greenGain.eu

D 3.5

Plan for continued implementation of web-based information after project lifetime

26. 06. 2017

About greenGain project

The greenGain project is looking for solutions to increase the energy use of biomass feedstock coming from landscape conservation and maintenance works (LCMW) carried out in the public interest. The main target groups are regional and local players, who are responsible for maintenance and conservation work and for the biomass residue management in their regions. Moreover, the focus will be on service providers - including farmers and forest owners, their associations, NGOs and energy providers and consumers.

The three year project which started on January 2015 is supported by the Horizon 2020, European program to foster research and innovative solutions in the EU. The project is gathering partners and researchers from Germany, Italy, Spain and Czech Republic. Researchers will map biomass potential coming from landscape conservation and maintenance work, various technological options to utilise it, identify possible obstacles and provide recommendations to a wide range of stakeholders in the EU 28.

Project coordinator

Project partners

About this document

This report corresponds to D 3.5 Launch of web based information platform of greenGain. It has been prepared by:

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Duration:	36 months

Work package	WP 3: Creating an EU knowledge platform for LCMW feedstock and reach the commitment of non-project LCMW stakeholders
Task	Task 3.4: Development of a web based information platform and other visualisation
Lead contractor for this deliverable	CZ Biom
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Dissemination Level		
PU	Public	x
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services):	
CO	Confidential, only for members of the consortium (including the Commission Services)	

Version	Date	Author(s)	Reason for modification	Status
0.1	2017-04-28	Jan Doležal	First draft	Done
0.2	2017-06-15	Jan Doležal	Structure and content revision based on the feedback received from COALS and FNR	Done
1	2017-06-26	Jan Doležal	Improving the draft with feedback from CIRCE and FNR	Done

Summary

The greenGain.eu INFORMATION PLATFORM is a website in English language launched within the greenGain project at the beginning of 2016 which provides information about biomass from landscape conservation and maintenance work and in particular about the potential of this biomass as a source of renewable energy.

This document provides a basic description of the PLATFORM, and indicates the plan and measures for continual operation of the website after the end of the project lifetime (i.e. after 31. 12. 2017). Since the project website (https://greengain.eu) and the PLATFORM (https://greengain.eu/platform) use the same domain (https://greengain.eu), this document partially covers also the project website.

CZ Biom as 3.4 task leader will fully support the website in the years 2018 – 2019, covering domain and hosting fees and managing the content. In the period of M31 – M36 CZ Biom will continue in promoting and preparing the PLATFORM for the end of the project implementation period, and it will be actively (with assistance of the Consortium) seeking additional interested third parties (outside the greenGain Consortium) who are willing to cooperate on the website after 12/2017, add new content and/or potentially overtaking the general management and investments in future domain/hosting fees and web development. Any possible upcoming updates to this plan will be part of the D2.9 Final PUDF whose due date is in M36 (December 2017).
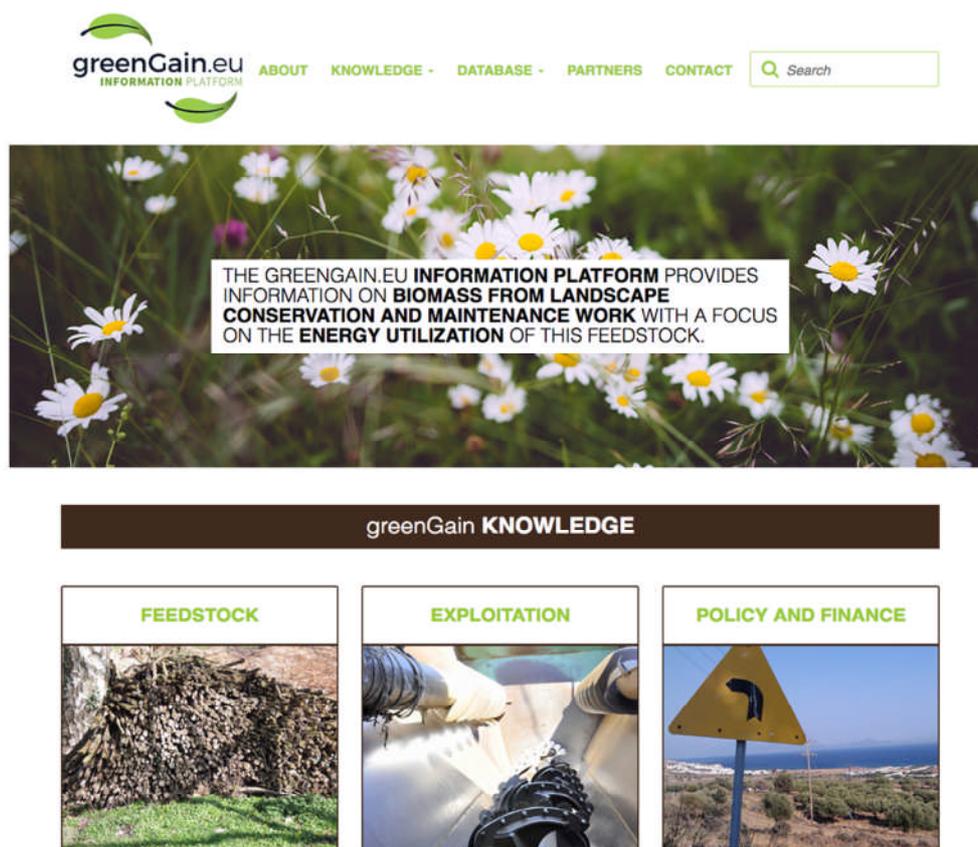
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The greenGain.eu INFORMATION PLATFORM

1. Introduction

The greenGain.eu INFORMATION PLATFORM (or shortly PLATFORM) is a website in English language launched within the greenGain project since the beginning of 2016 with the aim to provide relevant information about biomass from landscape conservation and maintenance work and in particular to raise awareness regarding the potential of this biomass as a source of renewable energy to the EU stakeholders and public.

Figure 1 greenGain.eu INFORMATION PLATFORM homepage

greenGain DATABASE

LITERATURE — A list of available literature covering biomass from landscape conservation and maintenance work. We include both academic and popular sources, literature written in English and also in other languages.

EXPERTS — A list of experts working in the field of biomass from landscape conservation and maintenance work, renewable energy and related areas. We also include institutional actors.

PROJECTS — A catalogue of projects and initiatives, mostly European, working on solutions related to the energy use of biomass.

DOCUMENTS — A collection of reports, handbooks and other interesting content created during the course of the greenGain project.

PARTNERS

FNR — Fachagentur Nachwachsende Rohstoffe e.V.
Landwirtschaftskammer Niedersachsen
SYNCOM
circe — RESEARCH CENTRE FOR ENERGY RESOURCES AND CONSUMPTION
Bajo Aragón Matarraña — GRUPO DE ACCIÓN LOCAL
CZ BIOM — Czech Biomass Association
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This website has been launched as part of the greenGain project funded by the H2020 Programme and led by FNR - The Agency for Renewable Resources. The website is managed by CZ Biom - Czech Biomass Association.

Please contact us if you:

- have feedback or suggestions for improving this website;
- would like to contribute with your content or data;
- you find that some information on this website is not correct or up-to-date;
- would like to cooperate with us in maintaining the website on a regular basis and become a partner of the greenGain.eu INFORMATION PLATFORM.

1.1. Objectives and main audiences

The missions of the PLATFORM are:

- to collect, adapt and provide interesting content covering biomass from *landscape conservation and maintenance work* (LCMW) in the European Union in English language,

- to package relevant outcomes (deliverables) of the greenGain project to be easily accessible online and to provide a platform for task leaders in WP 3 - 6 to disseminate results of their work in an open and accessible way,
- to sustain the knowledge gathered after the end of the greenGain project (12/2017).

The PLATFORM should serve primarily to the
- experts in the field of energy, biomass, environment, governance, regional development and general public in the European Union,
- actors (stakeholders) responsible for landscape conservation and maintenance work (authorities, decision-makers, enterprises, etc.) in the regions and municipalities,
- general public interested in public spaces maintenance and energy independence.

With respect to the main audiences, the purposes of the PLATFORM are to
- raise awareness of stakeholders involved in the value chain of biomass from landscape conservation and maintenance work (existing or planned),
- provide a space to obtain interesting materials that could be useful for their activities and initiatives,
- promote the use of this type of feedstock and increase the existing knowledge regarding LCMW biomass.

1.2. Design

The most important information about the basic design of the platform:
- built using web technologies (HTML, CSS, JS)
- written in English language
- Domain: greengain.eu/platform (managed by CZ Biom at least until 12/2017)
- Hosting provider: Blueboard.cz (managed by CZ Biom at least until 12/2017)
- Web development: Manofi.cz
- WordPress Content Management System for user friendly adding and editing of the content
- Contact e-mail: platform@greengain.eu (presently hosted by G Suite)

1.3. greenGain KNOWLEDGE and greenGain DATABASE

The website is structured into two main sections named KNOWLEDGE and DATABASE. The section KNOWLEDGE can be compared to a *magazine* where you can easily find an article based on your interest in either biomass feedstock, available technologies for energy utilization or legal and policy frameworks related to LCMW biomass. The DATABASE on the other hand can be compared a *database/catalogue* of relevant literature, experts and

projects related to LCMW biomass and it also stores all the deliverables (reports) produced within the greenGain project in subsection Documents.

The greenGain KNOWLEDGE provides variety of information covering broad range of topics on the LCMW biomass potential, how it is (or can be) used and what is the overall legal and socio-economic context. The individual items (posts) can be diverse: articles, simple infographics, visualisations, etc. This section consists of short content based on the work and deliverables in the WP 3 - 6. Individual posts (items) provide information on a specific and concrete topic. The rationale is to provide shorter and easily accessible content than usually longer deliverables (project reports).

Table 1 Section greenGain KNOWLEDGE

The **greenGain KNOWLEDGE** provides variety of information related to biomass from landscape conservation and maintenance work: its potential, how it is maintained and used at the moment, whether and how it can be better utilised for energy purposes and what is the overall legal and socio-economic context.	
Feedstock	Biomass from landscape conservation and maintenance work includes variety of materials, both herbaceous and woody. It is a by-product of maintenance of green areas like public parks, roadsides, waterways, hedgerows, etc. What basic feedstock supply concepts can we draw?
Exploitation	Biomass originating during landscape conservation and maintenance work is often underused. Compared to composting, energy use is rather limited. How to take advantage of this feedstock What are the suitable technologies, utilization pathways and strategies?
Policy and Finance	Using biomass from landscape conservation and maintenance work helps to meet EU's renewable energy goals. What is the overall legal, socio-economic and environmental context of using this feedstock?

Section DATABASE is also populated by content delivered by greenGain WP 3 – 6. Deliverables and more complex documents produced during the course of the greenGain project are stored in the section Documents. The greenGain DATABASE provides content organized as lists of similar types of information (literature, expert, project, deliverable/document).

Table 2 Section greenGain DATABASE

The **greenGain DATABASE** is a catalogue of documents, literature, experts and initiatives related to biomass from landscape conservation and maintenance work.	
Literature	List of available literature covering biomass from landscape conservation

	and maintenance work. We include both academic and popular sources, literature written in English but also in other languages.
Experts	List of experts who are working in the field of biomass from landscape conservation and maintenance work, renewable energy. We include also institutional actors.
Projects	Catalogue of projects and initiatives working on solutions related to energy use of biomass.
Documents	Collection of reports, handbooks and other interesting content created during the course of the greenGain project.

1.4. Project's website and the PLATFORM

The project website (https://www.greengain.eu/) is focused on the *greenGain project* itself, its objectives, partners, news, activities, events, deliverables, etc.

The PLATFORM's (https://www.greengain.eu/platform) focus is on the *content* with information about the project moved to the background. It provides information about the *opportunities to use biomass from landscape conservation and maintenance* (or shortly biomass from LCMW).

The PLATFORM's aim is longevity of the information presented and to provide space to host relevant documents and data even after the project ends. The PLATFORM's emphasis is on the subject itself (energy utilization of LCMW biomass) and less on the greenGain project. Some general information on the project website and the PLATFORM website to some extent overlap, like e.g. details regarding the greenGain project, its partners and deliverables.

Since both websites share the same domain greengain.eu, securing the domain and hosting for the PLATFORM means also that all content on the project website will be preserved. The difference is that the project website (www.greengain.eu) will not be updated with new content after the end of the project.

The visual design of the PLATFORM builds on the project's branding with both logos containing the domain greengain.eu. With changes to the project's website (highlighting the PLATFORM as a dominating content on the homepage by 12/2017) the recognition of the greenGain.eu brand will help to secure visibility also to the PLATFORM.

Figure 2 greenGain project logo

Figure 3 greenGain.eu INFORMATION PLATFORM logo

2. Present status and future plans

This chapter summarizes the current situation, steps to prepare the website for the end of the project's implementation period and draws two scenarios of future implementation of the website.

2.1. Present situation

The website is build using standard web technologies and from the start it has been developed to be responsive (to adjust to various screen sizes). WordPress content management system (CMS) is installed to make adding new content and adjusting the existing one easier for the users.

The domain is registered by CZ Biom and hosting is covered by CZ Biom from the greenGain budget related to task 3.4 (from 2015 until 2017), which comprise the development of a web based information platform and other visualisation. CZ Biom is planning to support the website http://greengain.eu/platform/ after the end of the greenGain project (12/2017) via covering cost of purchasing the domain and hosting for the years 2018 and 2019 (details below in the chapter 2.3) with own resources.

The website is currently owned by each individual partner of the greenGain consortium as the project itself does not have a legal personality.

Until now (June 2017) there were no external parties (outside of the greenGain consortium) who approached the consortium with an interest to became partners to the PLATFORM or who would be interested in publishing their own content.

2.2. Preparing the PLATFORM for the end of the project

This section is focused on the steps to be taken before December 2017. The following features or adjustments of the existing design have been identified and will be performed before the end of the project implementation period in order to prepare the website for the end of greenGain project (2015 – 2017) support to develop the website. The tasks discriminate among general management, technical adjustments and dissemination.

Table 3 General management

General	Timeline	Status
Add copyright notice (© 2015 – 2017 greenGain project partners)	09/2017	In progress
Re-discuss scenarios for future development of the PLATFORM (see Chapter 2.3 below)	20. 11. 2017 Brussels project meeting	Pending
Re-discuss ownership of the website (currently owned by each individual partner of the greenGain project)	20. 11. 2017 Brussels project meeting	Pending
Identify and actively search for third parties (outside the greenGain consortium). Address at least three subjects with an enquiry if the PLATFORM fits into their activities after 12/2017	20. 11. 2017 Brussels project meeting	Pending

Table 4 Technical issues

Technical	Timeline	Status
Authorization for greenGain partners (and accepted third parties) to add content to the section DATABASE	01/2017	Done
Transfer hosting from HTTP to HTTPS to provide secure connection	06/2017	Done
Authorization for greenGain partners (and approved third parties) to add content to the section KNOWLEDGE	09/2017	In progress
Add highlights section to the DATABASE subsections to feature up to three most interesting items	10/2017	In progress

| | 20. 11. 2017 | Pending |
| Review any major technical features to be implemented before the end of the project period | Brussels project meeting | |

Table 5 Dissemination and communication

Dissemination	Timeline	Status
Improve linking from the project website to the PLATFORM (increase the priority)	09/2017	In progress
Change URLs on partners project websites which link to our website from https://greengain.eu/ to https://greengain.eu/platform/ and switch from greenGain.eu icon to greenGain.eu INFORMATION PLATFORM icon	12/2017	Pending
Provide link to the PLATFORM as the default central content on the project's homepage (in the carousel)	12/2017	Pending

List of suggestions how to improve the website or correct errors (implemented and planned) is kept in a shared Google spreadsheet "greenGain.eu PLATFORM update suggestions" [accessible only to the consortium].

2.3. Scenarios for the future

The minimum threshold for the website to operate is to cover the domain and hosting fees and continue with the administration of the website. CZ Biom as the 3.4 task leader is planning to cover these costs with its own resources in 2018 and 2019.

If there is another party interested to further develop the PLATFORM, the domain, hosting fees and administration of the website should ideally be transfer to this new entity. Transfer of the domain, hosting and ownership over the website is possible and there are no major obstacles in case another party is interested to invest in the website and take over the management from CZ Biom in the future.

Two possible scenarios were identified by CZ Biom and the consortium for the PLATFORM to keep in operation: a. Basic and b. Advanced (see table 6 Scenarios). The Basic scenarios is the default one if there are no other emerging parties other than CZ Biom interested to further develop the website by the end of November 2017. Final decision regarding the scenarios will be taken at the project meeting in Brussels on 20. 11. 2017. Updates to this plan (D3.5) will be part of the D2.9 Final PUDF which is due M36 (December 2017).

The project website (https://greengain.eu/) will not receive new content after December 2017, but the PLATFORM (https://greengain.eu/platform/) will be updated if there is a relevant new content related to the energy utilization of LCMW biomass available.

Third parties can contact CZ Biom (or potential other entity managing the website after 12/2017) at present and in the future via e-mail address platform@greengain.eu or project@greengain.eu. These e-mail addresses are currently hosted at Google's G Suite, but can be transferred with the whole domain greengain.eu to another e-mail services provider.

Table 6 Scenarios

Scenario	a. "Basic"	b. "Advanced"
Description	CZ Biom and/or other partner(s) continue supporting the domain. Hosting is secured with the ability to add new content.	CZ Biom, and/or other partner(s) and/or other party(ies) continue supporting the domain. Hosting is secured with the ability to add new content. The website is further developed in terms of features, usability, design trends, etc.
Indicators	Website in operation (domain and hosting purchased). Current structure maintained (no new web development beyond bug fixes). At least one new article in section KNOWLEDGE per quarter year. At least one new item in the DATABASE section per month.	Website in operation (domain and hosting purchased). Ongoing web development and adjustments of the existing code base reflecting new technologies, design trends, etc. At least one new article in section KNOWLEDGE per month. At least five new items in DATABASE per month.
Timeline	2018 – 2019	2018 – 2020
Prerequisites	CZ Biom or other partner(s) willingness to sustain the website.	CZ Biom and/or other partner(s) and/or party(ies) willingness to sustain the website. New funding (private resources or successful project application)