

Project co-funded by the European Union and national funds of the participating countries



**Deliverable. 2.3.1**

**Project ID, website**

**BIOPROSPECT:** Conservation and sustainable capitalization of biodiversity in forested areas

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|-------------------------|---|
| <b>Project title</b>    | Conservation and sustainable capitalization of biodiversity in forested areas (BIOPROSPECT)     |
| <b>Call identifier</b>  | Interreg V-B "Balkan-Mediterranean 2014-2020" Transnational Cooperation Programme               |
| <b>Project acronym</b>  | BIOPROSPECT   |
| <b>Starting date</b>    | October 20th, 2017  |
| <b>End date</b>         | October 19th, 2019  |
| <b>Funding scheme</b>   | European Regional Development Fund (ERDF), Pre-Accession Assistance (IPA) Fund / National Funds |
| <b>Contract no.</b>     | BMP1/2.1/2336/2017  |
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| <b>Deliverable no.</b>  | 2.3.1   |
| <b>Partner</b>          | Exhibition Research Institute (IEE, PP3)  |
| <b>Deliverable name</b> | Project ID, website   |
| <b>Work Package</b>     | 2   |
| <b>Date</b>             | 28/9/2018   |

## **FOREWORD**

This document provides all related information and description of the material and services that were created in order to achieve the communication and dissemination of the BIOPROSPECT project and its results, within the context of Deliverable 2.3.1, which includes the design and development of the project's ID and also the design and launch of the project's official website.

## **EXECUTIVE SUMMARY**

This report includes a description and presentation of the BIOPROSPECT project ID and website development, part of Deliverable 2.3.1, of Work Package 2, Project Communication & Dissemination. This Deliverable runs throughout the project, from 20/10/2017 to 18/10/2019 (24 months).

The BIOPROSPECT project ID is divided in two parts: **I) the design of project logos and templates, II) the design and production of the project memorabilia.** The final part of this report includes all the information regarding **III) the development, hosting and features of the project's official website.**

The design of project logos and templates includes:

- The official project logo
- Templates for communication material, such as leaflets and brochures
- Project Newsletter template

The design and production of the project memorabilia, includes:

- Production of cups with the project official logo
- Production of hats with the project official logo
- Production of pens with the project official logo
- Production of notebooks, size A5, with the project official logo
- Production of USB sticks with the project official logo

The part of this report regarding the project's official website, analyses the design process that was followed in order to develop the website, choose its domain name and develop all the features that would lead to a user- friendly website environment that has the potential of presenting the project outcomes, news and results in an optimum way. More specifically, the BIOPROSPECT website includes:

- A dynamic webpage, developed in Wordpress
- Content display in two languages (English, Greek)
- Administrator- friendly content , easy to manage
- Customized template
- Photo slideshow on the HOME page
- Adjustable dropdown menu
- Video attachment and reproduction properties
- Search Engine Optimization (SEO)
- 100% connect ability to social media tools
- Customized domain name
- Hosting and maintenance in reliable servers for four years