



ENDURE

European Network for Durable Exploitation of crop protection strategies

Project number: 031499

Network of Excellence
Sixth Framework Programme

Thematic Priority 5
FOOD and Quality and Safety

Deliverable DS3.9

New version of website online

Due date of deliverable: M29

Actual submission date: M34

Start date of the project: January 1st, 2007

Duration: 48 months

Organisation name of lead contractor: CIRAD

Revision: V1

Project co-funded by the European Commission within the Sixth Framework Programme (2002-2006)	
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)	

Table of contents

Summary	3
1. Background	6
2. Creating the new site	7
3. The new site in detail	8
3.1 New home page	8
3.2 Information for scientists	8
3.3 Information for advisers and extension services	9
3.4 Information for policy makers	10
3.5 Information for students	10
3.6 Information for partners outside Europe	11
3.7 Information for journalists	12
3.8 Information for general public	12
4. New content produced	13
5. Effects on web traffic	13
6. Annexes	14
6.1 Annexe 1: Press release sent to all ENDURE partner press offices and Communication Team	14
6.2 Annexe 2: New website announcement on Aarhus University website	15
6.3 Annexe 3: New website announcement on CIRAD website	16
6.4 Annexe 4: New website announcement on SeedQuest website	17
6.5 Annexe 5: Examples of new pages	17
6.6 Annexe 6: Example of electronic newsletter	20

Summary

Objectives: The objective of the Deliverable DS3.9 was to create and put online a new version of ENDURE's public website (www.endure-network.eu) that ensured easier access to relevant information for the Network's target publics (scientists, advisers and extension services, policy makers, partners outside Europe, students, journalists and the general public). As outlined in deliverable DS3.2 'Public website and electronic letters and forums on specific topics', the site was required in order to achieve the Network's aims of achieving a higher profile and successful dissemination of its research and network-building activities. As further detailed in DS3.2, this entailed not only new navigation for the website but new content, supported by the publication of electronic newsletters.

Rationale: At the meeting of the Communication Team in October 2008 discussions were held to confirm that the aim of targeting these target publics held true, to identify the information which it would be necessary to provide, and to outline how best to proceed. This meeting (and the opportunities for networking with partners offered by the International Conference and Annual Meeting) also made it possible to draw up the Communication Plan (DS3.4) of which the website forms an important part. It was agreed that the web editor in the first instance construct a mock-up of the new website detailing access for each target public and proposed content for each target group.

The first mock-up was distributed to all Ex-Com members, activity leaders and sub-activity leaders for a first consultation in January 2009 and subsequently a second version was distributed in February 2009. Feedback from these exercises was used to begin constructing the new site at CIRAD through March and April 2009, with the May meeting of the Communication Team used to finalise any outstanding queries. The site went live on schedule at the end of May 2009 (M29).

Teams involved: All ENDURE partners contributed to the early stages of this Deliverable, with activity leaders in particular playing an important role in shaping the new site. In fact the process has had the beneficial effect of producing closer working links between the Communication Team (and the web editor in particular) and activity and sub-activity leaders.

Geographical areas covered: The site is intended to be of global interest, while acknowledging the fact the Network is based in Europe. Analysis of web traffic on www.endure-network.eu shows high interest from other English-speaking countries, the USA and India in particular.

1. Background

Deliverable DS3.2 'Public website and electronic letters and forums on specific topics' delivered at M12 set out the need for a new version of ENDURE's public website (www.endure-network.eu).

This deliverable identified both the specifications and site map development of the new version, called Version 1, which would replace the original website (Version 0) which was created in November 2007 shortly after the launch of the Network.

In particular this deliverable identified the site's goals: to act as the 'shop window' for the Network and to ensure different users of the site obtained the information relevant and necessary for them.

In line with the 2006 Description of Work (DOW), the website should provide:

- Legal information
- Scientific News
- Public forums open to citizens
- Press releases
- Event announcements
- Downloading of publications
- Subscription to electronic newsletters
- Intranet access for ENDURE partners

Deliverable DS3.2 further clarified the need to structure the website to meet the following needs:

- Access by targeted public
- Proactive role of the Communication Team toward publishing material with the help of an English-speaking web editor
- Care to ensure the website is 'shared' by Network partners

It further identified the Network's target publics (or audiences) as follows:

- Scientific community
- Policy makers
- Advisers and extension services
- Media

The web editor (Andrew Lewer) was appointed in April 2008 and the groundwork for creating the new site began in late summer 2008 in preparation for the October 2008 meeting of the Communication Team, held during the Annual Meeting at La Grande Motte, France.

2. Creating the new site

The meeting of the Communication Team in October 2008, which included the participation of ENDURE coordinator Pierre Ricci, examined in detail the target publics for the Network and how best their needs could be met. (Further details are available in Deliverable DS3.4 ENDURE Communication Plan). The target publics were identified as:

- Scientists
- Advisers and extension services
- Policy makers
- Partners outside Europe
- Students
- Media
- General public

Following this exercise, the Communication Team identified the information (both existing and that which could be produced in the future) which would be relevant for each target public. The Communication Team also emphasised the importance of ensuring the new website be visually more stimulating, with easy navigation and frequently updated content.

It was agreed that the web editor in consultation with Christine Nouaille and the CIRAD multimedia team use the results of this meeting to produce the first mock-up of the new site (in PowerPoint) with particular emphasis on access for target publics and the subsequent pages to be found in each section.

The web editor conducted a thorough survey of websites facing the similar challenges of disseminating information to a wide range of disparate audiences before producing a mock-up of ENDURE's new website. This was distributed to ENDURE's Ex-Com, activity leaders and sub-activity leaders in January 2009 and a refined version distributed in February 2009. Recipients were asked to judge the appropriateness of the information offered to each target public and to assess the ease of navigation. Additionally many also offered feedback on the visual aspects of the site. The Communication Team meeting in May 2009 was used to demonstrate the site and remedy any outstanding problems.

The site went live on schedule at M29, accompanied by the mailing of a press release to all ENDURE partners (See Annexe 1). This achieved coverage on the news aggregation service SeedQuest (global audience of 50,000), in the Danish agricultural press (Effektiv Landbrug), and on the websites of ENDURE partners CIRAD and Aarhus University.

3. The new site in detail

3.1 New home page

Below you can see the new home page for the ENDURE website:



Source: www.endure-network.eu

As can be seen the focus is very much on the latest news from the Network (Version 0 created in the early days of ENDURE focused on the ENDURE organisation, its partners and objectives).

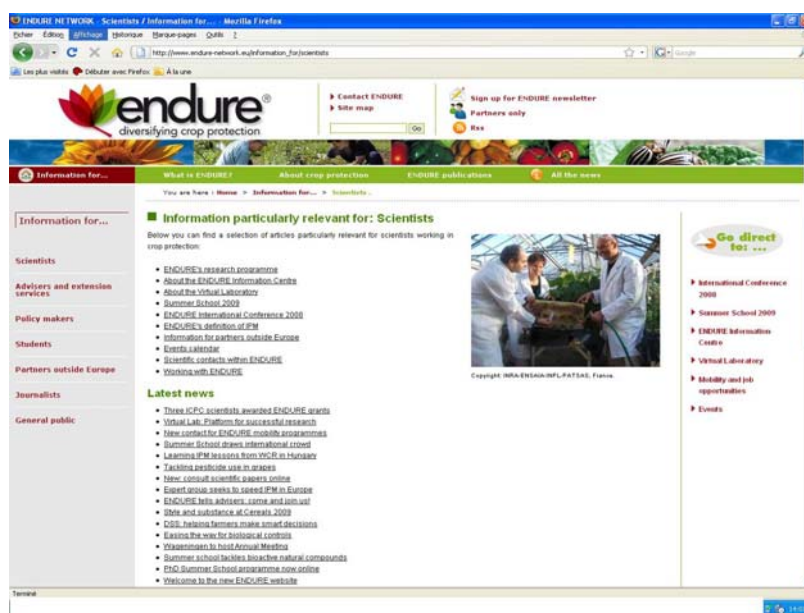
The new home page is both visually attractive and provides easy navigation for the user. Thus the left-hand column provides immediate access for different users (scientists, advisers, policy makers, partners outside Europe, journalists and general public) to pages of information judged to be particularly relevant to them.

The right-hand column offers direct access to ENDURE tools such as the ENDURE Information Centre and Virtual Laboratory (password protected until 2010).

The central bar offers access to detailed information on ENDURE and crop protection more generally, alongside access to ENDURE's publications. On the top right section are essential elements such as 'Contact ENDURE', the site map and access to the collaborative platform.

3.2 Information for scientists

Below you can see the page 'Information for scientists':



Source: www.endure-network.eu/information_for/scientists

Fixed items (to the left, right and above the main section) stay the same as is the case for each of the 'Information for...' pages. However, the central portion contains access to 10 sections deemed particularly important for scientists. This includes, for example, ENDURE's research programme, ENDURE Information Centre and Virtual Laboratory, proceedings from ENDURE's International Conference and crop protection events.

In common with the other 'Information for...' pages a selection of links to news stories is offered. In this new version of the website, the web editor can select the audiences for each news item published, thus targeting news stories at different target publics.

3.3 Information for advisers and extension services

Below you can see the page 'Information for advisers and extension services':



Source: www.endure-network.eu/information_for/advisers_and_extension_services

Here the focus has been on providing access in one mouse click to ENDURE's activities programme, training contacts, ENDURE Information Centre and ENDURE publications.

3.4 Information for policy makers

Below you can see the page 'Information for policy makers':



Source: http://www.endure-network.eu/information_for/policy_makers

Here the focus has been on providing access in one mouse click to ENDURE's policy making activities include reports from events to which ENDURE has participated, ENDURE's position paper on European pesticides legislation and key ENDURE contacts for policy makers.

3.5 Information for students

Below you can see the page 'Information for students':

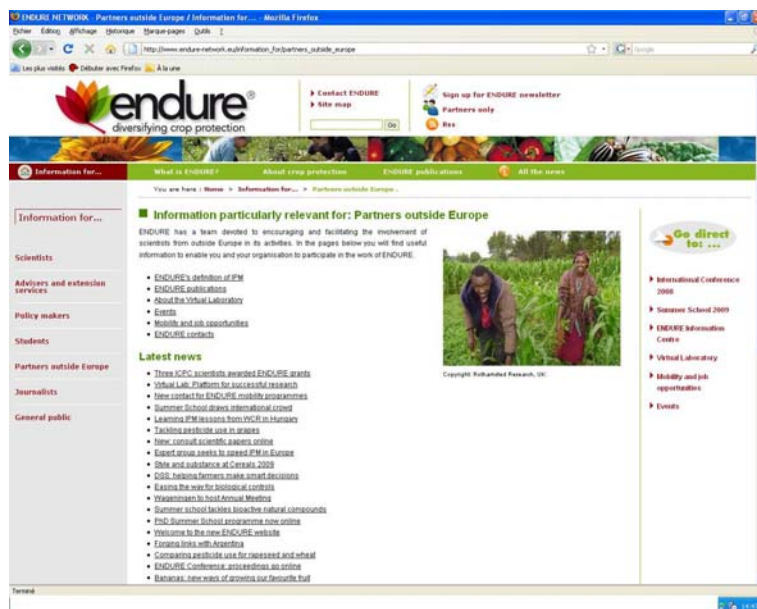


Source: www.endure-network.eu/information_for/students

Here the focus has been on providing access in one mouse click to ENDURE's Summer Schools, mobility and job opportunity pages and the proceedings of the 2008 International Conference.

3.6 Information for partners outside Europe

Below you can see the page 'Information for partners outside Europe':



Source: www.endure-network.eu/information_for/partners_outside_europe

Here the focus has been on providing access in one mouse click to ENDURE's publications, crop protection events, the Virtual Laboratory, mobility and job opportunity pages and key ENDURE contacts.

3.7 Information for journalists

Below you can see the page 'Information for journalists':

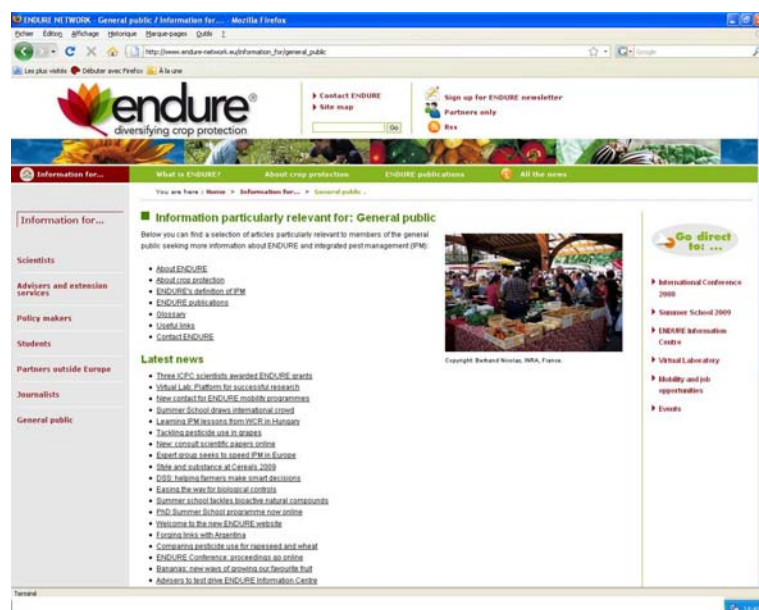


Source: www.endure-network.eu/information_for/journalists

Here the focus has been on providing access in one mouse click to information about ENDURE and crop protection in general, including scientific contacts per country, a glossary, ENDURE publications and useful links.

3.8 Information for general public

Below you can see the page 'Information for general public':



Source: www.endure-network.eu/information_for/general_public

Here the focus has been on providing access in one mouse click to information about ENDURE and crop protection in general, a glossary and ENDURE publications.

4. New content produced

The development of the new website has, of course, been accompanied by the production of new content. This was a process kick-started in January 2009 with the publication of the Network's first electronic newsletter.

These bi-monthly newsletters consist of the latest items published on the website, repackaged into the form of an email which is distributed to a global audience of almost 900 (the list continues to grow as more recipients sign up for it).

Between January and July some 49 articles have been added to the news section of the website (not including crop protection events). These incorporate a mixture of news from the Network with feature articles examining specific crops and pests, and in-depth looks at technologies or tactics being investigated for their potential in future crop protection strategies. Additionally interviews have been published online with some of the ENDURE personnel involved in these areas, including a video interview with coordinator Pierre Ricci.

Other pages also had to be produced for the new website. These include:

- About the ENDURE Information Centre
- About the Virtual Laboratory
- ENDURE's definition of IPM
- A new section dedicated to the Summer School 2009
- Scientific contacts
- Training contacts
- Partners outside Europe contacts
- Policy makers' contacts

5. Effects on web traffic

Using the services of Google Analytics we learn two things:

- ENDURE's International Conference in 2008 generated a significant amount of web traffic on the ENDURE website (around 40% of page views in June 2008)
- Traffic on the new ENDURE website in June 2009 was of an equivalent level to June 2008 and is attracting web users across a greater range of pages.

Because of the effect on web traffic of the International Conference (held in October 2008) the table below comparing web traffic for June 2008 with June 2009 needs careful interpretation.

Therefore we have given the number of page views for 2008 as an overall total and for the total not including International Conference pages (June 2008 was during the period when registrations and propositions for papers were being accepted).

Table 1: Web traffic on ENDURE website (June 2008/June 2009)

Month	June 2008	June 2009
Number of visits	1,998	1,930
Number of pages viewed	8,084 (4,761 not including conference pages)	6,686
Number of pages per visit	4.05	3.46
Average time on site	4:45	2:52

6. Annexes

6.1 Annexe 1: Press release sent to all ENDURE partner press offices and Communication Team:

Date:
29/05/09

Easy access to plant protection news

ENDURE, the European Network for the Durable Exploitation of Crop Protection Strategies, this month launches its new website, offering users quick and easy access to the information they require.

The site has been built with the needs of ENDURE's key target groups in mind. From the home page (www.endure-network.eu), users can choose to browse through more than 100 pages of information or go straight to pages that have been selected as specially relevant for them.

The site has new pages offering information specially selected for: Scientists, Advisers and extension services, Policy makers, Students, Partners outside Europe, Journalists and the General public. Visiting these pages provides users with a selection of the most relevant pages.

The new home page also offers direct access to some key ENDURE tools which will come online in the coming weeks, including the ENDURE Information Centre - a central point of reference for extending expert knowledge, recommendations and advice for extension services, advisers and researchers.

Direct access is also available to ENDURE's 2008 International Conference, where proceedings can be consulted online, an area dedicated to mobility and job opportunities, and this year's Summer School, which is being held in June and will focus on 'Modelling approaches to support integrated pest management (IPM)'.

ENDURE's website was first launched alongside the creation of the Network of Excellence in 2007. Since January 2009 it has been supported by the publication of bi-monthly electronic newsletters. Subscription to the newsletters can be made online.

Since the launch more than 32,000 people have visited the site, accounting for more than 130,000 page views. The site was created and is run by CIRAD (the French Agricultural Research Centre for International Development), in collaboration with a communication team made up of members from most of ENDURE's 18 partners.

For further information, please contact ENDURE web editor Andrew Lewer (andrew.lewer@cirad.fr) **or local contact.**

About ENDURE

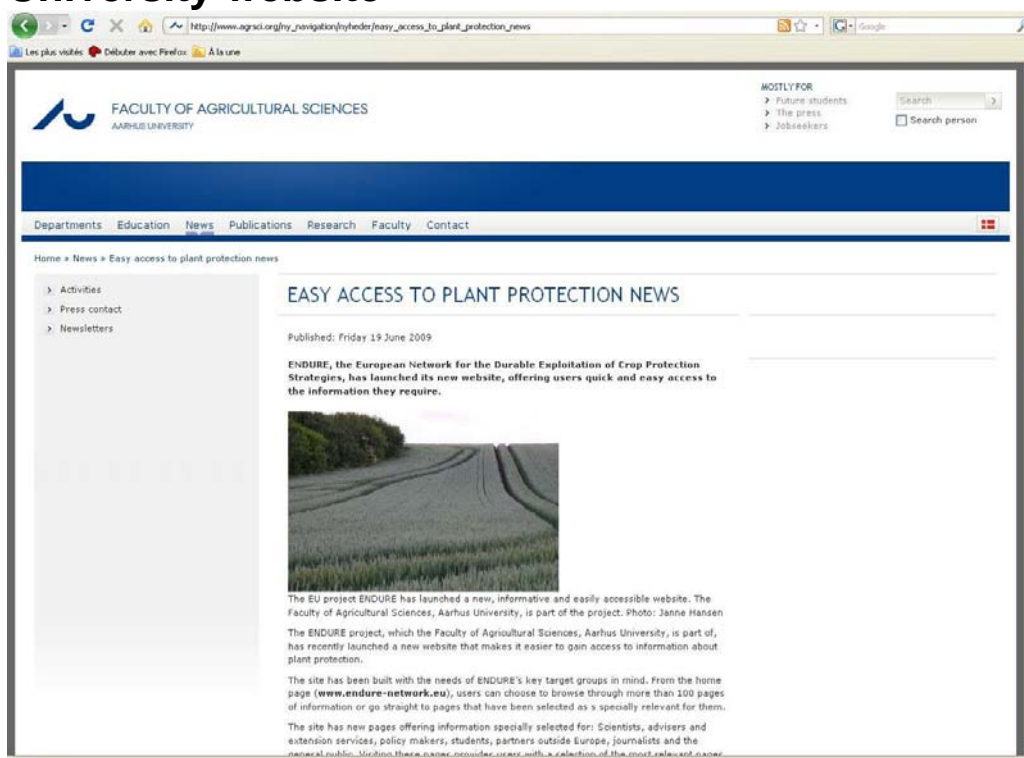
ENDURE is a Network of Excellence (NoE) with two key objectives: restructuring European research and development for the implementation of integrated pest management (IPM) strategies for agriculture across the European Union, and establishing ENDURE as a world leader in the development and implementation of sustainable pest control strategies through:



- Building a lasting crop protection research community
- Providing end-users with a broader range of short-term solutions
- Developing a holistic approach to sustainable pest management
- Taking stock of and informing plant protection policy changes.

Eighteen organisations in 10 European countries are committed to ENDURE for four years (2007-2010), with financial support from the European Union's Sixth Framework Programme, priority 5: Food Quality and Safety.

6.2 Annexe 2: New website announcement on Aarhus University website



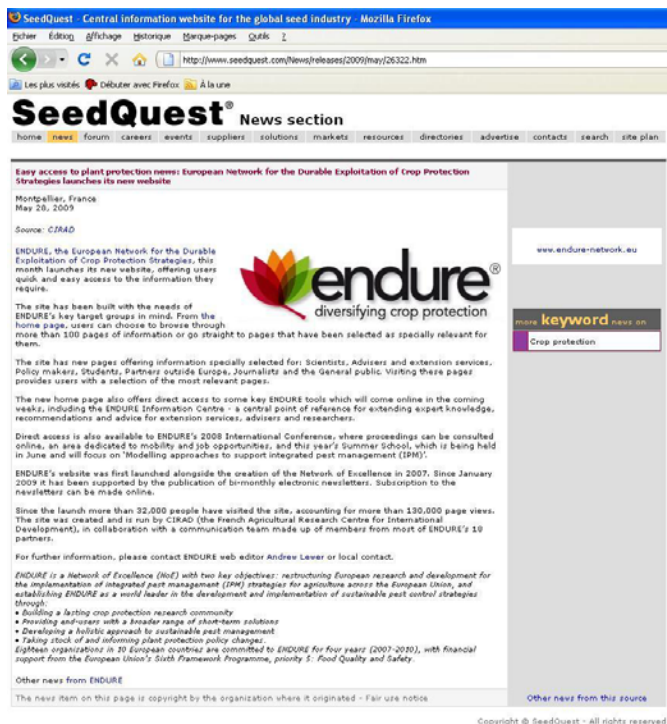
Source: www.agrsci.org/ny_navigation/nyheder/easy_access_to_plant_protection_news

6.3 Annexe 3: New website announcement on CIRAD website



Source: www.cirad.fr/fr/actualite/communiqu.php?id=1133

6.4 Annexe 4: New website announcement on SeedQuest website



Source: www.seedquest.com/News/releases/2009/may/26322.htm

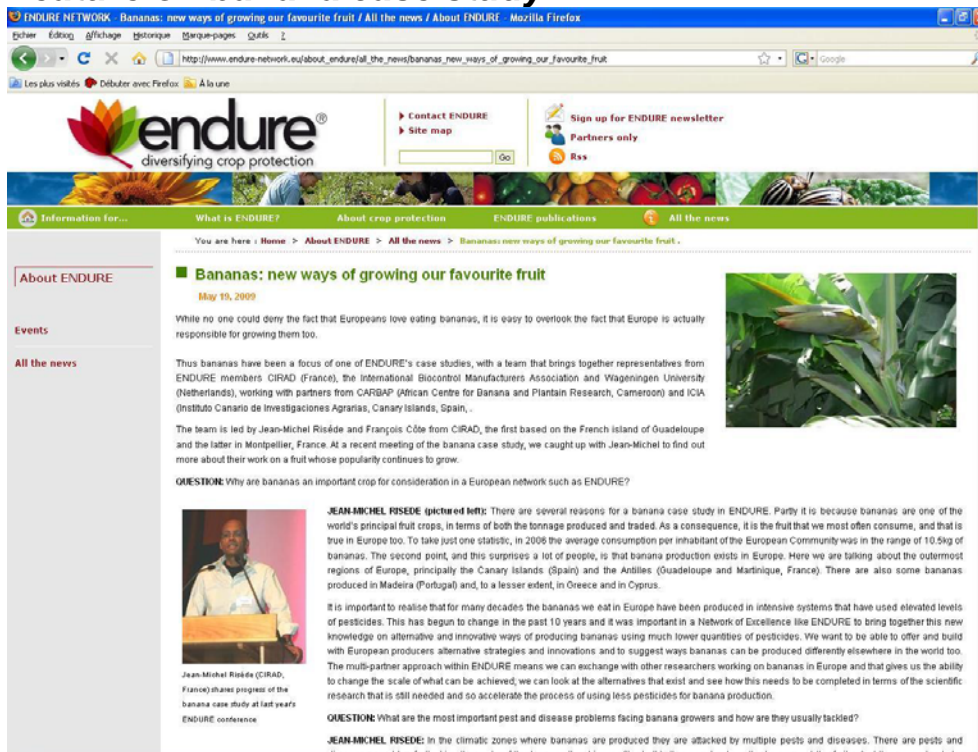
6.5 Annexe 5: Examples of new pages

Feature on biological controls



Source: www.endure-network.eu/about_endure/all_the_news/easing_the_way_for_biological_controls

Feature on banana case study



Source: www.endure-network.eu/about_endure/all_the_news/bananas_new_ways_of_growing_our_favourite_fruit

ENDURE scientific contacts

ENDURE scientific contacts

Below you can find details of the scientific representative of each organisation involved in the ENDURE Network of Excellence. To contact them, simply use the standard [ENDURE contact form](#) which will be forwarded to them straightaway.

Country	Name of institution	Scientific representative	
Denmark	AU Aarhus University	Per Nielsen Kudsik	
	DAAS Danish Agricultural Advisory Service	Jens Erik Jensen	
	INRA Institut National de la Recherche Agronomique	Pierre Ricci (Coordinator, pictured) Marco Barzman (Assistant Coordinator)	
France	CIRAD Centre de Coopération Internationale en recherche agronomique pour le développement	Jean-Louis Sarah	

Source: www.endure-network.eu/endure_publications/scientific_contact_by_country

Interview with coordinator Pierre Ricci

Interview: Pierre Ricci, ENDURE coordinator
May 15, 2009

ENDURE coordinator Pierre Ricci (pictured right) is director of INRA's Institut Sophia Agrobiotech, a French National Institute for Agricultural Research base on the Mediterranean coast, sandwiched between Nice and Cannes. With the ENDURE Network of Excellence entering its third year of operation, ENDURE's web editor, Andrew Lewer, caught up with him. You can read the interview, or watch the video (see bottom of page).

QUESTION: How would you assess the progress of ENDURE network of excellence over its first two years?

PIERRE RICCI: Crop protection specialists are working in different European countries quite separately in their own national context, and the idea of starting ENDURE as a network was to make them know each other and to collaborate more and work together. At the beginning at the start of 2007 they did not know each other very well. Now they have started working together and this community is becoming real and becoming visible. And that's important because it's at a time when legislation on pesticides - new legislation, more restrictive legislation - is coming and this will involve changes in how crop protection is done, so it's important because this community is becoming a reference point and a resource to address these questions.

QUESTION: What have been the most important outcomes of the first two years?

PIERRE RICCI: The first thing we have undertaken in ENDURE is to consider a set of specific problems which are economically important and in which chemical control is very heavily used, such as weed management on arable crops or fungal diseases in wheat or pests and diseases in orchards and so on. And on each of these questions the specialists from different countries have met together, have analysed the situations throughout Europe and have identified the difficulties, the possibilities and also the opportunities. This has led to a whole series of reports on these questions, which really provide a unique description of what it is possible to do today to reduce dependence on pesticide use and also where the difficulties are and the need for further research. All this and a number of other studies have been produced, like the potential for new technologies, for example, in European agriculture, for precision agriculture or how the advisory systems are organised in the different countries, which is often different, and so forth. So there have been a lot of outcomes in this year and importantly they have been presented to an international audience in the first conference that ENDURE organised, which was in October with an attendance of 250 or so scientists.

QUESTION: What do you expect from ENDURE in 2009?

PIERRE RICCI: All the activities are now coming to a mature stage and, more importantly, they are all interacting together so I think we will see most of the production occurring this year. An important aspect I want to underline is the establishment of the ENDURE Information Centre which is a place where advisers all over Europe will have a unique access to the best solutions that have been devised here or there, which they do not have at the moment. It has already been tested with advisers as a prototype in order to adjust this web service to their needs. [They have] expressed what they wanted to find and now it will really be implemented on a much larger scale and demonstrated at least two major events each year. I want to insist on this because it's clear that in ENDURE research is not going on its own path and is really considering the interactions with the actors at the field level in order to have a real implementation of what is done by research.

Source: www.endure-network.eu/about_endure/all_the_news/interview_pierre_ricci_endure_coordinator

6.2 Annexe 7: Example of electronic newsletter



ENDURE News, Issue 4, July 2009

Welcome to the fourth edition of ENDURE News, the electronic newsletter from the ENDURE Network of Excellence. Please feel free to share this newsletter with colleagues and encourage them to subscribe for the next edition, which will be published in September 2009.

- **LEAD STORY: Expert group seeks to speed IPM in Europe**
 ENDURE assistant coordinator Marco Barzman (INRA, France), pictured right, and Silke Dachbrodt-Saaydeh (Julius Kuehn Institute (JKI), Germany) took part in the first meeting of the European Commission's expert group on the Thematic Strategy on the sustainable use of pesticides in June.
- **PEST FOCUS: Learning IPM lessons from WCR in Hungary**
 Researchers from ENDURE's Hungarian partner, Szent István University, have gained valuable experience in participatory Integrated Pest Management (IPM) training for farmers after the arrival in the country of the destructive western corn rootworm (WCR).
- **CROP FOCUS: Tackling pesticide use in grapes**
 Large swathes of Europe are devoted to vineyards. Indeed the International Organisation of Vine and Wine estimates that in 2008 the 27 European Union member states accounted for more than half the world's vineyards, with around 3.8 million hectares of land dedicated to growing grapes.
- **STRATEGIES: Easing the way for biological controls**
 For a pest control technique that is currently enjoying strong growth, biological control of pests has a long history. In fact, as far back as the late 1800s it proved a success when citrus growers in California, USA, introduced a predatory insect and a parasitoid fly to control cottony cushion scale.
- **STRATEGIES: DSS - helping farmers make smart decisions**
 Everyone knows farming can be a difficult and complex job. Farmers have to juggle so many factors in their decision making including fluctuations in the price of inputs, in crop prices and in the weather conditions. Decision support systems (DSS) are designed to alleviate some of the stress, and hold out the prospect of significantly reducing pesticide use.
- **EDUCATION: Summer School draws international crowd**
 Seventeen PhD students from five continents gathered in the Italian town of Volterra for the second ENDURE Summer School, which was dedicated to 'Modelling approaches to support Integrated Pest Management (IPM)'.
- **ENDURE's Virtual Lab: Platform for successful research**
 An important feature of the ENDURE Network of Excellence is the creation of the Virtual Laboratory. It is a major undertaking and is set for its first public appearance in 2010. We caught up with team leader Neal Evans (pictured right), from Rothamsted Research in the UK, to find out more.
- **Three ICPC scientists awarded ENDURE grants**
 Two scientists from Africa and a third from Ukraine will be spending up to three months at ENDURE partner organisations over the coming year thanks to the network's crop protection grant scheme for researchers from International Cooperation Partner Countries (ICPC).



Source: www.endure-network.eu/endure_publications/endure_s_publications