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DOWNSTREAM FISH MIGRATION ALONG THE LOW MEUSE RIVER



Action E1

Amelioration of the access to the information

*Report on the construction of the new web site and social
networking pages*





Révision				
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I. Introduction

Due to a lack of communication access and according to the EASME's demand, a project for the construction of a new web site independent of the Luminus website was launched in September 2020. In addition the project is accessible through social media (Twitter, Facebook, LinkedIn and Youtube).

The site includes more tabs than the preceding one. The visitor can find now can found in addition to the front page seven tabs; a description of the partners, a time line, the description of the solutions, the list of all the actions planned with EASME, all the deliverables and publications, actualities and videos. We added also the links to the social media. The site includes also a direct link to the European Commission life projects.

The website and the social networks will be updated regularly with actualities and new steps of the project.

II. Preparation

1. Supplier selection

The supplier selection was done on October 2020 according to several requirements:

- **Technical aspects : 40,0%**
- Website Design & Structure : 20%
- Social Media Approach & Channels : 12,5%
- Content & Copyrighting Services : 7,5%
- **Commercial 60,0%**
- Total Cost of Ownership (3y) : 50%
- Contractual Compliancy (T&C) : 10%

Three agencies were selected : The voice, Hungry Minds and BGF.I. The company selected for the construction of the new channels of communication was The Voice Agency.

They clearly understand our need during the selection phase and the objectives of the communication. They dimensioned the project according to our book of burden and respected the budget. They proposed us a site with six tabs (at the end we chosen seven to increase the usability). Furthermore we have a complete control of the dashboard.

We asked them to begin eh construction with the old website and respect all the obligations of the European Commission terms of communication.

2. Projected Schedule and Actual Schedule

The initial planning was respected for the submission and the awarding of the project.

Site : /		September		October				November				December				January				February					
Project : Creation of the new website		W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4		
Task																									
Presentation of Proposal	Projected																								
	Actual																								
Internal alignment	Projected																								
	Actual																								
Submission final offer	Projected																								
	Actual																								
Awarding of the project	Projected																								
	Actual																								
Validation of the first draft	Projected																								
	Actual																								
Validation of the second draft	Projected																								
	Actual																								
Final validation	Projected																								
	Actual																								

Figure 1 : Project planning

3. Financial aspect

Société	Prix HTVA
The Voice	TOTAL (HTVA)€ : 30 133,00€

III. Project realization

1. First phase

We did a first meeting with the Voice to establish what we were expecting of them and present them the first website. We discussed of all the elements they could take on it and which one we had to provide to them. We agreed on a first planning for the deliverables and the different steps of the project. We discussed the ease of use for a visitor as well as the ergonomics of the site. We fixed also a meeting with the partners to introduce themselves and say what their expectations were.

The 29th of October 2020, we organized a meeting with the partners and the agency. The partners didn't make any remark about the structure proposed by The Voice. We sent to the agency all the elements we already have (logos, texts of the old site, deliverables, pictures and videos).

Bellow the structure validated with The Voice after our meeting of the 29th of October.

- La charte graphique de Life4Fish (mentionnée dans le RFP et le Q&A) pour notre studio
- Tous les textes (en Fr, et en NL et En si tu les as aussi) qui viendront nourrir les pages listées dans le RFP. Pour rappel :
 - Accueil
 - Partenaires
 - Actions
 - Solutions
 - Délivrables

- Publications
- Evènements
- Connexion
- Recherche par mots clés
- Les logos, descriptions et liens web (sites, social media) des partenaires
- Les PDF des documents à rendre disponibles dans les pages « délivrables » et « publications ».
- Le détail des événements passés et à venir (et pour le passé du matériel photo / visuels si vous savez).
- Le logo de Life4Fish (en format .PSD idéalement)
- Tous les visuels que nous pouvons utiliser pour illustrer le site et ses sections (idéalement déjà identifiés en fonction des sections et pages qu'ils doivent illustrer)

Tableau 1 : First structure of the website

2. Second phase :

In November we asked to all the partners to send us the elements they have in their possession (last deliverables, summaries of actions, new description of their structure).

The 2nd of December 2021, the Voice sent us the first draft of the website. The 15th of December we had the feedback of the communication department. We sent some small adjustment to the Voice (utilization of the logo, selection of pictures, remarks concerning the social network). We sent the draft to the partners and decided to discuss it during the next steering committee. Until it we continue to collaborate with the Voice and the partners to collect and adjust the content of the website.

We accused a small delay due to a parental leave for the coder of the Voice.

The 13th of January 2021, during the steering committee new remarks and observation were done by the partners. They wanted to improve the structure of the website and the communication of the project. We decided to boost the communication and adopt a new plan.

During all the month of January we continued to collect different elements from the partners in order to finish the website by the end of the month.

3. Third phase

The 21th of January with all the documents in our possession we asked to The Voice to translate more elements in Dutch. Early February we validated the extra cost internally.

The 11th of February we received the final version from the Voice and the 17th we validated it.

In order to manage our self the content of the web site and the social media, we demanded the access to a dashboard in order to complete following the actualities of the project.

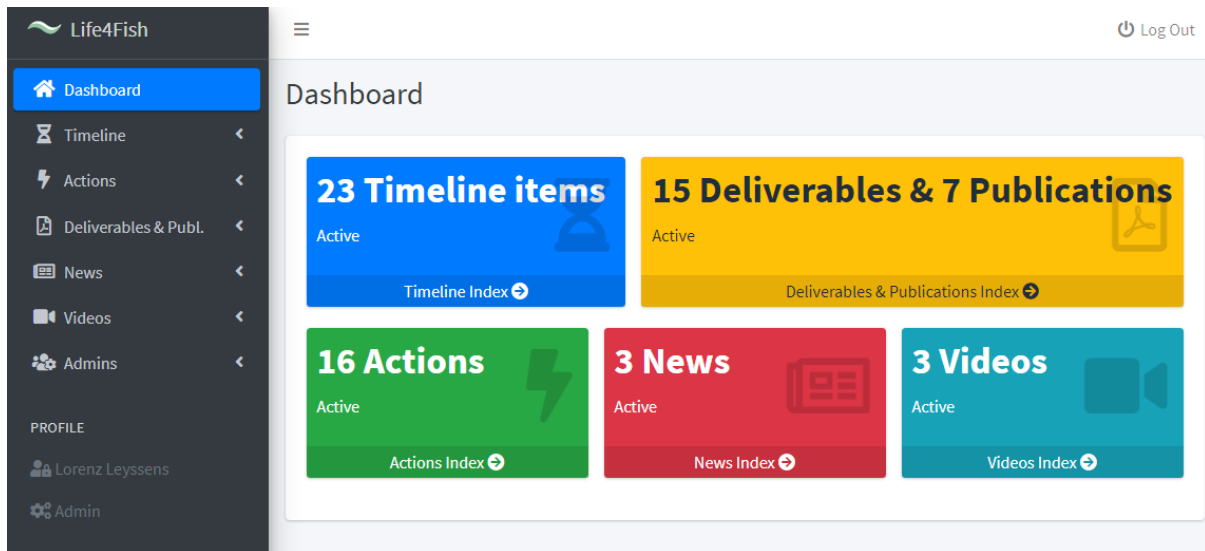


Tableau 2 : General view of the dashboard

4. Global remark

There was a 6-week delay in the completion of the site due to the many adjustments that had to be made and the difficulty in gathering certain elements.