



Sustainable Weed Management in Agriculture with Laser-Based Autonomous Tools

D6.1 – Launch of the project website and social media channels and accounts



Co-funded by the Horizon 2020 programme
of the European Union

[This page intentionally left blank]



Acknowledgement

WeLASER is a project co-funded by the Horizon 2020 Research and Innovation Programme of the European Union under the call “Food security, sustainable agriculture and forestry, marine and maritime and inland water research and the bio-economy” and the topic “Integrated health approaches and alternatives to pesticide use”

(H2020-SFS-04-2019-2020)

Grant agreement N. 101000256

Disclaimer

The views and opinions expressed in this document are solely those of the project, not those of the European Commission.

Deliverable number	D6.1
Work-package Task	WP6
Work-package leader	CSIC
Deliverable type *	Report
Dissemination level**	Public
Status –Version	V1
Contractual delivery date	December 31st, 2020
Actual delivery date	December 31st, 2020
Start date/end date of the project	October 1, 2020 / September 30, 2023
Author(s)/contributor(s)	Pablo Gonzalez-de-Santos (CSIC)
Approved by	Pablo Gonzalez-de-Santos (CSIC)

* Report; Prototype; Demonstrator; Other.

**Public; Restricted to other programme participants (including the Commission Services); Restricted to a group specified by the consortium (including the Commission Services); Confidential, only for members of the consortium (including the Commission Services).

[This page intentionally left blank]



EXECUTIVE SUMMARY

This document describes the status of the WeLASER project website, the WeLASER social networks and the WeLASER video platform at the time of launching them. The act of launching it is, in fact, the deliverable itself.

The document is envisaged to be uploaded, as a deliverable, at the WeLASER account in the FUNDING AND TENDERS PORTAL of the EC.

[This page intentionally left blank]



TABLE OF CONTENTS

Executive summary.....	5
Table of Contents.....	7
1. Introduction	9
2. WeLASER website.....	9
2.1. Website domain	9
2.2. Content management system.....	9
2.3. Website content	9
2.4. Policies	13
2.5. Website statistics	13
3. LinkedIn.....	13
4. Twitter	14
5. Facebook	15
6. YouTube.....	16

[This page intentionally left blank]



1. INTRODUCTION

This document briefly describe the design of the communication and dissemination tools developed under the WP6- Knowledge spread and innovation management. These tools are **(i)** the WeLASER project website, the WeLASER social networks and the WeLASER video platform. The document is to be uploaded at the WeLASER account in the FUNDING AND TENDERS PORTAL of the EC to fulfill with the delivery.

2. WeLASER WEBSITE

The WeLASER website aims at being a reference for people interested in the project objectives, activities and results. Furthermore, for WeLASER partners, the website will be a repository of restricted deliverables, presentations at project meetings and other project related information. The WeLASER website is devoted to depict the project objectives, outline its main goals, define the roles of partners, state a timeline of work, etc. and will be an essential mechanism for communication and dissemination of the project results. Furthermore, the website will update the project work, communicating future events and news on the project progress and its activities.

CSIC is the responsible partner for WeLASER website design and management. The main structure has been subcontracted according to the Grant Agreement. CSIC is in charge of updating the website as needed and is open to receive inputs and suggestions from the partners concerning the website contents.

2.1. Website domain

The domain of the WeLASER website is www.welaser-project.eu and it is hosted at CSIC corporative hosting (Hosting-SGAI) with no hosting limit.

2.2. Content management system

The WeLASER website has been built with WordPress, an open-source content management system (CMS) for creation and management of web pages.

2.3. Website content

The map of the website illustrating the parent pages and single pages is illustrated in Fig. 2.1. Figures 2.1 to 2.4 illustrate some of the website contents for personal computers. Figures 2.5 and 2.6 illustrate the aspect of the WeLASER webpage in other portable devices (smartphones and tablets).



Fig. 2.1. Map of the website



Fig 2.2. Upper part of the website home page

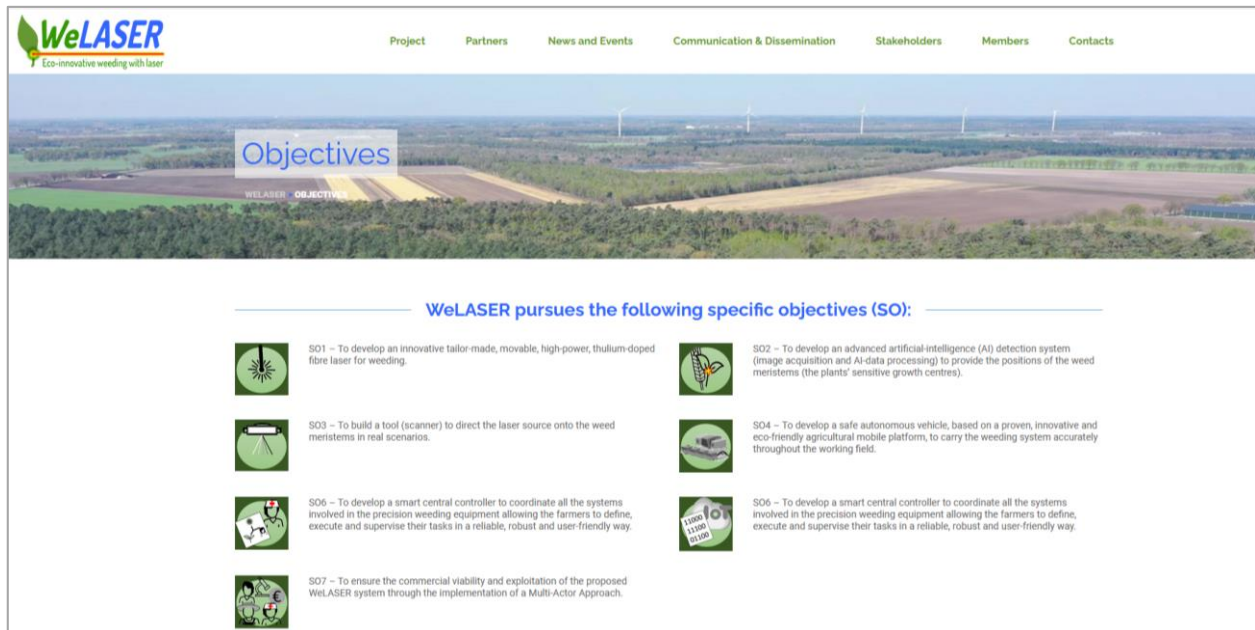


Fig. 2.3. Project objectives page



Fig. 2.4. Partners → CSIC page



Fig. 2. 5. WeLASER website on a smartphone screen

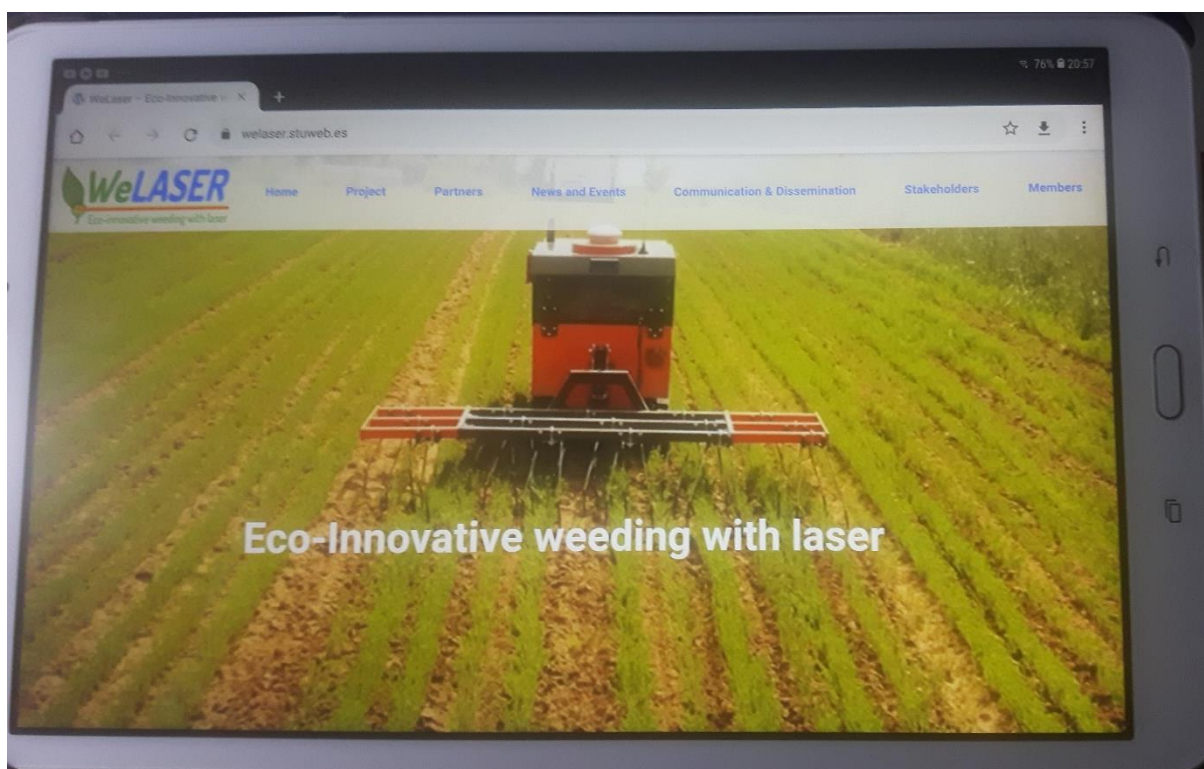


Fig. 2. 6. WeLASER website on a tablet screen

2.4. Policies

The Privacy and Cookie Policies of WeLASER website ensure that personal data of users is processed according to the General Data Protection Regulation (GDPR).

2.5. Website statistics

WeLASER will monitor its statistics through the Google Analytics platform, a popular platform for website analytics which allows us to analyse various data aspects of website performance. This platform will allow keeping track of our website performance and planning reactive communication strategies. Personal data appearing on the website will be processed according to GDPR.

3. LINKEDIN

LinkedIn is a business and employment-oriented online service used for professional networking. WeLASER LinkedIn is accessed through the link

<https://www.linkedin.com/company/67219496/admin/>

The home page is illustrated in Fig. 3.1.

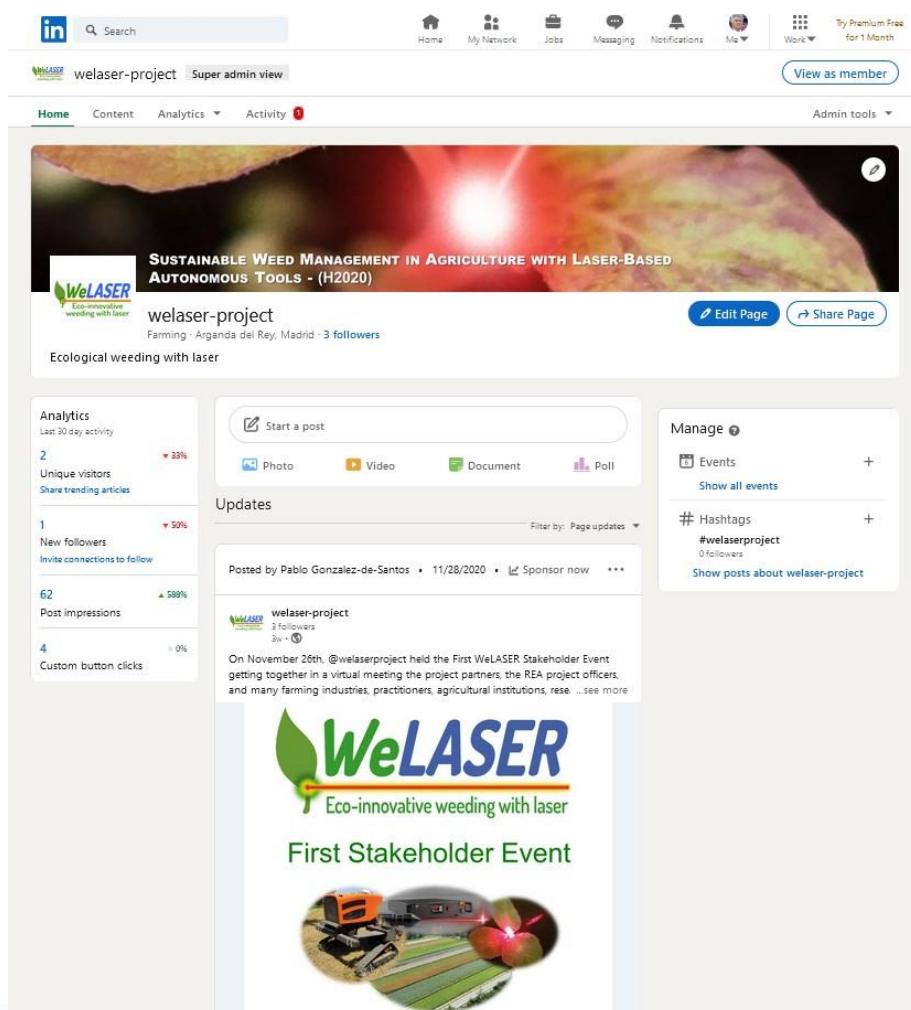


Fig. 3.1. WeLASER home page in LinkedIn

4. TWITTER

Twitter is a microblogging and social networking service on which users post and interact with messages known as "tweets". Twitter is an effective way for quick communication.

WeLASER twitter is accessed through <https://twitter.com/welaserproject>. Figure 4.1 illustrates the main page of WeLASER Twitter.

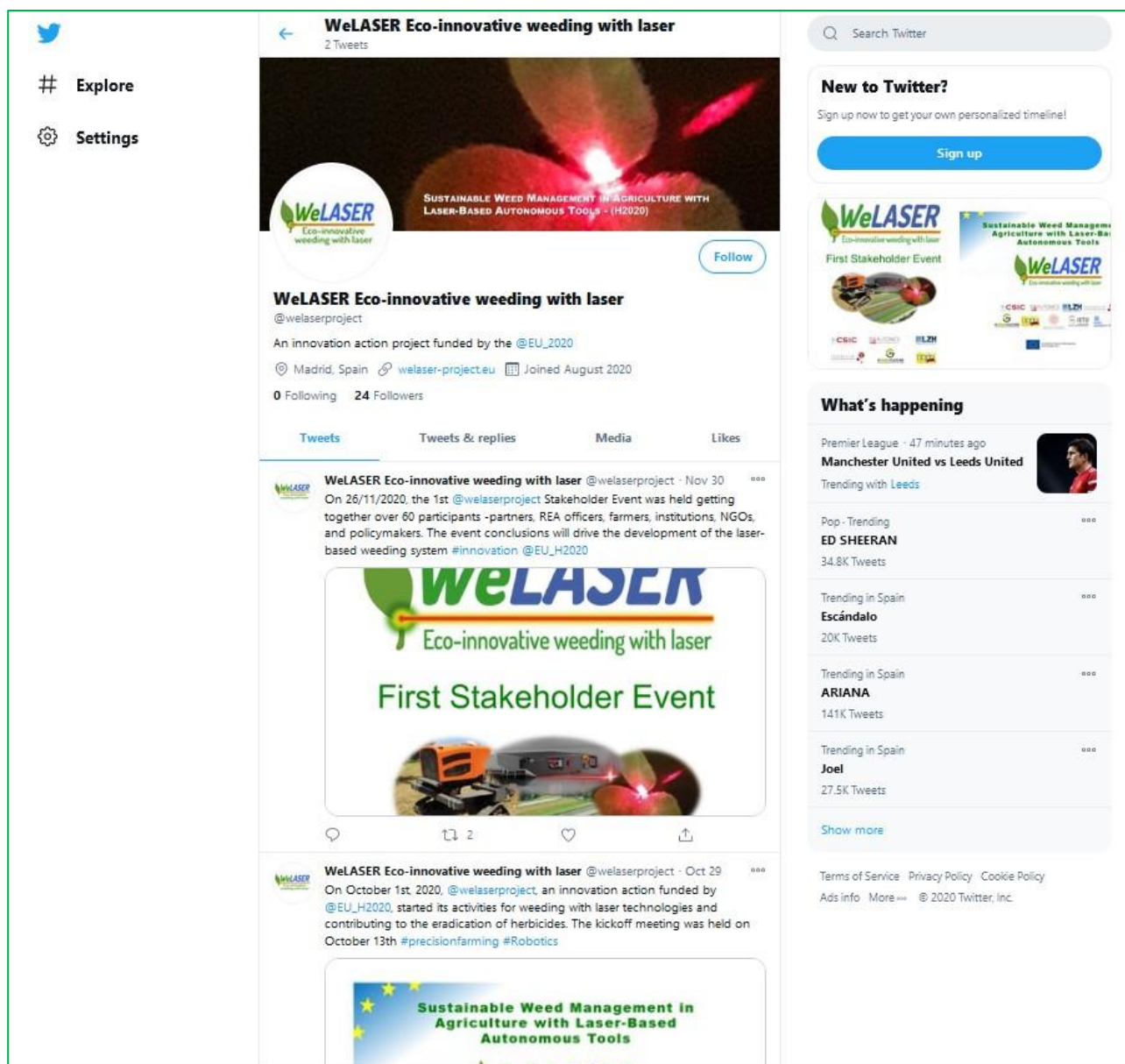


Fig. 4.1. WeLASER home page in Twitter

5. FACEBOOK

Facebook is an online social media and social networking service very effecting in communication.

WeLASER Facebook can be accessed through the link

https://www.facebook.com/Welaser-project-103771498170178/?modal=admin_todo_tour

WeLASER main page in Facebook is illustrated in Fig. 5.1.



Fig. 5.1. WeLASER home page in Facebook

6. YouTube

YouTube is an online video-sharing platform that allows users to upload, view, share, add to playlists, report, comment on videos, and subscribe to other users. YouTube offers a wide variety of user-generated and corporate media videos. YouTube is an extraordinary tool to disseminate videos on project results. The WeLASER YouTube channel is accessed through the link

<https://www.youtube.com/channel/UCGtnXCI44WPgn15HCn5EamA?app=desktop>.

The WeLASER YouTube channel present the aspect illustrated in Fig. 6.1.

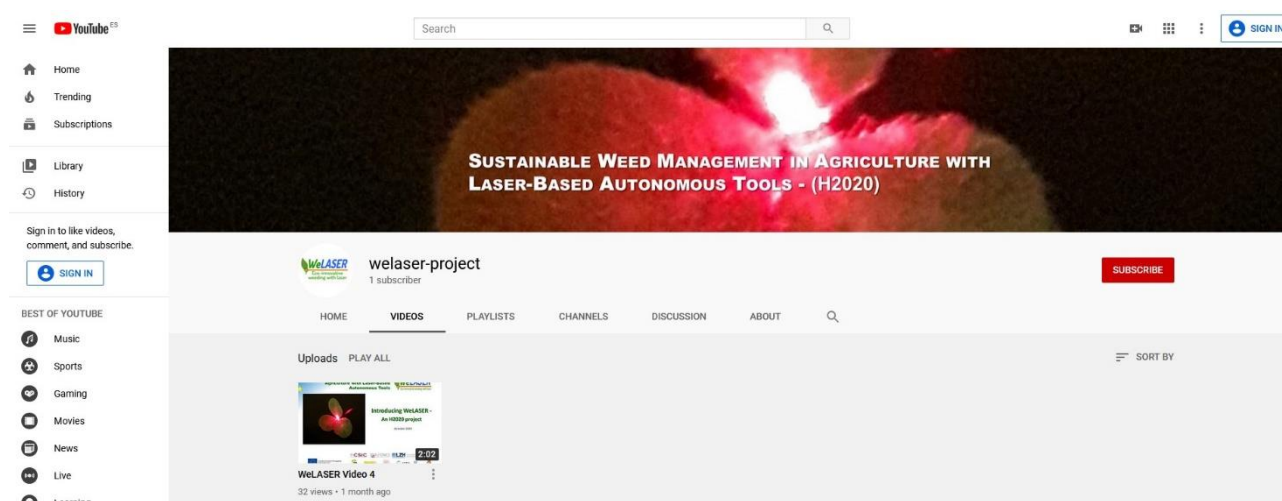


Fig. 6.1. WeLASER home page in YouTube

