



ENDURE

European Network for Durable Exploitation of crop protection strategies

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PP Restricted to other programme participants (including the Commission Services)	
RE Restricted to a group specified by the consortium (including the Commission Services)	

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1 ENDURE public website

www.endure-network.eu

The screenshot shows the ENDURE public website. At the top, there is a navigation menu with links: [What is ENDURE?](#), [About crop protection](#), [Human resources](#), [Staff mobility](#), [Library](#), and [International conference 2008](#). On the right side, there is a sidebar with links: [Contact](#), [Newsletter](#), [Rss](#), and [Partners only](#), along with a search box.

The main content area features a banner image of a bee on a yellow flower. Below the banner, the breadcrumb trail reads: [You are here : Home](#) > [Diversifying crop protection](#).

The main section is titled **Diversifying crop protection**. The text reads: **ENDURE, European Network for the Durable Exploitation of Crop Protection Strategies, is a network of excellence (NoE) funded by the European Union under the Framework 6 programme.**

The purpose of ENDURE is **a durable restructuring of European research and development** in order to improve understanding of the biology of crop-pest interactions, combining analytical and system-based approaches, to encourage collaboration between biologists, agronomists, economists and sociologists in designing innovative approaches to crop protection. The knowledge generated will be transferred to all stakeholders: industry, policy makers, extension services, farmers and general public.

A European network of expertise and knowledge will be developed, and progressively enhanced by teams from other Member States and countries outside Europe whose products are exported to Europe.

The network will establish itself as a world leader for the development and implementation of sustainable crop protection strategies. The creation of a European pest control consortium centre

A **NEW!** announcement is displayed: **The call for the Second mobility plan is open** with a **deadline: 30 November**.

The right sidebar, titled **... Latest News**, lists several items: [International Conference, La Grande Motte 2008](#), [ENDURE Annual Meeting](#), [The call for the Second mobility plan is now open](#), and [Summer school: welcome !](#). Below this is a link for [All the news](#) and a section for **External events** with a link for [5th International wood...](#)

2 ENDURE on the web

Keyword: endure

http://www.google.fr/search?q=endure&sourceid=navclient-ff&ie=UTF-8&rlz=1B3GGGL_frFR230FR230

Google

Web Images Actualités Maps Nouveau! Groupes plus »

endure Rechercher Recherche avancée Préférences

Rechercher dans : Web Pages francophones Pages : France

Web Résultats 1 - 10 sur un total d'environ 17 600 000 pour **endure** (0,18 secondes)

Conseil : [Recherche pour résultats en Français uniquement](#). Vous pouvez indiquer votre langue de recherche dans [Préférences](#)

[INRA - l'INRA coordonne ENDURE](#)
Le réseau **ENDURE** a été lancé le 21 février 2007 à l'INRA de Sophia-Antipolis en présence de Marion Guillou, Présidente directrice générale de l'INRA et de ...
[www.inra.fr/content/view/full/4144869](#) - 52k - [En cache](#) - [Pages similaires](#) - [À noter](#)

[ENDURE NETWORK - Diversifying crop protection](#) - [[Traduire cette page](#)]
ENDURE, European Network for the Durable Exploitation of Crop Protection Strategies, is a network of excellence (NoE) on pesticide reliance reduction.
[www.endure-network.eu/](#) - 10k - [En cache](#) - [Pages similaires](#) - [À noter](#)

[Definition of endure - Merriam-Webster Online Dictionary](#) - [[Traduire cette page](#)]
Definition of **endure** from the Merriam-Webster Online Dictionary with audio pronunciations, thesaurus, Word of the Day, and word games.
[www.m-w.com/dictionary/endure](#) - 24k - [En cache](#) - [Pages similaires](#) - [À noter](#)

[Le Cirad participe à Endure, un réseau d'excellence européen pour ...](#)
Le réseau **Endure** (European network for the durable exploitation of crop protection strategies) a pour objectif de mettre au point des stratégies de ...
[www.cirad.fr/fr/presse/communiqu.php?id=256](#) - 24k - [En cache](#) - [Pages similaires](#) - [À noter](#)

Keyword: diversifying crop protection

http://www.google.fr/search?hl=fr&rlz=1B3GGGL_frFR230FR230&q=diversifying+crop+protection&bt

Google

Web Images Actualités Maps Nouveau! Groupes plus »

diversifying crop protection Rechercher Recherche avancée Préférences

Rechercher dans : Web Pages francophones Pages : France

Web Résultats 1 - 10 sur un total d'environ 232 000 pour **diversifying crop protection** (0,12 secondes)

Conseil : [Recherche pour résultats en Français uniquement](#). Vous pouvez indiquer votre langue de recherche dans [Préférences](#)

[ENDURE NETWORK - kernel \(1\)](#) - [[Traduire cette page](#)]
ENDURE, European Network for the Durable Exploitation of **Crop Protection** Strategies, is a network of excellence (NoE) on pesticide reliance reduction.
[www.endure-network.eu/partners_only](#) - 7k - [En cache](#) - [Pages similaires](#) - [À noter](#)

[Agenda - CIRAD](#)
Diversifying crop protection Conférence internationale du réseau Endure pour le développement d'une agriculture plus respectueuse de l'environnement ...
[www.cirad.fr/fr/agenda/index.php](#) - 38k - [En cache](#) - [Pages similaires](#) - [À noter](#)

[Events - CIRAD](#) - [[Traduire cette page](#)]
Diversifying Crop Protection International conference of ENDURE (European Network for the Durable Exploitation of **Crop Protection** Strategies) ...
[www.cirad.fr/en/agenda/index.php](#) - 35k - [En cache](#) - [Pages similaires](#) - [À noter](#)

[PDF] [THE CROP PROTECTION PROGRAMME](#)
Format de fichier: PDF/Adobe Acrobat - [Version HTML](#)
systems; and **diversifying** cropping systems. 4.2 Future opportunities for **crop protection** research. 4.2.1 Development of systems level IPM systems ...
[www.research4development.info/PDF/Outputs/Lesson_learning_study_from_the_Vegetable_Cluster_with_special_e...](#) - [Pages similaires](#) - [À noter](#)

[PDF] [The Crop Protection Institute's 48th Conference & Annual Meeting ...](#)
Format de fichier: PDF/Adobe Acrobat - [Version HTML](#)
Dr. Lorne Hepworth, President, **Crop Protection** Institute **diversifying** your offerings, finding new and better ways to market what you've got, ...
[www.cropilife.ca/english/pdf/conferencehighlights00.pdf](#) - [Pages similaires](#) - [À noter](#)

[FloraCulture International - Diversification strategy encounters ...](#) - [[Traduire cette page](#)]
Spreading financial risk by **diversifying** into zantedeschia introduces its own ... be difficult diseases without a robust, chemical **crop protection** solution. ...
[www.floracultureinternational.com/index.php?option=com_magazine&func=show_article&id=78](#) - 24k -

3 ENDURE website goals

This draft looks at the development of the ENDURE website Version 1 (after Version 0) and the process of specification and site map development. It will have to be updated regularly by the communication team.

3.1 ENDURE's goals and identity

ENDURE, European Network for the Durable Exploitation of Crop Protection Strategies, is a network of excellence (NoE) funded by the European Union under the Framework 6 programme.

The overall objective of the ENDURE network is to establish a new entity as a world leader in crop protection, with the development and implementation of **sustainable pest control strategies**. ENDURE is a transnational network. A European network of expertise and knowledge will be developed, and progressively enhanced by teams from other Member States and countries outside Europe whose products are exported to Europe. **This needs to implement geographical information.**

ENDURE will explore innovative strategies: thus, **the website must be involved in the national agricultural networks where innovations are exchanged and spread.**

The knowledge generated will be **transferred to all stakeholders**: industry, policy makers, extension services, farmers and general public. Spreading and dissemination activities are particularly important to facilitate the adoption of safer and environmentally friendly crop protection approaches. This will be ensured through Higher Education programmes (universities and High Schools), training (farmers and their advisers), advice to decision makers (legal issues, regulations, national policies), dialogue with consumers and general public, and with all stakeholders, in general. This must be clearly integrated in the website functionalities: **open to diversity, though independent.**

Food safety, health and environmental issues of pesticide use are coming into force in the public. The consumers' awareness of sustainable agriculture is rather oriented toward organic agriculture, which covers about 5% of cultivated areas in Europe, while most of the growers use pesticides. Thus, **informing the public about diversified strategies** in crop protection is a goal for ENDURE communication.

The crop protection stakeholders include farmers, public services, NGO, consumers associations, policy makers and industry. The network will establish itself as an independent, scientific adviser. **In order to play that role, the dialogue with all these stakeholders needs to be organised.**

3.2 The site's goals

www.endure-network.eu is the url of the ENDURE website. It is the window of the network. It will have to spread information about the network activities.

The goal of this website is to offer to different users the information they need. It will be completed with the network production as soon as this production will be available. The nature of the production can be publications, databases, websites, actions/meetings with end-users, training and higher education. As the main objective is scientific, the knowledge available will be scientific.

The way of transferring the knowledge and the topics depend on the targeted public and may need specific communication actions and products. Its further developments have to be anticipated, to support the activities of the future European Pest Control Information Centre (EPC).

“The website will provide following information and services:

- legal information
- scientific news
- public forums open to citizens
- press releases
- event announcements
- downloading of publications
- subscribing to electronic newsletters
- intranet with specific accesses for endure partners

The web site will be in English. Publications to download or other information pieces which will be in other languages will have a summary in English.

The management of public forums will be a functionality of the web site. The feasibility of the organisational management of forums will be progressively assessed.” (Source: DoW, 2006)

4 The audience, the contributors

The website structure (back office) and navigation (front office) will be re-organised to answer the following needs:

- an access by targeted public;
- a proactive role of the communication team toward publishing, writing, asking and rewriting, with the help of an English-speaking web editor;
- special care to mutualize the existing tool as much as possible;
- the website will be barrier free (for disable persons)

From this work, the map and the entries of the website will be reconsidered.

4.1 The audience, their needs, their uses

The main publics/users of ENDURE public website are:

- **ENDURE participants and partners:**
 - they need to be informed about the network activities and results (via the collaborative workspace).
 - they are also contributors, as **resources persons, to the public website**, either by giving information to a web editor, or by direct contribution to the website.
- **Scientific community (research, universities and applied science):** this public needs **up-to-date information** about ENDURE progress and activities -- projects, partners, expertises. The first summer school, the staff mobility plan, and the International Conference of la Grande Motte scheduled for 2008, are the first main events to promote. ENDURE members participation to International Conferences can also be a source of contact with the scientific community.

The information flow has to be **as direct as possible** (peer-to-peer), in accordance with IP rights.
- **Policy makers:** this public needs personal contacts and expert advice to take middle and long-term decisions, protecting the citizens and involving the economic stakeholders.

External contents must be limited, and validated through ENDURE, mainly through selected links.

- **Extension services, farmers' advisers** (i.e. technical centres and schools, growers and rural associations, etc.): The national specialised media belong to this target. Some national websites federate specific users' communities. They know about farmers' needs and habits, they are partners for validation of the innovations with the farmers. The multicriteria assessment of current and new methods or strategies is of first importance for this public. Knowledge customised for/with them in technical sheets, guidelines, training, demonstrations by ENDURE will be published on the website.

- **Media, consumer representatives or advisers** (i.e. cultural centres and primary schools, consumers associations, garden centres, etc.): they are the main target for general public information. Uses of pesticides, their impact on public health and environment, national regulations are their main thematic topics of interest.

Innovations, regulations, ecological or health issues of ENDURE's activities can be customised for them. ENDURE members can organise discussions with the help of journalists and publish them on the website (videos, radios, written discussions).

- **Industry:** even if ENDURE experts have to give an expert advice to decision makers, the public specific needs of chemical and food industries are not different from those of the scientific community, policy makers, farmers and consumers advisers. Of course, assessment surveys are a main topic of interest.

Remarks about farmers and general public: the general web users need information in their own language and culture. The ENDURE website is in English and cannot reach this public directly.

4.2 Who contributes, and how?

The first contributors are ENDURE members, either by a direct access given to each organisation or activity, or through a member the communication team (logins and passwords as contributors). Extranets can be provided for specific needs: summer schools, Virtual Laboratory, Information Centre, etc). For the web, as for any communication document, an English-speaking editor is needed to receive the information as a text, image, audio file, rewrite it and put it online.

In conclusion the website construction by different ENDURE teams' needs a mixed system considering:

- Scientific information and data (no rewriting): tools and architecture should be given by SA3, content filled by activity leaders (login/password to the back-office)
- Human resources and scientific life, texts for the general public, specific pages for the navigation, written, and published online by a web editor
- Databases information (specific tools and treatments), customised by ENDURE (Virtual lab, Information Centre) for targeted groups (extension services, policy and decision makers/industry?): Extranet, management from the organisations servers.

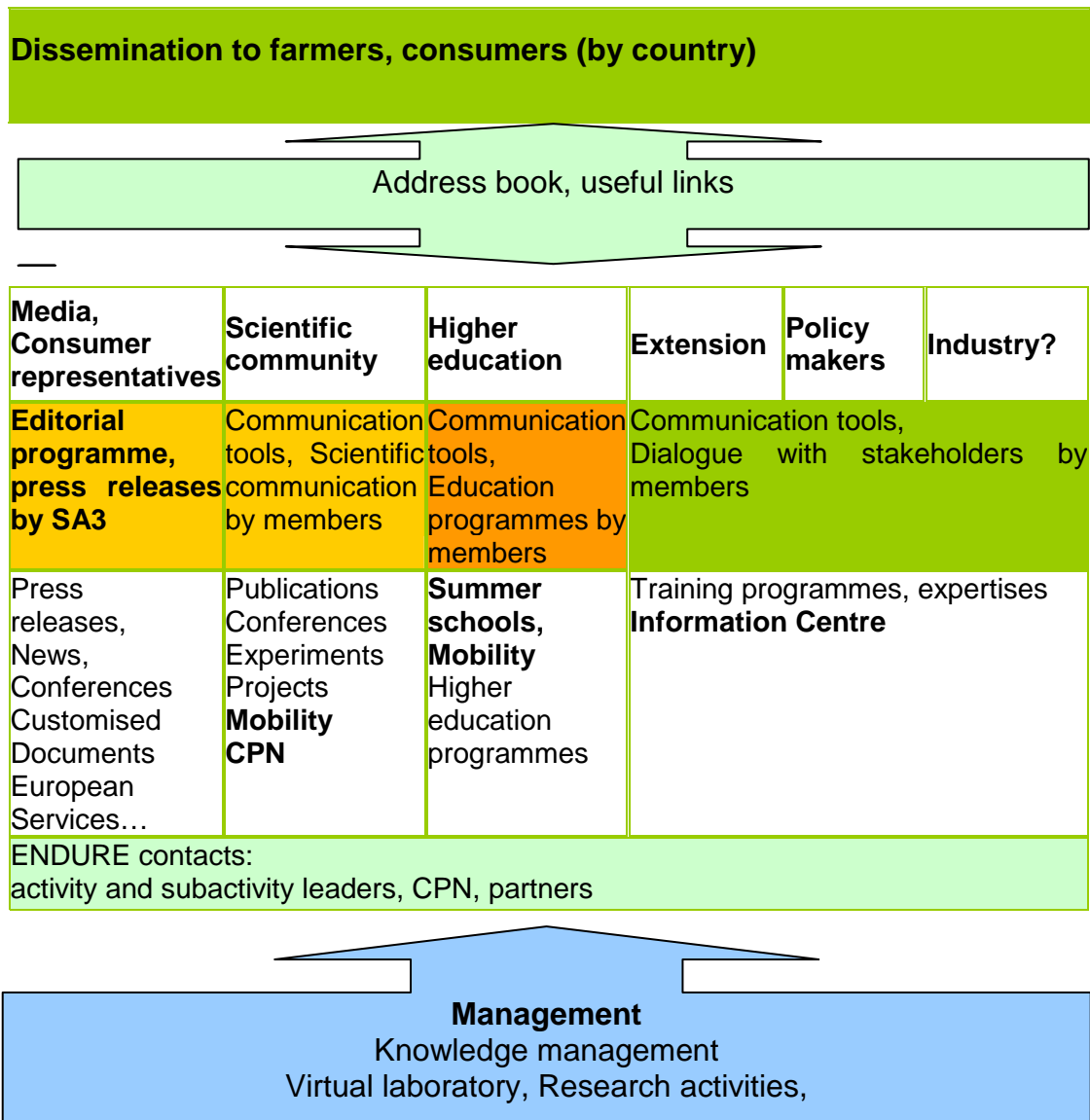
The public website can also be a mean to receive demands, remarks, opinions...

4.3 Role of the communication team

As told in 25 September 2007 meeting, the communication team role should be to implement the communication strategy, including the public website, by:

- elaborating the editorial plan (proactive role)
- monitoring/identifying ‘publishable’ information/event (reactive role)
- acting as “link” with the related activities (SA1, SA4, IA4, etc..) and partners (reciprocal information)
- ‘marketing’: it is important to make sure that the target publics are reached in each country (with partners concerned)

The communication process will be the following:



4.4 Competitive analysis

What should be the added value of the ENDURE website?

There is no real competition between the transnational ENDURE website and national others. Nevertheless, the experience of national websites about pesticides is worth being taken in account.

The ENDURE website has not to be exhaustive about pesticides, nor is it a crop protection service. But as an independent network, the website needs to be open to dialogue between all stakeholders and to produce validated science-based information.

Geographically labelled information should bring an added value to the website to spread some of the databases information.

How to build a marketing strategy?

Dissemination, marketing has a strategic importance. Links and information exchanges with the main websites visited by the targeted groups (forums) should also be one of the specifications of the public website. Precise targets (national services, well known organisations, recognised by the farmers and the consumers) should be identified with partners in each country for each group.

5 Content and functional requirements

The aim of this part of the information architecture process is to gather the pieces for creating the structure and organisation of the site.

The current approach is to complete the website with the contents available as soon as the network needs to publish them.

But the required functionalities are not always available, and the objectives of dissemination of ENDURE's expertise for networking show that major new developments will be necessary. Moreover, with more contents for each target group, the future website will be more efficient for dissemination.

An editorial programme and papers written by a web editor could help for this next version.

5.1 Contents and structure available now

At the present time, the website is structured on the basis of ENDURE organisation.

Website tools

Contact (email and identity), Newsletter (subscribe), Rss (subscribe), Partners only (login/password), Search

Homepage

Diversifying crop protection (general presentation)

Latest news (from ENDURE's activities)

External events (where to meet ENDURE scientists, feedbacks, etc.)

Content

What is ENDURE?

- Objectives
- Activities
- Partners
- About crop protection
 - State-of-the-art
 - The European legislation
 - Facts and figures
 - Selected links (by country, by target group)
- Human resources
 - Higher Education/First ENDURE summer school for PhDs
 - Training
 - Job opportunities
- Staff mobility
- Research activities
- Meetings, events (ENDURE event: La Grande Motte 2008)
- Library (ENDURE publications, start-up brochure, regulations, technical information)

5.2 Next version (customized)

With the same available contents, we would be able to customise the website for each public. A customised access would guide the users across general, customised, even specific (**in bold**) information and functionalities.

Public website	Extranets (management of users subscriptions)
Scientific community <ul style="list-style-type: none"> What is ENDURE, Who is who Human resources, staff mobility La Grande Motte 2008 Calls for projects ENDURE scientific publications and data Meetings, events (for scientists) Library, useful links (1, for scientists 2, other) 	Virtual laboratory CPN two-track system Specific functionalities to be managed from SSSUP
Education <ul style="list-style-type: none"> Summer schools Education programmes Human resources, staff mobility What is ENDURE, Who is who ENDURE scientific publications and data Meetings, events (for scientists) La Grande Motte 2008 Library, useful links (1, for scientists 2, other) 	
Policy makers <ul style="list-style-type: none"> Overviews about legal issues, risk assessment, national and international policies What is ENDURE, Who is who La Grande Motte 2008 Endure publications and data Meetings, events (all) Library, useful links (all) 	Information Centre

<p>Industry</p> <p>Overviews about legal issues, risk assessment, national and international policies Scientific issues Economic issues What is ENDURE, Who is who</p>	<p>Information Centre</p>
<p>Extension services</p> <p>Technical sheets Legal issues Training sessions Endure publications and data Meetings, events (customised) Library, useful links (customised)</p>	<p>Information Centre</p>
<p>Consumers advisers, media</p> <p>About crop protection Legal issues Facts and figures Legal issues Success stories Case studies Public events Library, useful links (customised) Transnational web data (maps, etc) Press releases</p>	<p>Specific pages (web editor) Information Centre</p>

5.3 Future site structure and functionalities

New needs to be discussed from the present site structure:

- A customised access by public from the homepage, one guide page (with FAQ) and a customised navigation in secondary pages. A sub-site for the general public? (= About crop protection)

5.4 ‘Sub-sites’ structure and functionalities

- for 'sub-sites' (i.e. Staff mobility, summer schools)
 - a 3-level navigation included in the general context, but independent; a login-password for the contributors,
 - an <iframe> opening to websites managed on other servers (extranets, databases), to keep the public-website navigation and tools (search, etc)
 - models to customise, such as application forms or “quiz” templates
- for the International Conference (la Grande Motte 2008): a conference management tool to register, to manage the scientific communications/scientific committee, the Conference programme and its publication
- for the CPN collaborative workspace: an <iframe> opening to the two-track system: an extranet with login/password.

- for the Virtual laboratory (under construction): an <iframe> opening to an extranet (login-password)
- for the Information Centre: A common home page, layout and navigation, each content being managed by the concerned activity.

5.5 Ezpublish articles functionalities

Page management (back-office)	Page content (front office) (what the visitor sees)
Content (mandatory) Title Creator keywords Description language	Content (mandatory) Title Creator
Type of page News FAQ article, sub-article application form Quiz	Specific templates and graphic aspects
By type of page	
Article Title Subtitle Introduction description Text Image/legend/copyright(organisation-author) Sound/legend/copyright (organisation-author) Video/legend/copyright (organisation-author) Extracted information (list of members, elements of the databases, etc) Comment this page See also (associated pages)	Title Subtitle Introduction description Text Image/legend/copyright (organisation-author) Sound/legend/copyright (organisation-author) Video/legend/copyright (organisation-author) Extracted information (list of members, publications, elements of the databases, etc) Comment this page See also (associated pages)
Latest news Title Date of publication Text Start-end Internal link External events Title Date of publication Text Start-end External link	Latest news Title Date of publication Text Internal link External events Title Start-end Text External link
FAQ: one page/public	Title Introduction

	Question 1, answer 1, link Question 2, answer 1, link Ask your question
Application form	Main fields to be completed Others Sending (e-mail) Reception form (xml, mail, form; table, etc)
quiz	Basic template, images Question Answers (choice) Result more... your score

5.6 Links with other websites

It is very important to create a list of the major websites used nationally by the targeted publics. The exchange of information with these websites is important for referencing and for external communication. There are two kinds of websites:

- General Websites, such as wikipedia (see annex 2), in which every member of ENDURE can complete the information and create links with ENDURE.
- Farmers, consumers, industry websites, if clearly presented, can give the users an idea of the origins of the messages they receive. Links can be established with such websites, and thus, exchanges of information.

5.7 Competences needed

The development of the website contents needs the competences of an English editor (see annex 3). The marketing activities need to be distributed among partners.

6 Editorial programme: topics, publics and contents

The website needs to be completed with contents customised for each target group. This means that each item is completed in a short or middle term.

1. For each group, presentation of the useful contents (FAQ/What are their needs/what can we offer them with a contact mail to receive their questions).
2. Scientific contents: the common research programme is the main source of subjects for articles.

6.1 Short term, first priorities, before January 2008

Who is who, where, etc... in ENDURE

Competences/contacts by country

Portraits by a web editor

Case-study (at least one or 2), among: wheat, potato, pomefruit, tomato and integrated weed management.

First target group: Extension services: technical sheets (AU, Information Centre)

For the general public (with the help of a web editor): success stories (in small articles) taken from some case studies (innovations, reduction of pesticide uses, assessment, economical studies).

Relevant issues for the general public

Environmental issues of plant protection: pesticides resistance, plant genetic resistance, natural biological processes, invading and emerging pests, pesticides uses, agricultural strategies, etc.

Legal issues.

Useful links

6.2 Middle term priorities (January-June 2008)

With the help of a web editor: Scenarios for the future of crop protection (for general public), public elements of the survey and its consequences (web editor), other case-studies. Target group: Extension services: wheat, potato, pomefruit, tomato and integrated weed management.

6.3 Longer-term priorities

To be defined in the Communication plan (M18)

6.4 Treatment of a topic/public

For the main topics, several short articles are better than one long. Sub-navigation inside a folder/topic can be necessary. Specific documents are customised for the target groups (databases, articles for scientists, technical sheets or decision systems for growers, quiz for the public, etc).

CONTENT	Scientific publics	Extension services	Media, consumer representatives or advisors
Introduction the plant and its pests	Issues, with the ENDURE point of view	Issues, with ENDURE point of view	Issues, with ENDURE point of view
Articles the varieties available, the strategies used by growers the issues of the ENDURE research programme success stories taken from some case studies (innovations, reduction of pesticide uses, assessment, economical studies)	Scientific level (databases)	Technical level	General level including links to wikipedia (by country)
See also	links to relevant web pages on	links to relevant web pages on	links to relevant web pages on

	members websites	members websites	members websites
Library	Customised for this public	Customised for this public	Customised for this public

Annex 1: Page design and metadata guidelines

Colours

The website colours and graphic identity are taken from the ENDURE graphic identity. The photographs, graphics are given by the members, their title and copyright are published.

Page design checklist

Good	Bad
Text	
<ul style="list-style-type: none"> ▪ 1–2 typefaces (fonts) per page ▪ 1–2 type sizes per page ▪ Judicious use of emphasis ▪ Headings next to text ▪ Links separate from body text 	<ul style="list-style-type: none"> ▪ Paragraphs set in all caps, bold, or italic ▪ Underlined text ▪ Coloured text that looks like a link ▪ Overuse of bold text inside the text block ▪ Links in the text block ▪ Use of graphic text for main content
Graphics and multimedia	
<ul style="list-style-type: none"> ▪ Graphics fit on the screen ▪ Suitable file format used ▪ Large multimedia files downloaded only on explicit request from user ▪ Users are informed of required plug-in 	<ul style="list-style-type: none"> ▪ Graphics are too wide for monitor ▪ Wrong format (could create large file size) ▪ Multimedia files load automatically ▪ Required plug-in dialog box appears when user requests multimedia materials
Page design	
<ul style="list-style-type: none"> ▪ Clear focal point ▪ Consistent alignment ▪ Section heads that represent document structure ▪ Page design fits on the screen ▪ Important elements at top of page ▪ Design used consistently throughout site ▪ Sufficient contrast between background and text ▪ Flexible page design transforms gracefully under different viewing conditions. 	<ul style="list-style-type: none"> ▪ Mixed alignments ▪ Blinking or moving page elements ▪ Dull pages with little contrast ▪ Confusing pages with too much contrast ▪ Inconsistent application of page design ▪ Pages that require horizontal scrolling ▪ Coloured or complex backgrounds that reduce legibility ▪ Overuse of graphic embellishments (rules, bullets, table borders) ▪ Page design does not stay intact when transformed (text enlarged, style sheets disabled)
Site structure	
<ul style="list-style-type: none"> ▪ Sensible and consistent categorization ▪ 2–3 clicks between home page and content ▪ Eight or fewer main level categories 	<ul style="list-style-type: none"> ▪ Mixed organizational schemes ▪ Confusing labels ▪ Multiple layers between the home page and actual content ▪ Too shallow hierarchy; too many top-level categories

Good	Bad
Navigation	
<ul style="list-style-type: none"> ▪ Site identifier ▪ Page name ▪ Section and subsection navigation options ▪ Descriptive link labels ▪ Descriptive page titles ▪ “You are here” indicators ▪ Site guides like Table of contents or Search ▪ Graphical links have matching text links 	<ul style="list-style-type: none"> ▪ Dead end pages without navigation options ▪ Cryptic or meaningless navigation labels ▪ No indicators of where you are in the site
Functionality	
<ul style="list-style-type: none"> ▪ All links lead to pages ▪ Any plug-ins are optional and clearly indicated with easy path to download ▪ User is always in control ▪ Pages load quickly ▪ Pages work with all systems and browsers 	<ul style="list-style-type: none"> ▪ Broken links ▪ Plug-ins required to use the site ▪ Site causes browser to crash ▪ Things happen (sound play, animations twirl, large multimedia files download) without explicit request from the user
Content	
<ul style="list-style-type: none"> ▪ Information is current and has been recently updated ▪ All pages include contact and last updated information ▪ Text is clean and free of typos and grammatical errors 	<ul style="list-style-type: none"> ▪ Last updated date more than 6 months ago ▪ No contact: no email, mailing address, phone number ▪ Unedited text

Meta-data description

Meta-data is a summary of information about the form and content of a resource. It may describe such things as the author of a work, the date of publication, or similar details that help users with classification and retrieval. Examples of meta-data include: the catalogue records used by libraries, museums, and galleries; the table of contents in a book; and an index database. In the context of web pages, meta-tags are areas of text that are hidden from the viewer of a page but accessible to browsers and robots. They are located in the <head> section of the HTML code. Search engines use meta-tags to find out more about a Web page, i.e., the search ranking (though not all search engines use meta-tags).

Guidelines

The meta-tags of most interest for search rankings are the meta-tag ‘description’ and meta-tag ‘keywords’. It is critical to include these tags on all pages in the site as a way for users to locate specific information. In particular, the following guidelines should be observed:

1. A description tag will be added to every page. This tag is used to provide a brief description of the Web page for the search result. The content of the description meta-tag should provide a concise and specific description of the page. The recommended length is 250 characters, including spaces. This is an example of the HTML syntax:
2. A keyword tag will be added to every page. The keywords tag provides words for the search engines to link to your page. Think of various words that specifically reflect the page’s content. For example, rather than use “sustainable development,” think of more particular words such as “ICTs, technical assistance, Sub-Saharan Africa.” The goal is to

allow users to quickly identify the content and know exactly what is available. This is an example of the HTML syntax:

3. Though it is not an actual meta-tag, a title will be added to each page. This is important since, if the page is bookmarked, the user can easily identify it later.
4. If the client organisation is using a customised search engine, additional meta-tags or a different set of tags might be helpful in producing better and more accurate search results. For example, the Dublin Core (<http://www.dublincore.org>) is a meta-specification being used increasingly to reflect more accurately the contents of individual pages.

Annex 2: Using encyclopaedia for general public

1. Wikipédia (www.wikipedia.fr)

To give general information to a general public, links can be created from ENDURE pages using the term of a glossary to associated pages in wikipedia.

Each dossier or sheet about a new subject can be integrated to Wikipedia by its author. A link to ENDURE open to all the subjects treated in ENDURE website.

2. Citizendium (<http://en.citizendium.org>)

The *Citizendium* (sit-ih-ZEN-dee-um), a "citizens' compendium of everything," is an experimental new wiki project. The project, started by a co-founder of Wikipedia, aims to improve on *that* model by adding "gentle expert oversight" *and* requiring contributors to use their real names.

Entry points for working groups:

- Natural_Sciences: Astronomy - Biology - Chemistry - Earth science - Mathematics - Physics
- Social_Sciences: Anthropology - Archaeology - Economics - Education - Geography - Countries of the world - Law - Linguistics - Politics - Psychology - Sociology
- Humanities: Classics - History - Literature - Philosophy - Catalog of famous philosophers - Religion - Catalog of religions
- Arts: Architecture - Music - Theater - Visual Arts
- Applied Arts and Sciences: Agriculture - Business - Computers - Engineering - Healing Arts - Health Sciences - Journalism - Library and Information Science - Media - Military
- Recreation: Games - Hobbies - Sports

3. The Encyclopaedia of life (www.eol.org)

“The Encyclopaedia of Life is an ecosystem of websites that makes all key information about life on Earth accessible to anyone, anywhere in the world. The goal is to create a constantly evolving encyclopaedia that lives on the Internet, with contributions from scientists and amateurs alike. To transform the science of biology, and inspire a new generation of scientists, by aggregating all known data about every living species. And ultimately, to increase our collective understanding of life on Earth, and safeguard the richest possible spectrum of biodiversity.”

Annex 3: Web editor

ENDURE is recruiting a web editor to join the communication team on a full-time fixed term contract.

Job description

Communication and content management of the ENDURE website is a publishing, editing and proof-reading role. This involves identification of subjects and may involve communication to the press or web editing project management.

The web editor will have to:

- monitor the documents and discussions available inside ENDURE (collaborative platform, annual meetings), submit them to the IPUDC agreement for publication
- implement the editorial plan of the web site for general and scientific public, as well as ensure that the information is accurate
- propose specific tools or communication methods contributing to the improvement the public awareness about crop protection; identify subjects for the press
- introduce and guide the different other publics to the information and dissemination tools produced for them by the network activities (ex: Information centre, high education activities, meetings, etc)
- this encompass a broad spectrum of writing and can run from writing a short article, FAQ, product description or bigger issues to creating a script.
- manage the workflow from the original information to its online publication, in close links with the network activity leaders
- develop the community-oriented information built on the basis of dialogue with the publics.
- update, revise, expand, or adapt continuously existing written material

Profile required

English native speaker or equivalent. He (she) has a background as an editor or project-managing editor

He (she) has experience in:

- writing, editing, proof reading and publishing content for websites
- content management systems (CMS)
- using web authoring packages such as Fireworks, Flash, Adobe Photoshop and Acrobat.
- producing and applying metadata.

Skills in crop protection, agronomy or ecology would be welcome.

Location: RRES Harpenden, UK or CIRAD, Montpellier, France (to be discussed)

Type of contract: Fixed term contract

Start date: January or February 2008

About ENDURE: www.endure-network.eu

ENDURE, European Network for the Durable Exploitation of Crop Protection Strategies, is a network of excellence (NoE) funded by the European Union under the Framework 6 programme. The purpose of ENDURE is a durable restructuring of European research and development in order to improve understanding of the biology of crop-pest interactions, combining analytical and system-based approaches, to encourage collaboration between biologists, agronomists, economists and sociologists in designing innovative approaches to crop protection. The knowledge generated will be transferred to all stakeholders: industry, policy makers, extension services, farmers and general public.