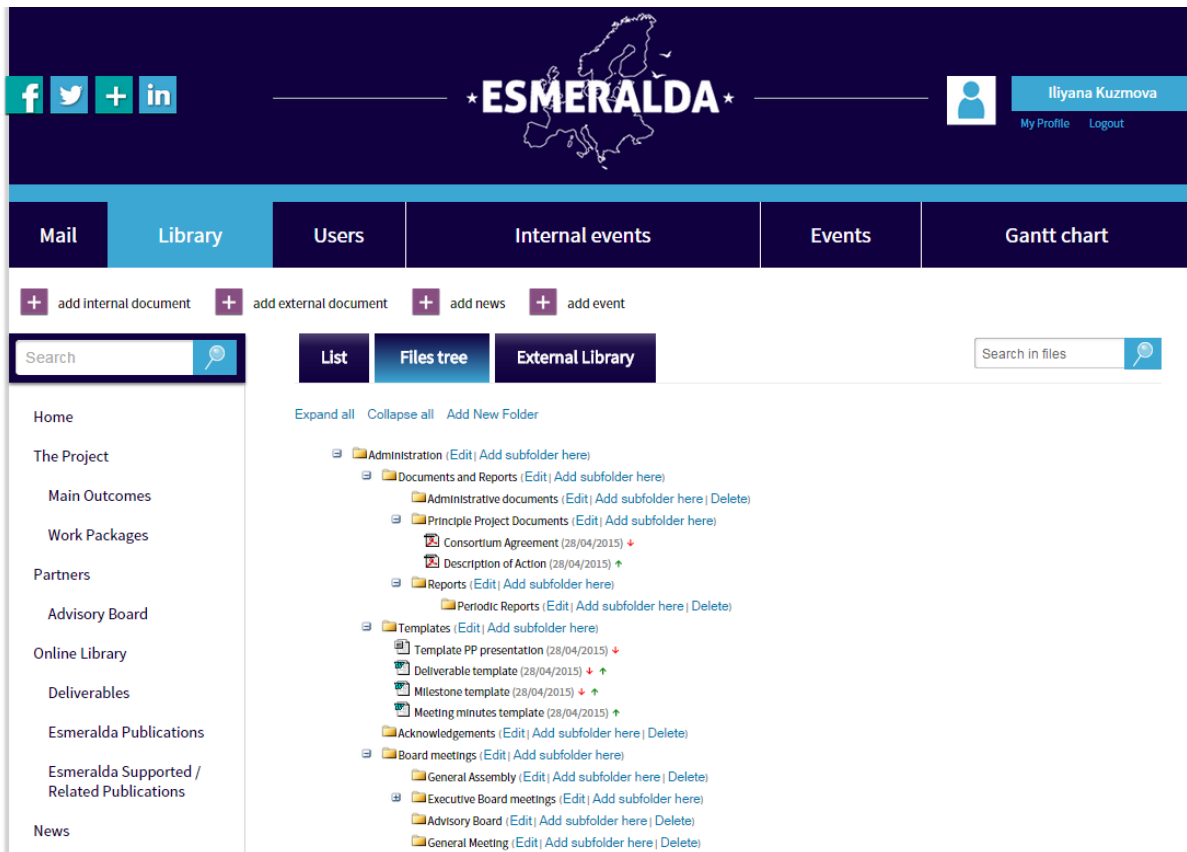
There are two types of libraries storing the documents resulting from the project activities: (1) internal, which is visible only to the consortium members, after login; and (2) external, which is accessible to anyone visiting the website. To see all internal documents you need to click on the Library button.



### 2.3.1. Internal Document Library

All internal documents are stored in the Internal Document Library.

The view you will get is: (Fig. 4)



**Figure 4: Internal document library**

The Internal library is reserved for documents with restricted access, intended only to the consortium members (for example administrative documents, documents related to the project implementation, various sorts of documents from the project meetings, deliverables intended only for internal use, presentations, etc.). There are no limitations to the common formats of the file for upload. Every user can upload files in the internal library.

### 2.3.2. External Document Library

Publications (project-derived scientific publications and publications that are not project-derived but of interest to the ESmeralda participants) and other information (deliverables with public access) that are open to public can be uploaded on the Online library section of the website. This could be done by pressing the button “ADD EXTERNAL DOCUMENT”. For more information on how to upload files in the External Document library see the ICP guidelines prepared by Pensoft.

### 2.3.3. News

All project members are encouraged to post information that would be of interest for the general public and the consortium in particular. This could be article alerts, forthcoming meetings, and other relevant to ESMERALDA activities. Users will be able to attach up to 3 files and an image. Outdated news can be deleted by the person who uploaded them or by the administrator of the website. All posted news go automatically to the Facebook and Twitter profiles of ESMERALDA (and to their followers) and to all RSS feed subscribers. For more information on how to upload news see the ICP guidelines prepared by Pensoft.

### 2.3.4. Events and Calendar

Information about forthcoming meetings, workshops, seminars, training courses, etc. can be posted on the website by clicking on ADD EVENT buttons. All project participants are encouraged to submit information on meetings, or other events related to the project. It is also possible to attach documents (venue location, agenda, list of participants, etc.). This information will become visible on the project homepage.

### 2.3.5. Internal events


The Internal Events module helps you keep track of every main activity in the project providing you with the following concise information: title, due date, nature, description, participants and contact information (responsible person and email address). For more information on how to upload internal events see the ICP guidelines prepared by Pensoft.

## 2.4. Dissemination report forms

With the aim to facilitate the reporting of the ESMERALDA dissemination activities and make the intermediate results progressively available, three online Dissemination report forms were created and made available in the ICP (left menu) (Fig. 5)

- ◆ **Symposia & meetings** – for any scientific event where ESMERALDA presentation is given;
- ◆ **General dissemination** – for publications other than the scientific ones (e.g. publications in newspapers, magazines, web publications, etc.), TV and radio broadcasts, various outreach materials, press releases, policy briefs, PhD and master theses, etc.;
- ◆ **Scientific publications** – for reporting of ESMERALDA derived scientific publications.

+ add internal document   + add external document   + add news   + add event

Search 

**General Dissemination**

Home

The Project

    Main Outcomes

    Work Packages

Partners

    Advisory Board

Online Library

    Deliverables

    Esmeralda Publications

    Esmeralda Supported / Related Publications

News

Events

Media Center

Links

Gantt Chart

**Dissemination Report Forms**

    Symposia & Meetings

    General Dissemination

    Scientific Publications

Esmeralda Active Documents

## ESMERALDA GENERAL DISSEMINATION FORM

*\*Required*

**Name \***

**E-mail Address \***

**Affiliation \***

**Type of activity**

- Publication in newspaper
- Publication in magazine
- Web publication
- TV broadcast
- Radio broadcast
- Press release
- Policy brief
- Teaching
- PhD thesis
- Master thesis
- Website article
- Other:

**ESMERALDA partner/s involved**

Figure 5: Dissemination report forms