



Erasmus+ Programme (ERASMUS)

BOOST

“BOOSTing agribusiness acceleration and digital hub networking by an advanced training program on sustainable Precision Agriculture”

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Table of Contents

Executive Summary	5
1. Project Logo.....	6
1.1 Project Logo.....	6
2. Project Website.....	7
2.1 Website Design and Development.....	7
3. Social Media Accounts	11
3.1 Facebook.....	11
3.2 Twitter	13
3.3 LinkedIn.....	14
4. Future Work.....	15
5. Conclusions.....	16



Executive Summary

The present document constitutes the “BOOST Website and social media” deliverable of the BOOST project, funded by the European Union through the European Education and Culture Executive Agency (EACEA). The main objective of BOOST is to empower students and farmers with theoretical and practical knowledge and tools to become agripreneurs in Precision Agriculture.

The document summarises the development of the project’s visual identity, the content and structure of the website and is also describing the social media channels targeted as part of the communication strategy as well as the intent of the BOOST consortium to increase general awareness of the project together with enhancing the dissemination of information and outputs.

The deliverable is developed within the framework of WP7, “Dissemination, Communication and Exploitation”, and more specifically, it is the output of Task 7.2 “BOOST Web portal”.



1. Project Logo

1.1 Project Logo

The first communication activity, necessary for coherent and effective communication, is the creation of a dedicated project identity. In this context, for the ease of identification of the BOOST identity and achieving effective communication the BOOST logo was created. The logo was inspired by BOOST topics and is a symbolic representation of the content of the project.



Figure 1: BOOST Logo

Furthermore, versions of the logo in high contrast and black & white were also developed, for use in similarly themed documents, presentations or social media posts.



Figure 2: BOOST HC and B&W Logos

2. Project Website

The BOOST website is one of the project's main dissemination tools. The project website presents the overview, including objectives, project partners and information on the research performed and results obtained as far as they are for public use. Links will be given to organisations, public bodies and projects connected to BOOST. The website follows the EU recommendation regarding usability and accessibility, and it includes the logo of the European Commission.

2.1 Website Design and Development

For the development of the BOOST project's website the next key steps were fulfilled:

1. Domain name registration. The domain name project-boost.eu was decided to be assigned as the project's main domain.
2. Reservation and activation of the info@project-boost.eu email address as a focal point for gathering requests through the website from external users and entities.



3. Hosting facilities deployment and configuration. The hosting facilities of REZOS were exploited and optimized so as to reserve the necessary resources for a sustainable and highly available website. The hosting facilities are based on a virtual host instance of a Linux server where all the necessary web, database and file servers were installed and configured.
 - a. The platform is being hosted in REZOS cloud infrastructure.
 - b. The infrastructure is maintained daily.
 - c. Continuous availability and high performance are ensured.
 - d. Broadband internet access is available.
4. Implementation of security configurations, back-up plans and antivirus protection for the hosting facilities. The goal is the web server and the overall platform to be continuously up and safely running.

For BOOST project's website was designed based on the next key axions.

1. The website will support easy registration process.
2. The overall design is aligned with EU good practice in digital vocational training.
3. The digital content produced will be highly interoperable for efficient data exchange.
4. Accessibility features will take into account people physically challenged.

The website structure is:

1. Main page with key information about the project.
2. Partners page. The page which holds the information for all the partners.
3. Deliverables page. The page focuses on the key results of each work-package.
4. Courses. The page will host all the digital courses which will be developed by the consortium's partners.
5. Login facility. An easy tool for quick registration.



The main technical features are the following:

- The website is based on open-source ICT technologies.
- High sustainability features and low maintenance costs are ensured.
- The website is highly usable and incorporates accessibility features for various target user-groups.
- The UI/UX front end is functioning equally well in both desktops, laptops and mobile devices (responsive design).
- Support of multiple languages.
- Advance back-end tools are offered for efficient management the website.
- The back-end supports multiple users of various rights-access levels and roles.
- The users are divided to platform administrators, trainers, and trainees.
- The technologies used are primarily web-based technologies and open-source relational databases.

BOOST will ensure that the website will remain active for 5 years after the project ends.

Landing page:

<http://project-boost.eu>



Our Purpose

The BOOST Erasmus+ funded project aims to boost agribusiness acceleration and digital hub networking by providing a sophisticated business training programme for the application of sustainable Precision Agriculture (PA) methodologies on management, entrepreneurship & marketing, networking, and digital transformation through new organisational models (agribusiness incubators/accelerators, access to digital hubs for experimentation and knowledge dissemination), by linking Higher Education (HE), Vocational Education and Training (VET), Research and Technological Development (RTD), Farmers and Associations in a common framework based on their real training needs in PA.



Project Coordinator

The Partners

The project consortium is composed of Universities, Vocational Education and Training providers, Companies providing advanced business training programmes to companies/farms, Companies providing Digital transformation services to companies/farms, Public organisations providing advanced research and consulting services to companies/farms, and Organisations providing advanced PA technologies services.



Co-funded by the Erasmus+ Programme of the European Union



Figure 3: Project BOOST Landing Page

Login with your site account

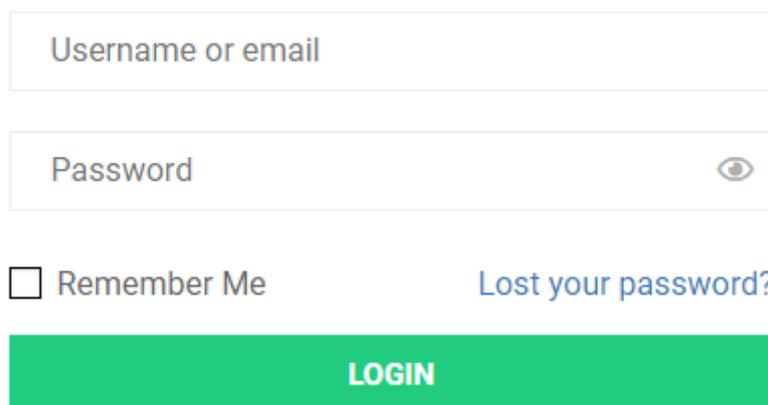
The login form consists of two input fields stacked vertically. The first field is labeled "Username or email" and the second is labeled "Password". To the right of the password field is an eye icon for toggling visibility. Below the fields is a checkbox labeled "Remember Me" and a link labeled "Lost your password?". At the bottom is a large green button with the text "LOGIN" in white capital letters.

Figure 4: Login Page

3. Social Media Accounts

Social media is the term used for technologies and online resources that allow for the creation and sharing of information, opinions, ideas and other forms of expression to promote discussion and networking. Social media platforms involve a range of technological tools and social interaction. They combine a variety of formats, such as text, photos and audio-visual content.

Three social media accounts have been registered for the BOOST project: Facebook, Twitter and LinkedIn. These platforms have been selected to communicate BOOST and maximize dissemination of the project results to a wide public audience. Project partners are encouraged to visit these links and disseminate them to their professional, institutional and private networks. Links to the BOOST social media are also available on the project website. Evaluation of the accessibility and of these social media platforms will be made based on performance metrics, such as number visits, followers, likes, comments etc.

3.1 Facebook



<https://www.facebook.com/profile.php?id=100087432529862>

Facebook is one of the most popular social networks and was the first social network to surpass one billion registered accounts while currently sits at more than 2.89 billion monthly active users. The BOOST profile on Facebook targets the wider public that is interested in agribusiness, digital hubs, precision agriculture and digital transformation.

Figure 5 BOOST Facebook page



3.2 Twitter



[https://twitter.com/BOOST ProjectEU](https://twitter.com/BOOST_ProjectEU)

Twitter is an online news and social networking service, where short news is made public to a wide range of subscribers and from a variety of backgrounds and remains one of the key sources for current affairs in modern society. Users can discover what people are talking about all over the world and reach new and large audiences. Keeping an eye out for relevant topics and hashtags related to BOOST and with the right content and timing, the project could reach hundreds of followers. Through relevant and popular hashtags, the consortium can connect with people who may be interested in the project and encourage them to follow BOOST across all our social media accounts, thus increasing public awareness and dissemination of the results.

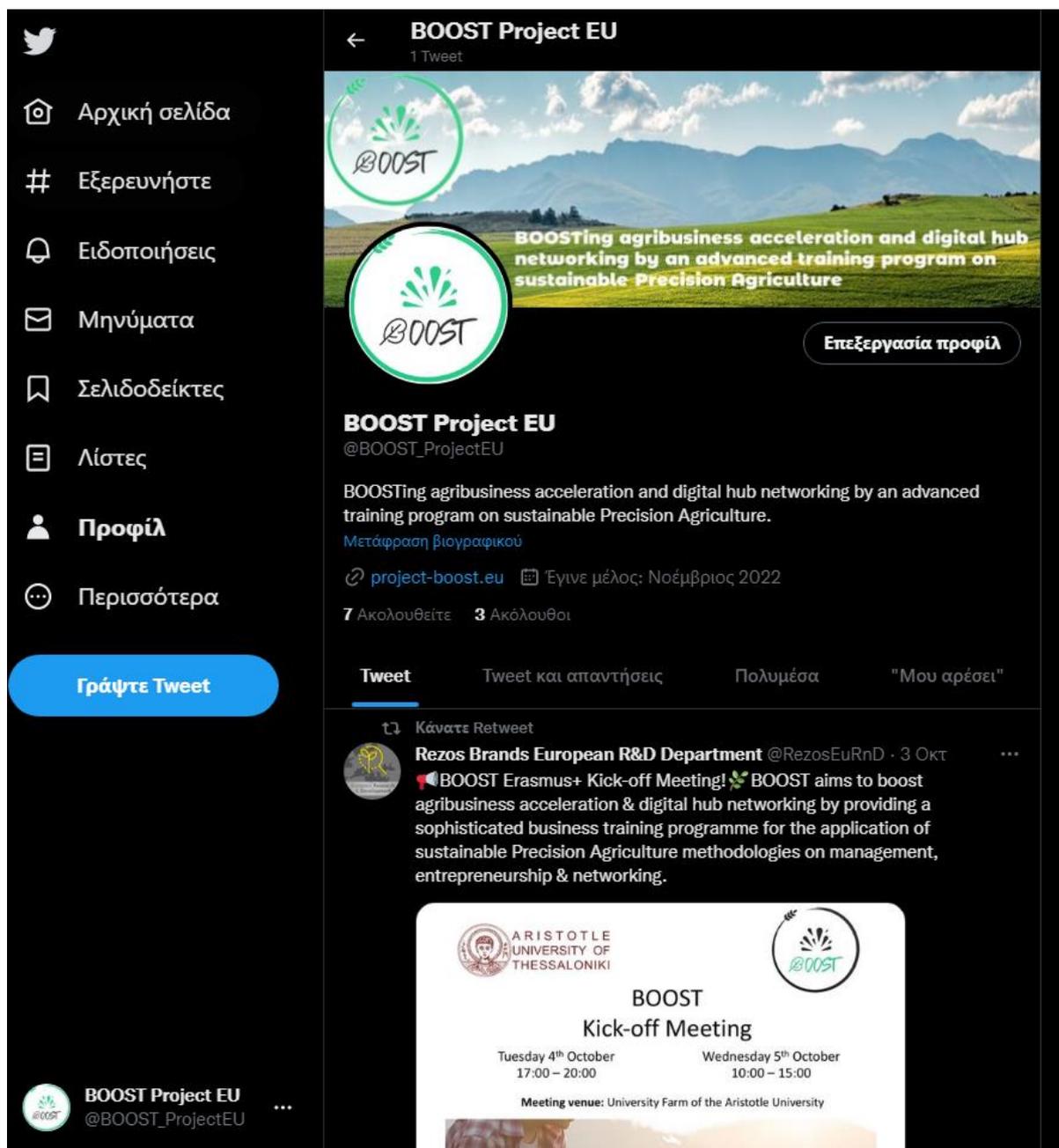


Figure 6: BOOST Twitter page

3.3 LinkedIn



<https://www.linkedin.com/company/boost-project-eu/>

LinkedIn is promoted as a networking platform for the professional community. It allows registered members to establish connections with people they want to network with professionally. Furthermore, it enables individuals and organisations to create profiles and connections with each other, search for relevant profiles using specific keywords as well as post and react to articles. The BOOST LinkedIn page aims at gathering the expert community



related to the project’s topics of interest and allow them to be informed about the latest developments, results and impact.

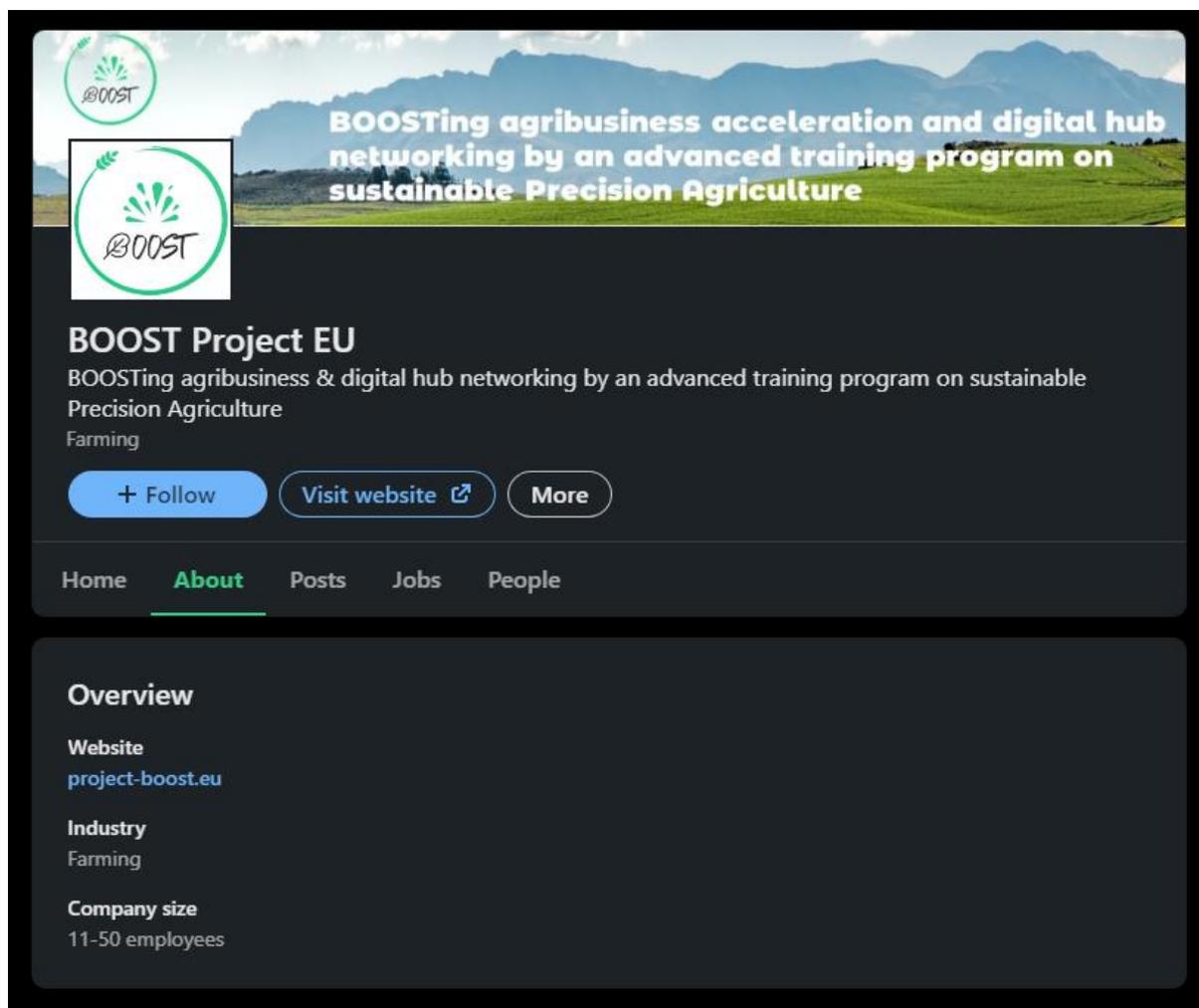


Figure 7:BOOST LinkedIn Page

4. Future Work

Future work will include continuous improvements of the BOOST website and addition of technical and visual material that will be updated on a regular basis by the consortium partners. The website was created and will be maintained by REZOS.



Monitoring of the website using analytics, will include the mapping of new visitors, return visitors, languages used, and countries reached. The website and social media accounts will be updated based on the project progress monthly and/or whenever necessary.

5. Conclusions

This deliverable has outlined the approaches and some activities, that have been taken to the core components of the BOOST dissemination and communication actions namely the Logo, Website and Social Media.

The BOOST website is a key element of the project's dissemination strategy. It will ensure the visibility of the project, facilitate the dissemination of the project's results and promote their exploitation. Moreover, the project's Social networks presence is ensured through the creation a Facebook page, as well as a LinkedIn and a Twitter account.

In the coming months and years, all BOOST communication channels will continuously form and develop as the project grows and they will be used to regularly provide updates about the project.