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

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Actual submission date: M34
Start date of the project: January 1st, 2007  Duration: 48 months
Organisation name of lead contractor: CIRAD
Revision: V1

<table>
<thead>
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<td>PU Public</td>
<td>X</td>
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<tr>
<td>PP Restricted to other programme participants (including the Commission Services)</td>
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<td>RE Restricted to a group specified by the consortium (including the Commission Services)</td>
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<td>CO Confidential, only for members of the consortium (including the Commission Services)</td>
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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 Annex 1). This achieved coverage on the news aggregation service SeedQuest (global audience of 50,000), in the Danish agricultural press (Effekivet 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’:
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’:
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’:

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’:
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 2009 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)

<table>
<thead>
<tr>
<th>Month</th>
<th>June 2008</th>
<th>June 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of visits</td>
<td>1,998</td>
<td>1,930</td>
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<tr>
<td>Number of pages viewed</td>
<td>8,084 (4,761 not including conference pages)</td>
<td>6,686</td>
</tr>
<tr>
<td>Number of pages per visit</td>
<td>4.05</td>
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</tr>
<tr>
<td>Average time on site</td>
<td>4:45</td>
<td>2:52</td>
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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/communique.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

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

Interview with coordinator Pierre Ricci

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 Barrientos (INRA, France), pictured right, and Silke Dachbrodt-Rehbein (Julius-Kühn 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.

- **BEST FOCUS:** Learning IPM lessons from WCR in Hungary
  Researchers from ENDURE’s Hungarian partner, Bolyai Loránd 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 Organization of Vina and Vinya estimates that in 2006 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:** Eradicating 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 cotton growers in California, USA, introduced a predatory insect and a parasitised fly to control cotton bollworms.

- **STRATEGIES:** GIS – helping farmers make smart decisions
  Everyday crop 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, 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 Udine 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 Laboratories. It is a major undertaking and is set for its first public appearance in 2010. We caught up with team leader Neil Evans (pictured right), from Rothamsted Research in the UK, to find out more.

- **Three EPIC 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