



D6.1. Project Website

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the European Union**

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Author(s)/Organisation(s)	Isidora Stojacic (BIOS), Biljana Tadic (BIOS)
Contributor(s)	NA
Peer-Reviewers	Radu Giurgiu (EV ILVO), Thaisa van der Woude (ISRIC)
Contact	isidorastojacic@biosense.rs
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Disclaimer

1. Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.
2. This project has used a standard methodology already developed in IPMWORKS project (Grant Agreement number: 101000339), following EU recommendations. Ad hoc modifications were added to comply with the Grant Agreement conditions for SoilWise (Grant Agreement number: 101112838).

List of Abbreviations

EC	European Commission
SWR	SoilWise Repository
CA	Consortium Agreement
IPR	Intellectual Property Rights
WUR	WAGENINGEN UNIVERSITY AND RESEARCH
VLO	VLAAMSE GEWEST
GAIA	GAIA EPICHEIREIN ANONYMI ETAIREIA PSIFIAKON YPIRESION
CIRAD	CENTRE DE COOPERATION INTERNATIONALE EN RECHERCHE AGRONOMIQUE POUR LEDEVELOPPEMENT
CREA	CONSIGLIO PER LA RICERCA IN AGRICOLTURA E L'ANALISI DELL'ECONOMIA AGRARIA
BIOS	BIOSENSE INSTITUTE
HE	Horizon Europe
WP	Work Package
FAIR	Findable, Accessible, Interoperable, and Reusable

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Abstract

Deliverable 6.1 – Project Website (<https://soilwise-he.eu>) is one of the first major and tangible results of WP6. It will be one of the first presentations of the project which will be available and communicated to the wider public.

The purpose of a project website is to provide detailed information about the project, its milestones and achievements, partners, timescales, news and to provide the interested parties with means to familiarize themselves with all the aspects they are interested in and also to connect with the project.

Work on the achievement of this deliverable has started very early in the project and was one of the first main activities and focuses of the project partners because of the importance it carries. The website, for many, was the first exposure to the project and as such is essential for a proper impression of the work that is planned to be accomplished within SoilWise.

The website consists of the Home page and several menus and submenus (subjected to change if decided after issuing this deliverable):

- Home
- About
 - The project
 -
 - User Cases
 - Work packages
- Updates
 - News and events
 - Newsletter
- Resource
 - Repository
 - Deliverables
 - Media kit
 - First iteration cycle of demo events
 - FAQs
- Partners
 - Consortium
 - Stakeholders
 -
- Contact

Besides the menus and submenus mentioned above, the website has links to the social media accounts of the project which have been created within WP6. Once online and fully functional, the website is being updated on a constant basis not only with news regarding the project but also with results, important achievements and it evolves based on the feedback of both project partners and end users.

1. Introduction

1.1 Purpose and Objectives of the website

The primary purpose of the SoilWise Project Website is to serve as a dynamic and centralized platform that effectively communicates the mission, vision, and the value the SoilWise project brings to its audience. It acts as a digital hub for information related to SoilWise, presenting the SWR, offering a user-friendly and engaging experience for visitors seeking to understand the project's work, access resources, and stay informed about its latest initiatives. The website is also the main link with the SoilWise Repository.

The main objectives of the SoilWise project website include:

- **Information Dissemination:** Provide comprehensive and up-to-date information about the SoilWise project, its initiatives, and activities to ensure clarity and transparency for visitors.
- **Audience Engagement:** Foster meaningful engagement with the audience through interactive features, such as newsletters, social media channels, encouraging two-way communication and community-building.
- **Resource Hub:** Serve as a valuable resource hub by hosting downloadable materials, reports, SWR, and making it a go-to platform for stakeholders, researchers, and the general public interested in soil-related projects.
- **Event Promotion:** Effectively promote and highlight upcoming events, webinars, and activities related to SoilWise, ensuring that the audience is well-informed and can actively participate in relevant initiatives.
- **Networking and Partnerships:** Facilitating networking and collaboration by showcasing SoilWise's partnerships, linking to relevant organizations, and providing contact points for potential collaborators in the field of soil research and sustainability.
- **Metrics and Analytics:** Implement tools for tracking website metrics and analytics specific to SoilWise to continuously assess performance, understand user behavior, and make data-driven improvements.
- **Branding and Image:** Reinforcing the SoilWise brand identity through consistent design elements, visuals, and messaging, establishing a professional and recognizable online presence in the field of soil-related projects.
- **Continuous Improvement:** Embracing an iterative approach to the development of the SoilWise website, incorporating user feedback and staying abreast of technological advancements to ensure the website evolves in line with the project's goals for sustainable soil management and research.

1.2 Importance and role in the project

The overarching goal of the SoilWise project is to centralize and consolidate soil data and knowledge, bringing it together into a unified repository. This centralization effort aims to overcome the current challenge of scattered and diverse soil data across Europe. By storing the data in one accessible and integrated location, SoilWise seeks to enhance the overall availability, coherence, and accessibility of soil-related information. This centralized repository not only simplifies data access but also aligns with the FAIR principles, ensuring that the data becomes Findable, Accessible, Interoperable, and Reusable. The consolidated data hub is envisioned to serve as a comprehensive resource for various stakeholders, supporting informed decision-making, policy development, and collaborative efforts towards achieving soil health goals outlined in EU Mission in the Soil Deal for Europe.

Additionally, in this regard SoilWise will directly influence the "Soil Deal for Europe" mission aimed at addressing soil health and sustainability challenges across the European Union. The Soil Deal for Europe aims to have 75%

of EU soils healthy or significantly improved by 2030. The initiative recognizes the urgency of the soil health issue, as recent assessments suggest that a considerable portion (60-70%) of European soils can be considered unhealthy.

2. Website and design

WordPress emerged as the natural choice for constructing the website, leveraging its status as a Content Management System (CMS) with a proven track record that BioSense Institute had experienced positively before. The platform provided a versatile array of high-quality themes and a myriad of plugins, ensuring adaptability to diverse needs.

The website's aesthetic identity began to take shape with the selection of the project's logo, a collaborative effort led by WP6. This emblem, reflecting the essence of SoilWise, was seamlessly integrated into the website. The initial menu items, strategically designed as Home, About, Resources, User Cases, Updates, and Contact, were introduced, laying the groundwork for a user-friendly navigation experience.

As the project's digital presence evolved, a crucial decision was made during the second Project Steering Committee meeting. BioSense Institute would extract pertinent information from the Grant Agreement to populate sections detailing basic project information. The responsibility for crafting the HOMEPAGE, ABOUT, and UPDATES pages was assigned to BioSense institute as well, while the task of curating content for USER CASES fell under the purview of other partners which will be leaders of User Cases – US1: [WUR](#), UC2: [CIRAD](#), UC3: [CREA](#), UC4: [VLO](#), UC5: [GAIA](#).

Moreover, recognizing the collaborative nature of the project, all partners committed to actively communicating relevant materials for the RESOURCES section. Within this section, the REPOSITORY tab would eventually serve as a gateway, directing users to the project's Repository, a feature yet to be developed at this stage but integral for the dissemination of essential project-related documents and data.

In essence, the development of the SoilWise website became a collaborative journey, reflecting the shared commitment of the consortium to transparency, accessibility, and the effective dissemination of knowledge in the soil data and knowledge management. The website, rooted in the consortium's vision and shaped by collective insights, stands as a digital testament to the project's dedication to advancing our understanding and practices in soil health. As the website continues to evolve, it will serve as a dynamic hub, fostering engagement and knowledge exchange among stakeholders invested in the sustainable future of our soils.

The aesthetic of SoilWise website with one main central page, characterized by its neatness, seamlessly merges technology with nature. The website's visual palette draws inspiration from soil, incorporating earthy tones and textures. As you navigate through the one-page layout, the soil-inspired design serves as a constant reminder of the project's core mission. The website is designed to keep all information on the homepage, which is a better solution since the page is already rich and provides comprehensive details about the project. Furthermore, requiring additional clicks to access small amounts of information that seamlessly fit on the homepage might appear as an added effort to users. This way, we allow users to quickly access key information without unnecessary navigation.

The page about User Cases on the other hand, is a separate page which will contain details on the User Cases of the project, but this comprehensive homepage is the most practical option, to keep all the information on the project at one place.

2.1 Homepage

The primary concept behind the homepage revolves around creating an inviting atmosphere. Its content is designed to inspire visitors to explore the website, and the color scheme aligns with the colors featured in the project's logo and the topic of soil.

BioSense conducted research, specifically in the form of benchmarking, by analysing other successful Horizon 2020 and HE projects websites in the part and therefore has experience in designing a landing page, such as the IPMWorks project, GA 101000339. This process aimed to gather insights and identify potential enhancements, building upon their prior experience in website development. Subsequently, it was decided that the homepage would adopt a vertical scroll-through format, presenting key project highlights while encouraging user engagement through strategically placed call-to-action buttons.

BioSense Institute took charge of the entire process, from refining the initial sketches of the homepage, incorporating feedback from the project partners to the collection and customization of all required elements such as data, images, icons, and more. The comprehensive effort undertaken by BioSense Institute ensures a seamless and cohesive development of the homepage. Importantly, all images utilized in this process are royalty-free, permitting unrestricted usage for website development. The content showcased on the homepage represents a concise summary of the project's core objectives, targets, and outcomes. Its primary goal is to offer visitors a glimpse into the project's mission while piquing their interest to explore other sections of the website. The majority of the data needed for creation of the submenus within the About menu was extracted from the Grant Agreement of the project.

The project's vision includes regularly updating these figures and the homepage's appearance as the project evolves and generates more outputs. The homepage will remain the central hub for providing an overview of the project, adapting to the project's evolving needs, and keeping visitors informed about its progress.

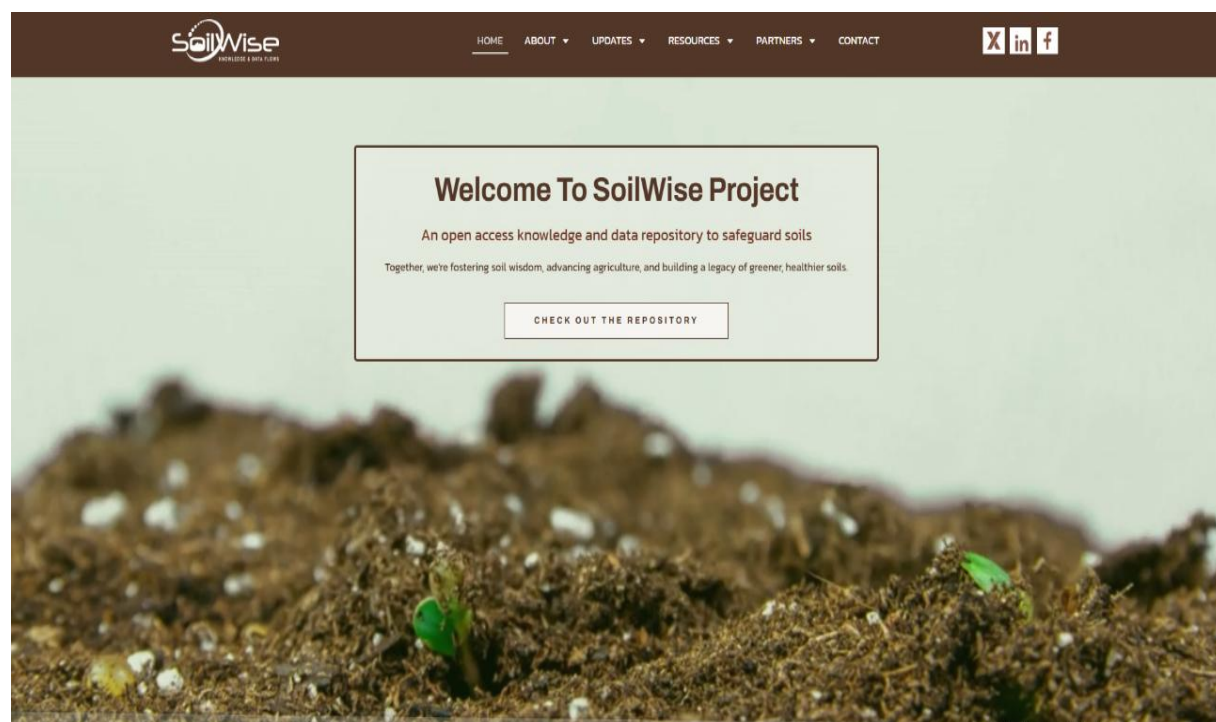


Figure 1 Welcome to SoilWise page

2.2 About menu

The About menu was conceptualized as the initial point for end users embarking on their journey through the website. It serves as a comprehensive resource where users can access information about the project's objectives and vision, its work packages (WPs), and stakeholders. The creation of submenus within the About section was informed by data extracted from the project's Grant Agreement. We ensured that all necessary information about consortium members, from their websites to logos and contact details, was systematically gathered.

2.2.1 About the project

The **About the project** page on the SoilWise website serves as a profound exploration into the critical issues surrounding soil health in Europe and the ambitious goals set forth by the Soil Deal for Europe. The narrative begins by underscoring the urgency of the matter, citing recent assessments that reveal a concerning reality of the current states of European soil and explains in short words the core of the SoilWise project - The Repository.

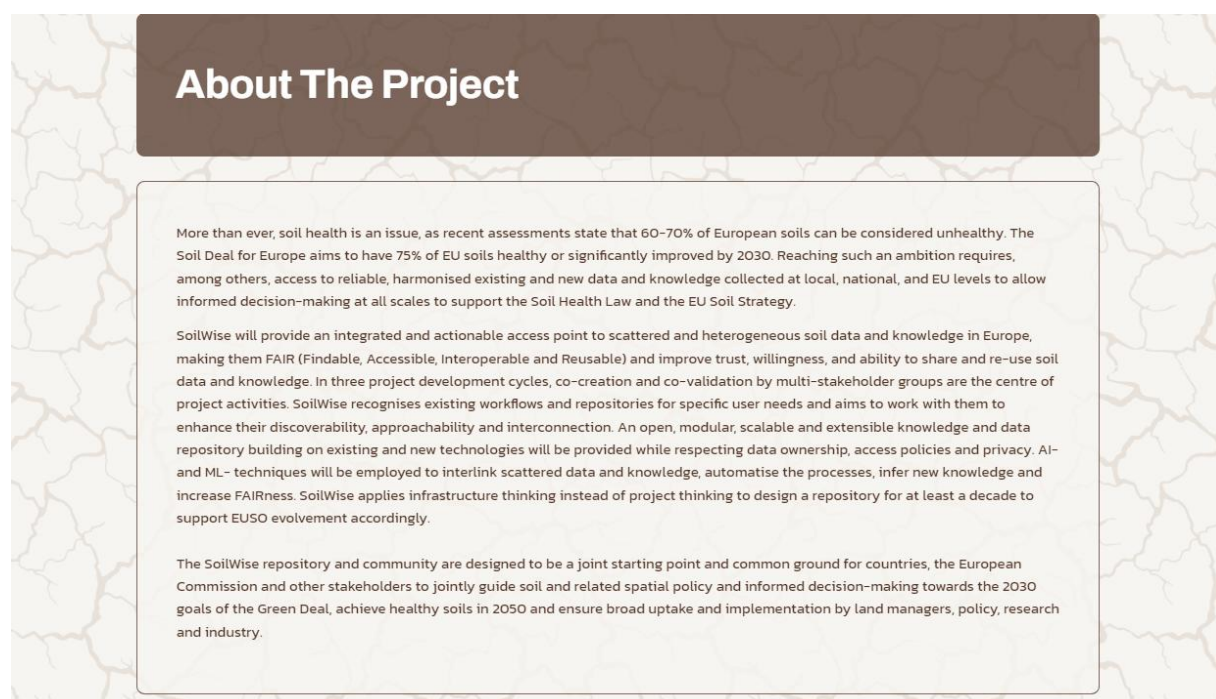


Figure 2 About the project page

The project aims to co-design a user driven SoilWise repository and develop tools and strategies for data FAIRness and knowledge management. The goal is to deliver a validated SoilWise repository, identify user cases, and engage stakeholders for maximum impact. The project also emphasizes ethical considerations in managing its operations.

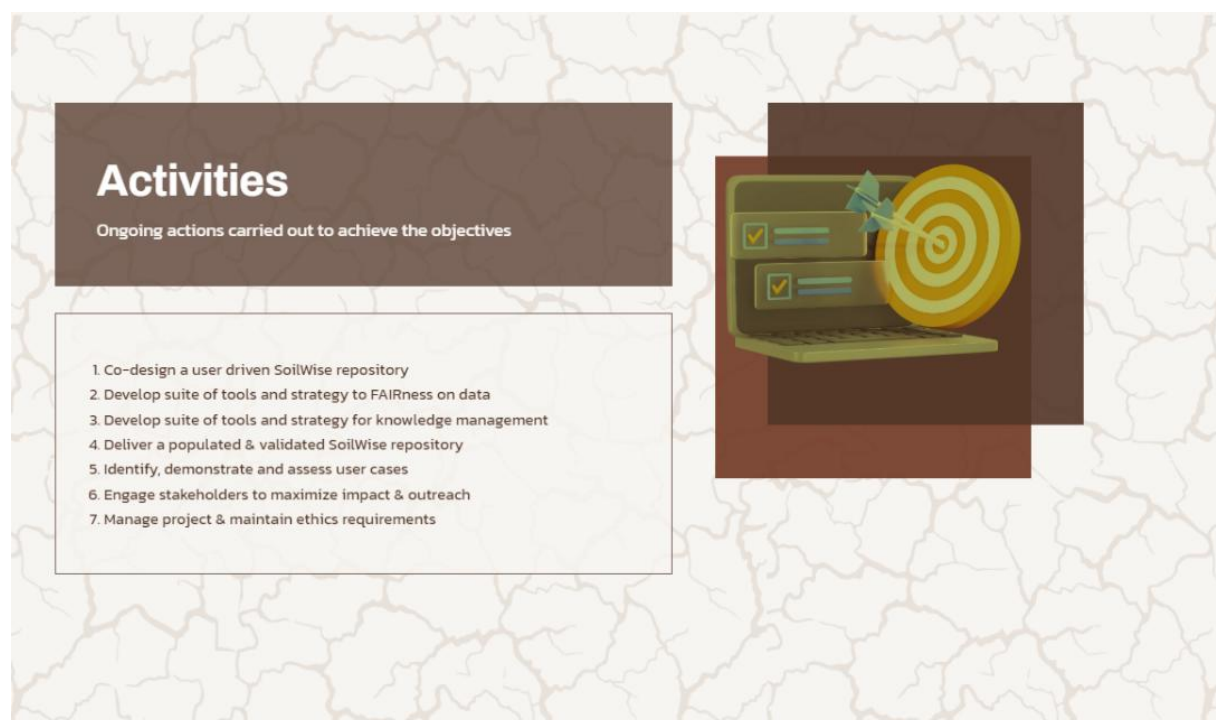


Figure 3 Activities of the project

2.2.2 User cases menu

The **User Cases** page stands as the pivotal focal point on our website, offering an immersive exploration into the innovation and sustainable soil management facilitated by our dedicated Knowledge Hub. This dynamic section serves as a repository, aggregating a wealth of information, research findings, and real-world applications, providing visitors with a comprehensive understanding of SoilWise's tangible impact. This section presents an accessible summary of practical applications of the SoilWise Knowledge Hub, demonstrating its role in advancing soil health and environmental sustainability across different contexts. Visitors can explore these user cases to understand how SoilWise's integrated resources and tools contribute to informed decision-making, foster collaboration, and promote transparency in soil and land management throughout Europe. Within this dynamic space, visitors are invited to uncover the latest updates on our journey, engage with interactive tools, and access valuable resources that promote transparency and collaboration. The Knowledge Hub, seamlessly integrated into the User Cases page, serves as a gateway for visitors to grasp the depth and transformative power of SoilWise, offering insights into how it is shaping the future landscape of soil health and environmental sustainability. This centralized repository not only demonstrates the practical applications of our initiatives but also fosters a sense of community, encouraging stakeholders to actively participate in our collective journey towards a more resilient and sustainable environment. Each of the User Cases will be elaborated in respective sub-menus in the phases of the UC project implementation – after **M13**. The link to the partners and demo events within each User Case will be added to the webpage.

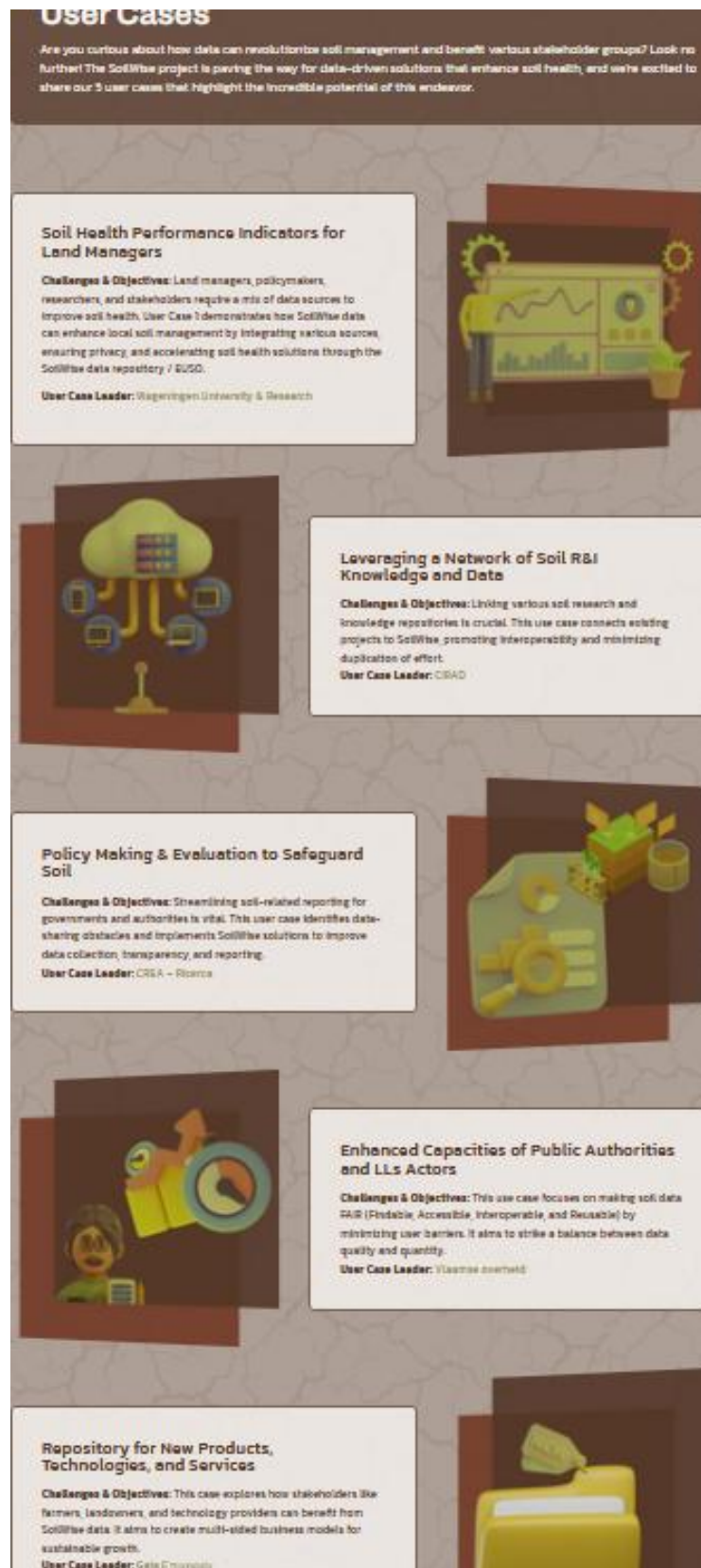


Figure 4 User Cases page

2.2.3 Work Packages (WPs)

The **Work Package** page is a dedicated section on a project website that provides detailed information about the various work packages associated with the project. On the Work Package page, there is a visual flip effect to enhance user interaction. This effect activates when users hover over each work package, providing a dynamic and engaging experience. Each of the blocks which represent the 7 WPs from the project is given a number and a name of the respective WP, but when it flips it provides the name of the lead organization of that specific WP.

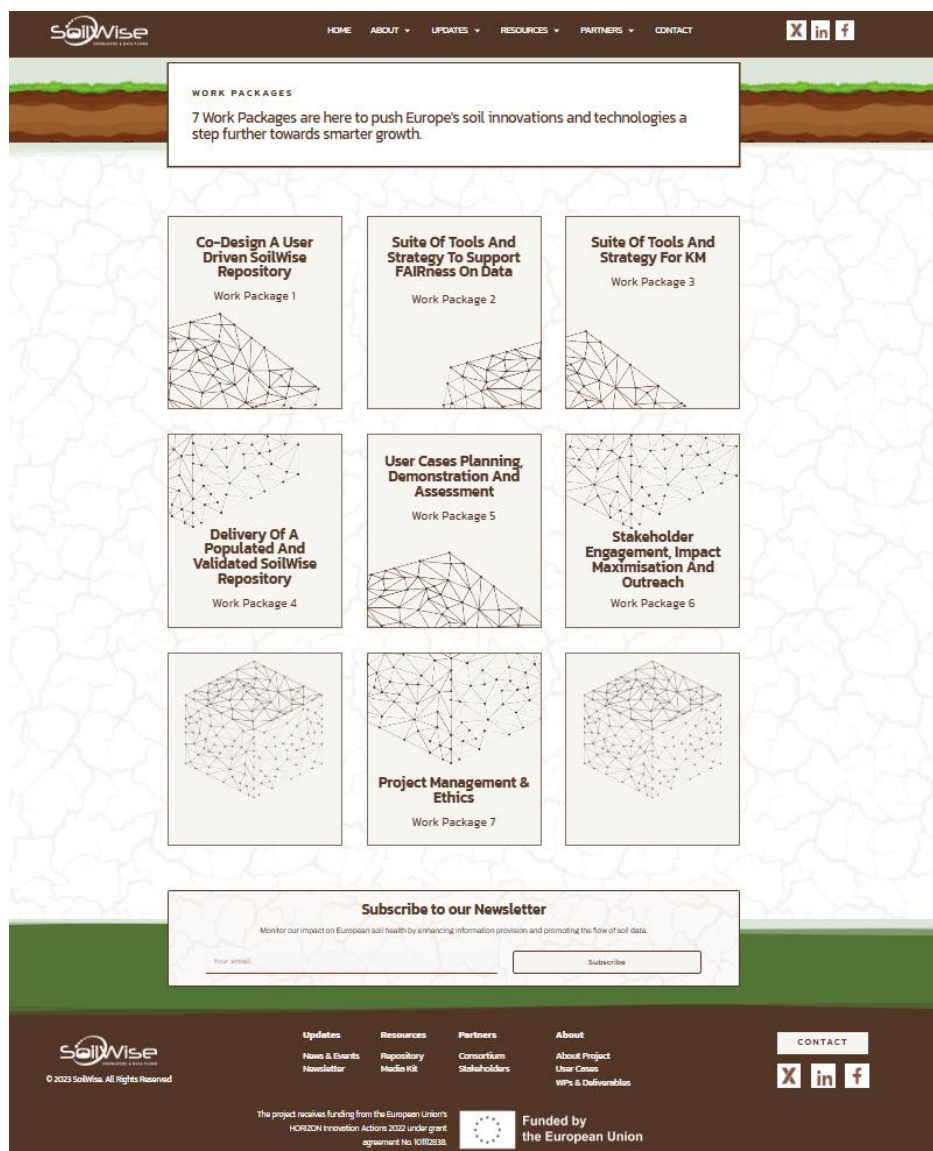


Figure 5 Work Packages Page

2.3 Updates menu creation

The **Updates Page** is a gateway to the latest developments, insights, and progress within our soil management initiative. We are committed to keeping you informed about the dynamic landscape of our project, ensuring transparency and engagement with our stakeholders. The development of the "Updates" menu is strategically crafted to be the focal point for users seeking the latest insights into the project and its ongoing activities. This dynamic menu is thoughtfully divided into two submenus: "News & Events" and "Newsletter," each meticulously designed to capture the most anticipated aspects of the project. The "News & Events" section acts as a dynamic real-time hub, instantly bringing to the forefront the latest updates, breakthroughs, and significant events in the SoilWise initiative. On the other hand, the "Newsletter," appeals to individuals interested in a more comprehensive and reflective exploration of the SoilWise project. Together, these sections provide a well-rounded and engaging experience for our diverse audience.

Under the "News & Events" submenu, BIOS provides succinct yet informative articles that delve into the project's activities, offering new information as each phase comes to fruition. This includes highlights of events where our partners will be present, ranging from conferences to meetings. Recognizing the demand for more frequent and dynamic updates, we've consciously moved away from conventional, extensive news sections.

The "Newsletter" section is an embodiment of our commitment to regular, shorter, and insightful updates. Going live with the website's launch and further project's development, this section undergoes regular updates, gaining momentum as the project advances. The first three editions of the SoilWise Newsletter are already available on the page. Subscribe to our newsletter for a direct line to the heart of the project's progress and stay connected with BIOS as we unfold the narrative of sustainable innovation.

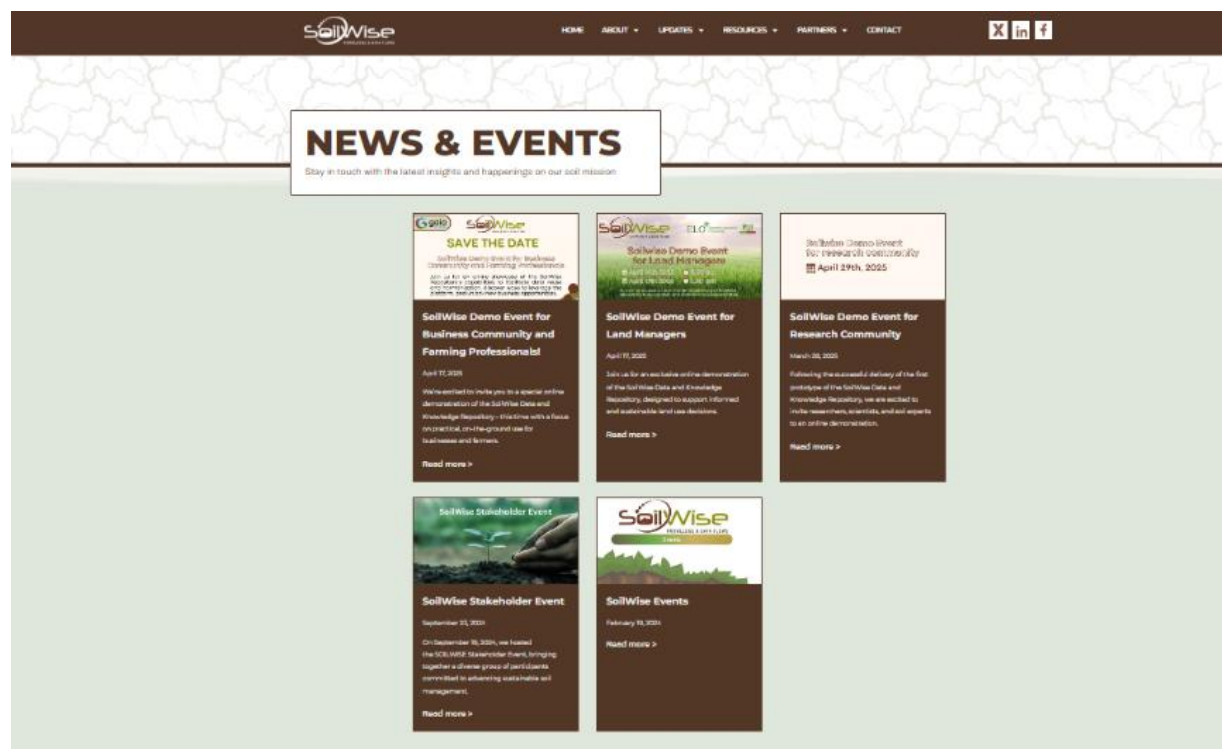


Figure 6 News&Events page

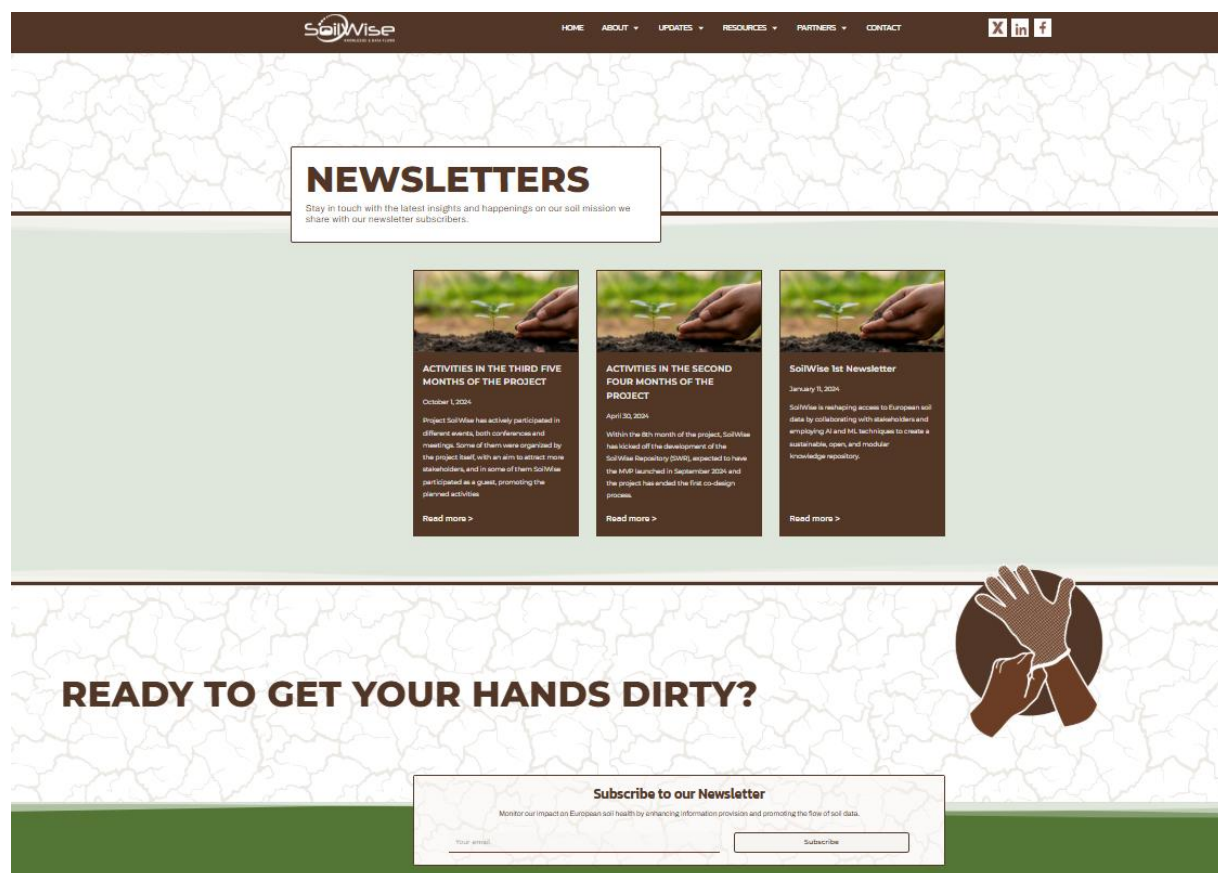


Figure 7 Newsletter page

2.4 Resources menu

The primary purpose of the Resources menu is to provide a designated space for publishing, disseminating, and easily locating the project's outcomes. Three submenus, namely Repository, Media Kit, Deliverables, overview of Demo Events, and FAQs have been established for this purpose. The heart of SoilWise lies in its commitment to providing an open, modular, scalable, and extensible knowledge and data repository. This repository, leveraging both existing and new technologies, respects data ownership, access policies, and privacy. The incorporation of AI- and ML- techniques is a strategic move to interlink scattered data and knowledge, automate processes, infer new knowledge, and enhance overall FAIRness. Firstly, as the main project output was developed, the Repository was disseminated throughout the social media but also it has a dedicated page on the website itself with a link to the repository and the description of its features. The Repository is further explained in detail on the **Repository dedicated page** on the SoilWise website.

All project partners are actively involved in generating the documents of the Media Kit, such as brochures, leaflets, press releases and other dissemination materials but BIOS is creating them. The communication among partners occurs once these materials are completed and ready for upload in the respective section.

On the deliverables page in the submenu, we regularly present the tangible outputs of our dedicated efforts — the project deliverables. These carefully crafted elements represent the culmination of our collective vision and hard work. Through this comprehensive collection of deliverables, the visitors are able to download the ones which are aimed for public sharing.

In the later stages of project development, two submenus were added under the Resources section: Demo Events – First Iteration Cycle and FAQs. Following the demo sessions held in April, a dedicated webpage was created, providing access to session recordings via the project’s YouTube channel.

Additionally, an FAQs page was launched, addressing general inquiries about the SoilWise project, guidance on how to engage with it, technical questions related to the SoilWise Repository, and specific issues concerning metadata and hosting.



The screenshot displays the SoilWise Repository interface. At the top, a navigation bar includes links for HOME, ABOUT, UPDATES, RESOURCES, PARTNERS, and CONTACT, along with social media icons for X, LinkedIn, and Facebook. The main heading "SoilWise Repository" is prominently displayed. Below this, a search bar contains the text "soil health". The interface shows 36 results, with a map on the left and a list of datasets on the right. The datasets are categorized by Physical, Chemical, and Biological Soil Parameters. A "VISIT REPOSITORY" button is located at the bottom center.

Title	Contributor	Type	Date
A Globally Distributed Soil Spectral Library Visible Near Infrared Diffuse Reflectance Spectra The ICRAF-ISRIC Soil VNIR Spectral Library contains visible near infrared spectra of 4,438 soils selected from the Soil Information System (ISIS) of the International Soil Reference and Information Centre (ISRIC). The samples consist of all physically.....	World Agroforestry Centre, ISRIC - World Soil Information	dataset	2021/07/14
A Globally Distributed Soil Spectral Library Mid Infrared Diffuse Reflectance Spectra The ICRAF-ISRIC Soil MIR Spectral Library contains visible near infrared spectra of 4,438 soils selected from the Soil Information System (ISIS) of the International Soil Reference and Information Centre (ISRIC). The samples consist of all physically.....	World Agroforestry Centre, ISRIC - World Soil Information	dataset	2021/07/14
AGES - farm data & long term research sites research sites, till 0.9 m (for Nmin); famers, top soil (arable land); top and sub-soil (vine yards) at AGES research sites, data is collected after a certain time span (e.g. investigating fertilization measures); farm data, farmers may send soil.....	AGES-Austrian Agency for Health and FoodSafety	dataset	2022/01/01
Nutrients of shoot material in plants, grown in soils from three long-term field experiments (Data collection) We conducted a minirhizotron experiment with soil samples taken in 2016 from the field sites of three long-term experiments, belonging to the Humboldt- Universität zu Berlin (HUB; Thyrow) and the Research Institute of Organic Agriculture (FiBL).....	Leibniz Institute of Vegetable and Ornamental Crops Großbeeren, University of Hohenheim, Leibniz Centre for Agricultural Landscape Research (ZALF)	dataset	2023/09/29
Urban Atlas Land Cover/Land Use Change 2006-2012 (vector), Europe, 6-yearly, Sep. 2016 The Urban Atlas provides pan-European comparable land use and land cover data for Functional Urban Areas (FUA). The Urban Atlas Change layers have become available from 2012 and only for all FUAs that have been covered in both 2006 and 2012 reference.....	European Environment Agency, European Environment Agency, European Environment Agency	dataset	2024/02/06

Figure 8 Repository page


 HOME ABOUT UPDATES RESOURCES PARTNERS CONTACT X in f					
DELIVERABLES See the list of all project deliverables across work packages					
Deliverable No	Deliverable name	Work Package No	Beneficiary Lead	Type	Dissemination Level
D1.1	Usage Scenarios. Requirements, v1	WP1	ISRIC	R – Document, report	Public
D1.2	Usage Scenarios. Requirements, v2	WP1	ISRIC	R – Document, report	Public
D1.3	Repository architecture. v1	WP1	M U	Other	Public
D1.4	Repository architecture. v2	WP1	M U	Other	Public
D1.5	Repository GM, v1	WP1	EV ILVO	R – Document, report	Public
D1.6	Repository GM, v2	WP1	EV ILVO	R – Document, report	Public
D2.1	Developed & Integrated DM components, v1	WP2	M U	Other	Public
D2.2	Developed & Integrated DM components, v2	WP2	M U	Other	Public
D2.3	Developed & Integrated DM components, v3	WP2	M U	Other	Public
D2.4	Developed & integrated DM components, v4	WP2	M U	Other	Public
D2.5	Report on strategy for FAIRness soil data	WP2	M U	R – Document, report	Public
D2.6	Report on strategy for FAIRness on soil data, v2	WP2	MU	R – Document, report	Public
D3.1	Developed & Integrated KM components, v1	WP3	WR	Other	Public

Figure 9 Deliverables page

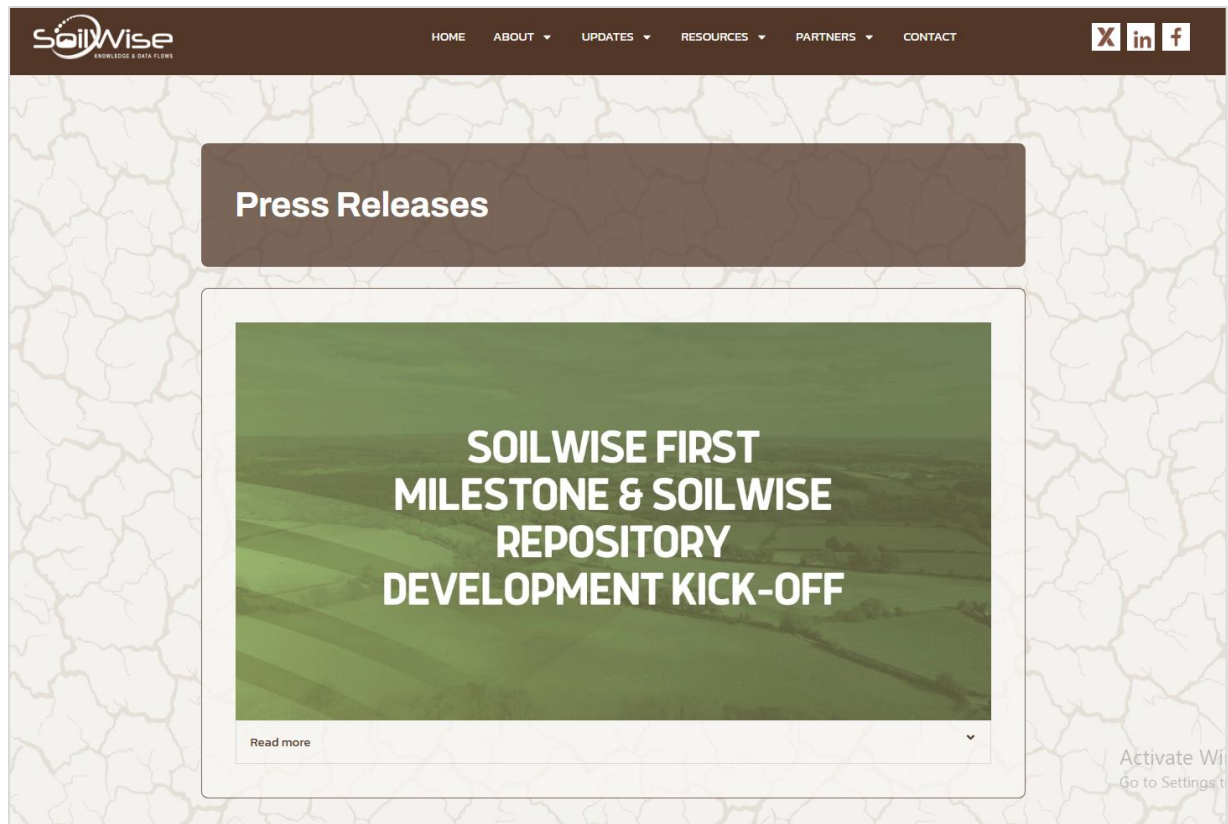


Figure 10 Media Kit page



Figure 11 First iteration cycle of demo events page

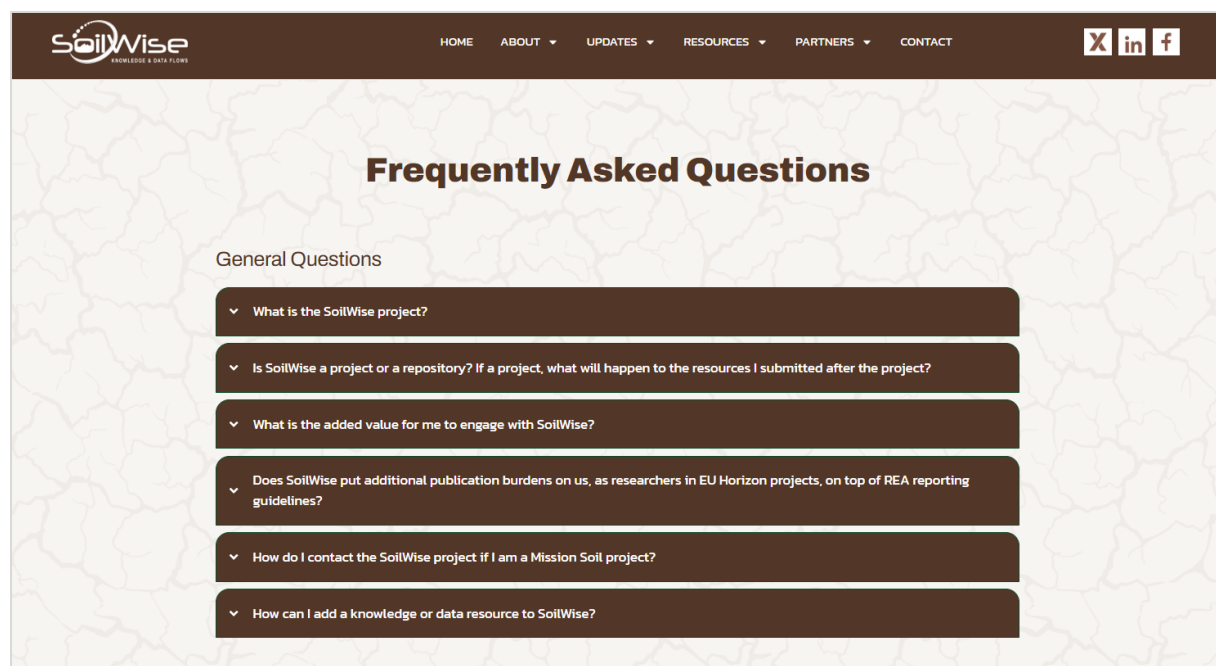


Figure 12 FAQs

2.5 Partners menu

2.5.1 Consortium

The essence of SoilWise-HE is embodied in its consortium— our consortium covers seven member states (Belgium, The Netherlands, Czech Republic, Germany, Italy, France, and Greece) and one associated country (Serbia); a small paragraph describing the consortium is displayed on the Consortium page. The consortium is assembled with various types of organizations covering the following roles: Farmers organizations; Applied research; Academic research on technical and soil sciences; Academic research institutes, etc. This collective effort aims to advance sustainable soil management practices, ensuring a balanced and impactful approach. All consortium members are displayed on a **Consortium page**, adorned with logos, which is a click on, to bring the visitors to the websites of the respective partners.



Figure 13 Consortium page

2.5.2 Stakeholders

The **Stakeholders page section** on our website stands as a pivotal gateway for fostering meaningful engagement and collaboration within our project. With a dedicated menu, aptly titled "Stakeholders," our objective is to create a dynamic space where users can actively participate and contribute to the project's success. This section goes beyond a mere informational repository; it is a vibrant hub designed to cultivate a community invested in the project's outcomes.

One of the key features of this section is the incorporation of a meticulously crafted template. Developed with adherence to GDPR guidelines, this template serves as a user-friendly tool for stakeholders to submit their specific needs and requirements related to soil data. This not only empowers users by giving them a voice in shaping the project but also provides our team with invaluable insights to tailor our offerings more precisely.

Beyond soliciting user needs, the Stakeholders section facilitates an interactive and multi-faceted engagement approach. Users can seamlessly provide feedback on the platform, ensuring a continuous improvement cycle based on user experiences. Moreover, the section encourages networking by facilitating connections with other platforms of similar interest, fostering collaboration and knowledge exchange.

Stakeholders who opt to join our community through this section receive additional benefits, including subscription to the project's newsletter and timely updates on conferences, events, training courses, and workshops. This personalized approach ensures that stakeholders remain informed and engaged, creating a sense of connection and investment in the project's ongoing activities.

What sets this section apart is its commitment to expanding the project's outreach in a manner that goes beyond conventional channels. By establishing a direct line of communication through the carefully crafted template, we aim to build a community of individuals genuinely interested in the project's outcomes. This approach transcends the limitations of social media, providing a focused and direct avenue for interaction and collaboration. The Stakeholders section is not just a menu on our website; it's an interactive space where collaboration meets innovation, and users become integral contributors to the journey of our project. This page will also contain information on the activities of the project by outlining the most important outcomes to achieve and the action towards achieving them. The page will be populated with data after the stakeholder mapping activities are done with WP6 and precise organizations are added to the list of stakeholders.

2.6 Contact form

The SoilWise project website provides a convenient and user-friendly **Contact form page** to facilitate seamless communication between our users and administrators. Whether the users have inquiries, feedback, or any other concerns, our contact form is designed to make the interaction process straightforward.

Navigating to the contact form is simple and can be done through the following steps:

By visiting the Contact Page: the "Contact" link in the main navigation menu. Furthermore, the next step is filling out the form. Once on the Contact page, users will find a user-friendly form that requires basic information such as name, email address, subject and the nature of the inquiry.

- Key Features of Our Contact Form

It has a User-Friendly Interface, the form is designed with simplicity in mind, ensuring that users of all levels of technical proficiency can easily navigate and submit their queries.

- Security and Privacy

At SoilWise, we prioritize the security and privacy of our users, employing robust measures to ensure a safe and trustworthy online environment.

1. **Cookies:** Our website uses cookies to enhance user experience and provide personalized content. Cookies are small text files stored on your device, enabling us to recognize your preferences and optimize your interaction with our platform. Users have the option to manage cookie preferences through browser settings, granting control over the data shared during their visit.
2. **GDPR Compliance:** We are committed to safeguarding user data in compliance with the General Data Protection Regulation (GDPR). SoilWise respects user privacy rights and ensures transparent data processing. Visitors have control over their personal information, and explicit consent is sought before collecting any data. Our privacy policy outlines the purpose of data collection, ensuring clarity and compliance with GDPR standards.
3. **Security Measures:** The security of user information is paramount. Our contact form utilizes encryption protocols, such as Secure Socket Layer (SSL) technology, to safeguard sensitive data during transmission. This ensures that user inquiries, including any personal or confidential information, remain protected from unauthorized access. We continually update our security protocols to stay ahead of evolving cyber threats, providing users with a secure and trustworthy interaction with our platform.
4. **Response Time:** We are committed to providing timely responses to all inquiries submitted through the contact form. Our team will make every effort to address your concerns promptly and efficiently. On the contact page, there is also an email of the project coordinator, in case some of the visitors would like to contact him directly. Additionally, the emails of responsible partners have been connected to the contact form on the website in order to receive the emails swiftly and directly, and in this way the response time will be reduced.

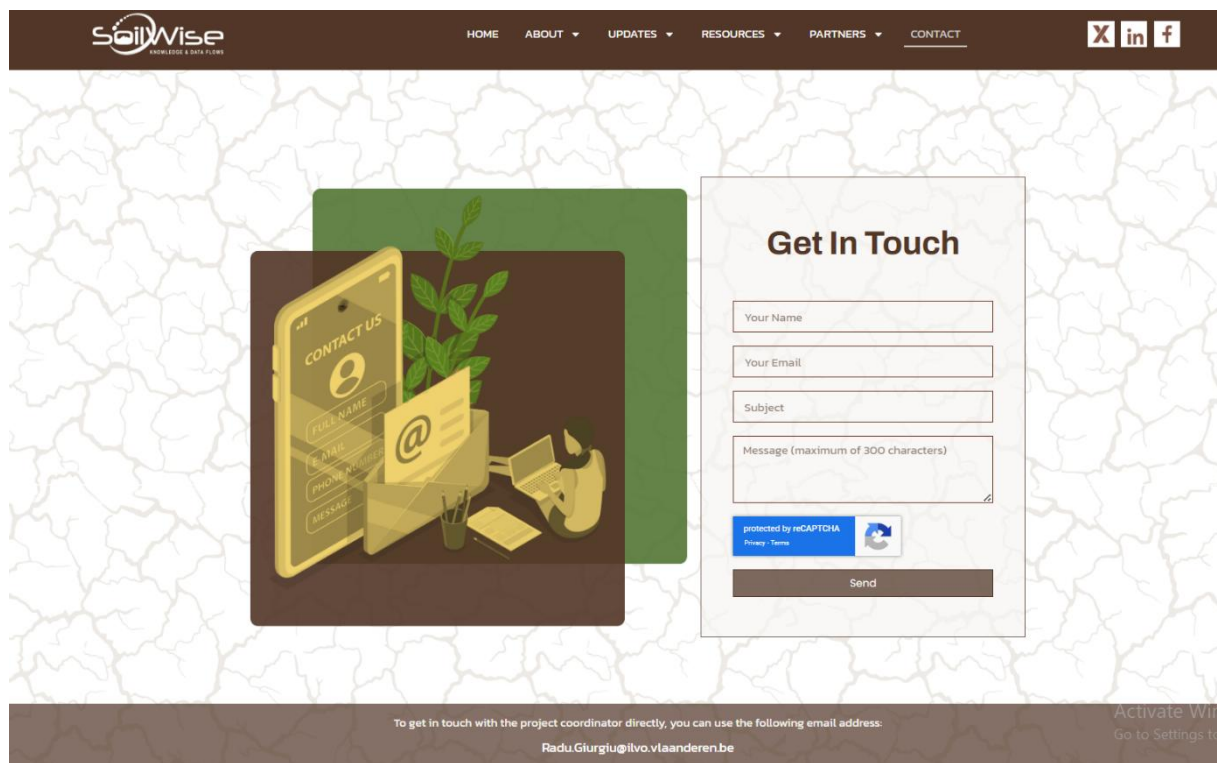


Figure 14 Contact page

2.7 Website management

In an effort to ensure the seamless functioning and relevance of our online platform, responsibilities for overseeing the diverse menus and submenus of the website were thoughtfully allocated during a Project Steering Group meeting. This strategic allocation ensures a structured and collaborative approach to website management throughout the duration of the project. As the project unfolds, identified partners will actively contribute by submitting update requirements to the BioSense Institute, which will spearhead the technical implementation. This partnership ensures that the website stays current with the latest project developments, maintaining a dynamic and informative online presence.

Emphasizing collaboration, feedback on website improvements is actively solicited from all project partners. This inclusive approach harnesses the collective insights and experiences of the project team, fostering an environment where potential enhancements are consistently considered and implemented. Moreover, user feedback plays a pivotal role, aligning closely with our primary goal of ensuring the website remains practical and user-friendly for the intended audience. While certain sections, such as the pages for Work Packages and consortia members, provide a stable foundation of project-related information and remain unchanged, the flexibility of our website structure allows for modification, extension, and editing in all other sections. This adaptability ensures that our online presence evolves harmoniously with the progress of the project, reflecting the dynamic nature of our collaborative efforts.

By embracing a collaborative and adaptive approach to website management, we are dedicated to maintaining an online platform that not only meets the evolving needs of our project but also enhances the overall experience for our users and stakeholders.

2.7.1 Visibility

To enhance the online visibility and discoverability of the SoilWise website, a comprehensive SEO strategy has been implemented. Through meticulous keyword research, the website strategically incorporates relevant terms related to sustainable soil management and environmental sustainability across its content, including headers, meta tags, and body text. Each page is meticulously optimized with clear and descriptive title tags, incorporating targeted keywords, and providing concise and informative meta descriptions. The website prioritizes quality content creation, ensuring its relevance and value to the audience while staying abreast of the latest developments in sustainable soil management. A mobile-friendly and responsive design has been adopted to cater to users across various devices, contributing to an improved user experience. Page loading speed is optimized through image compression and other techniques, further enhancing the website's search engine performance. The user experience is further enhanced through intuitive navigation, clear calls-to-action, and a positive overall design. A strategic link-building approach is employed to bolster the website's authority, and social media integration amplifies content visibility and engagement. Local SEO considerations are implemented if applicable, and analytics tools like Google Analytics are utilized to monitor website traffic and user behaviour, informing continuous improvements. The website's security is prioritized with the use of HTTPS, aligning with search engine preferences for secure websites. By addressing these crucial SEO elements, SoilWise aims to establish a strong online presence, effectively reaching its target audience interested in sustainable soil management and environmental sustainability.

2.7.2 Maintenance

The SoilWise website's maintenance plan revolves around two pivotal elements: Monitoring and Analytics, and Continuous Improvement Strategies. In the realm of Monitoring and Analytics, a vigilant system is in place to regularly track key performance indicators using sophisticated analytics tools like Google Analytics. This encompasses the thorough examination of website traffic, user engagement, page loading times, and conversion rates, providing crucial insights into user behaviour and ensuring the implementation of robust security measures through regular audits.

Complementing this is the commitment to Continuous Improvement Strategies. This proactive approach is rooted in agility, responding to insights garnered from analytics, user feedback, and emerging technological trends. The strategies encompass regular updates to content for sustained relevance, improvements to website navigation to enhance user accessibility, and the integration of cutting-edge technologies or features aligned with the project's overarching objectives. The iterative nature of this process, coupled with user feedback mechanisms and team collaborations, guarantees that the SoilWise website remains dynamic, user-centric, and in sync with both evolving user expectations and the technological landscape of sustainable soil management. This dual-pronged maintenance plan ensures the website's optimal performance, security, and resonance with the ever-changing dynamics of the field.

2.7.3 Deployment timeline

The deployment of the SoilWise website is a meticulously planned and executed process involving several key components. During the initial months of the project, when various activities are in the initiation phase, some section may appear lacking content. However, the overarching vision is to convey to users that there is a dedicated space for the dissemination of results, housing valuable documents and updates on project activities. The timeline is strategically structured, considering factors such as peak user times, potential downtimes, and the overall project schedule. Each phase of deployment, from transferring files to configuring servers, is carefully

scheduled to minimize disruption and optimize the transition from the development environment to live status. Contingency plans are in place to address any unforeseen issues that may arise during the deployment phase.

Table 1 - Website development timetable

November 2023. (M3)	December 2023. (M4)	Year 2024.	Years 2025/2026/2027.
<ul style="list-style-type: none"> • Pre-launch activities, creating and populating the existing pages with information from the Grant. • Creating a Mail Chimp and Newsletter subscription for users • Connecting the contact form with the emails of responsible partners to receive emails from users directly from the website. • Creating graphics which are consequently added to the website 	<ul style="list-style-type: none"> • Final changes in accordance with the feedback • Adding the first News, Newsletter, adding first deliverables ready for download • Officially launching the website – end of the year • Adding the first press release – sub-menu <i>Media Kit</i> • Adding the Work packages page • Populating the Stakeholders page with outputs from WP6 activities on stakeholder mapping 	<ul style="list-style-type: none"> • Adding content to the pages which correspond to the activities which will be undergone later in the project development: -User cases (M21) -Repository page (M13) -Populating the News & Events, Media Kit sections 	<ul style="list-style-type: none"> • Populating the website News & Events section, Newsletter, Media Kit, Deliverables for download • FAQ page • First iteration of demo events page • Making changes if needed

3. Domain and hosting

3.1 Domain Acquisition:

The digital journey of SoilWise project website began with a strategic move - the acquisition of the domain. Recognizing the importance of a memorable and fitting web address, the consortium entrusted this task to a reputable Serbian company specializing in European domains, known as SBB. The domain, "soilwise-he.eu," was carefully chosen to align with the project's identity and purpose.

Ensuring longevity and stability, the domain has been registered for the next five years. This not only provides a sense of continuity for the project but also establishes a reliable online presence, essential for a venture committed to the long-term betterment of soil health in Europe. The vision for SoilWise beyond the project's conclusion encompasses sustained collaboration with esteemed partners such as the Joint Research Centre (JRC) and the European Soil Observatory (EUSO). Our commitment extends beyond the project's timeline, aiming for continued cooperation to uphold the transformative initiatives initiated during the project's tenure. The synergy with JRC and EUSO ensures a seamless transition of knowledge, expertise, and resources, creating an enduring impact on soil health and sustainability practices across Europe.

3.2 Hosting on BioSense Servers

When it comes to hosting, the consortium opted for a solution that aligns seamlessly with their commitment to data security and control. The website is hosted on BioSense servers, a decision rooted in the understanding that safeguarding data is paramount. This involves physical servers, virtual private servers (VPS), or a cloud hosting solution provided by BioSense.

By leveraging their own servers, BioSense ensures a heightened level of control over the hosting environment. This approach is considered the optimal way to guarantee the safety and security of the data housed on the website. The choice to self-host provides the consortium with the flexibility to implement robust security measures, monitor performance, and swiftly address any potential issues that may arise. Security protocols on BioSense servers include firewall configurations, intrusion detection systems, regular security audits, and the implementation of Secure Socket Layer (SSL) certificates to encrypt data in transit.

Domain Name System (DNS) settings, on the other hand, are configured to point the domain to the specific IP address of BioSense servers. This ensures that when users enter the domain in their browsers, they are directed to the correct hosting environment. - <https://soilwise-he.eu/>

In essence, the SoilWise team has not only secured a meaningful digital identity through the domain acquisition but has also taken proactive measures to fortify the digital infrastructure. The combination of a carefully chosen domain and a self-hosted website reflects the consortium's dedication to creating a secure and enduring online platform for the dissemination of crucial information on sustainable soil management in Europe.

4. CONCLUSION

In conclusion, the successful culmination of the SoilWise project represents a significant milestone in our ongoing journey to establish a comprehensive Repository, aggregating vital soil data from both the Soil Mission and broader sources. The launch of our project website stands as a prominent achievement, boasting a user-friendly interface, enhanced functionality, and attributes designed to elevate the overall user experience. This platform is envisioned not only as an invaluable resource for soil scientists but also as a meeting point for our primary stakeholders, enticing additional users to join the SoilWise Repository community. Through channels such as newsletter subscriptions, social media engagement, and following SoilWise events and news, a steadily growing and engaged user base.

The positive outcomes achieved stand as a testament to the hard work and innovation of our dedicated team. Launched in Month 18, the SoilWise Repository represents a major milestone in the project, providing a structured, open-access platform for sharing valuable data, tools, and resources. The repository is integrated with the SoilWise website, creating a unified digital environment that enhances visibility, accessibility, and stakeholder engagement.

Beyond its role as an informational hub, the website has become a central online gathering point for all stakeholders and project partners. It serves as a dynamic hub actively engaging stakeholders and catalyzing the ongoing development of the SoilWise Repository. Since its launch, several additional features have been implemented to improve usability and content access. The menu and submenu layout has been redesigned to offer a more comprehensive overview of the project and its outcomes.

Under the Resources menu, new pages have been added, including a **FAQs** page and a dedicated **Demo Events** page featuring links to recordings of past sessions. The **FAQs** page, structured under Resources, is especially robust. It addresses a diverse range of queries—from general project and repository goals to engagement procedures, technical metadata harvesting and usage, support via GitHub, and clear explanations of key terms. It also includes detailed guidance on metadata frequency, duplicate handling, and trusted repository integration.

The **Deliverables** page and **Updates** section—including **News & Events** and the **Newsletter**—are being regularly updated to reflect the latest developments and achievements.

While many parts of the website have already been enriched, the **Stakeholder** and **User Cases** pages are still awaiting content, expected to be populated in the coming months as further project outputs are developed.

Building on this momentum, we have begun exploring integration opportunities with strategic partners such as the Joint Research Centre (JRC), laying the groundwork for broader collaboration. The website and repository are already evolving into influential assets that not only showcase the project's achievements but also contribute meaningfully to the continuous development and lasting impact of the SoilWise initiative.

Throughout the project's lifetime, the SoilWise website will be kept up to date, reflecting the needed changes for optimal functionality and outreach.