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Project Website

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Abstract:

Overview of form, features, and functionality of its4land project website

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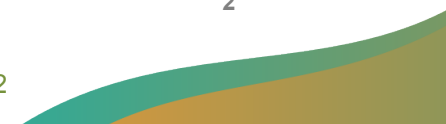
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The its4land consortium consists of the following partners:

University of Twente (UT)
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Westfaelische Wilhelms-Universitaet Muenster (WWU)
Hansa Luftbild AG (HL)
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Executive Summary

This report provides evidence and clarification with respect to the its4land project website: the website itself is available by logging into 'its4land.com' via any Internet browser on mobile, tablet, laptop, or desktop. The website forms part of the project's broader communications plan – and is intended to keep specific stakeholder groups informed by: communicating an overview of the project; providing contact details for the consortium and project members; providing project updates in terms of news and events; acting as a hub for other its4land digital communication and social media output; and providing access to those its4land project deliverables with dissemination level 'public'. The site appearance uses various colours, styles and graphics developed for the its4land project. The home page contains elements considered of most importance to the website's aim: issues of high current interest (slider); recent news; upcoming events; and media mentions. Links to social media channels are also provided. The site is structured into a limited number of sections – developed for ease of navigation: 'about', 'news', 'events', 'tools', 'people', and 'governance'. However, this structure potentially changes – on an as needs basis - as project progresses. The website is hosted at the campus of the University of Twente, Enschede, Netherlands, making use of in-house web servers and ICT support. The site is built using Wordpress, the open source content management system (CMS) – and specifically makes use of the downloadable Aveda theme. All its4land consortium members contribute and manage content via a delegated web representative; however, the University of Twente acts as the overarching web master. its4land deliverables and data with 'public' status are linked to the website, however, they are not hosted on the site: they reside on an alternative and secured platform – as per the its4land data management plan.

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1. Introduction

its4land is a European Commission Horizon 2020 project funded under its Industrial Leadership program, specifically the ‘Leadership in enabling and industrial technologies – Information and Communication Technologies ICT (H2020-EU.2.1.1.)’, under the call H2020-ICT-2015 – and the specific topic – ‘International partnership building in low and middle income countries’ ICT-39-2015.

its4land aims to deliver an innovative suite of land tenure recording tools that respond to sub-Saharan Africa’s immense challenge to rapidly and cheaply map millions of unrecognized land rights in the region. ICT innovation is intended to play a key role. Many existing ICT-based approaches to land tenure recording in the region have not been successful: disputes abound, investment is impeded, and the community’s poorest lose out. its4land seeks to reinforce strategic collaboration between the EU and East Africa via a scalable and transferrable ICT solution. Established local, national, and international partnerships seek to drive the project results beyond research and design (R&D) into the commercial realm. its4land combines an innovation process with emerging geospatial technologies, including smart sketchmaps, UAVs, automated feature extraction, and geocloud services, to deliver land recording services that are end-user responsive, market driven, and fit-for-purpose. The transdisciplinary work also develops supportive models for governance, capacity development, and business capitalization. Gender sensitive analysis and design is also incorporated. Set in the East African development hotbeds of Rwanda, Kenya, and Ethiopia, its4land falls within TRL 5-7: 3 major phases host 8 work packages (excluding work package 9 on ethics) that enable contextualization, design, and eventual land sector transformation. In line with Living Labs thinking, localized pilots and demonstrations are embedded in the design process. The experienced consortium is multi-sectorial, multi-national, and multidisciplinary. It includes SMEs and researchers from 3 EU countries and 3 East African countries: the necessary complementary skills and expertise is delivered. Responses to the range of barriers are prepared: strong networks across East Africa are key in mitigation. The tailored project management plan ensures clear milestones and deliverables, and supports result dissemination and exploitation: specific work packages and roles focus on the latter.

This document reports on the establishment of the its4land project website, Deliverable 1.4. The deliverable is linked to Work Package 1 (Project Management, a work package exclusively focused on project management. The main aim of the Work Package is to provide a governance structure for the its4land project, including all other Work Packages, and ensure efficient and effective completion of tasks, deliverables, and milestones. The aim of this particular report is to provide details of the form and function of the (initial) its4land website. Section 1 provides an outline of the report. Section 2 provides an overview of the form, functionality, and features of the site. Section 3 describes how the site integrates with the broader management plan. Section 4 provides a description of how the site supports the broader communications plan. Section 5 summarizes the document.

2. Form, Features, and Functionality

The following section provides a brief overview of the form, features, and functionality of the its4land website. The its4land website is available by logging into ‘its4land.com’ via any Internet browser on mobile, tablet, laptop, or desktop.

On form, the site is built using Wordpress, the open source content management system (CMS) – and specifically makes use of the downloadable Aveda theme. Figure 1, 2, and 3 provide several grabs of the site’s look and feel. The website is hosted at the campus of the University of Twente, Enschede, Netherlands, making use of in-house web servers and ICT support. The site appearance uses colours, styles and graphics developed for the its4land project. The its4land website provides a mixture of static and dynamic multimedia – all pertaining to the its4land project. Media currently includes text, imagery, graphics, and will eventually include video content. The site is structured into a limited number of sections – developed for ease of navigation: ‘about’, ‘news’, ‘events’, ‘tools’, ‘people’, and ‘governance’. Each submenu has a range of between 1 and 10 sub-menus. However, this structure potentially changes – on an as needs basis - as project progresses. At the date of reporting, the site mainly holds general information with regards to the project, however, its4land deliverables and data with ‘public’ status will be eventually linked to the website. The site uses a ‘slider’ to highlight current its4land new and items considered of highest priorities.

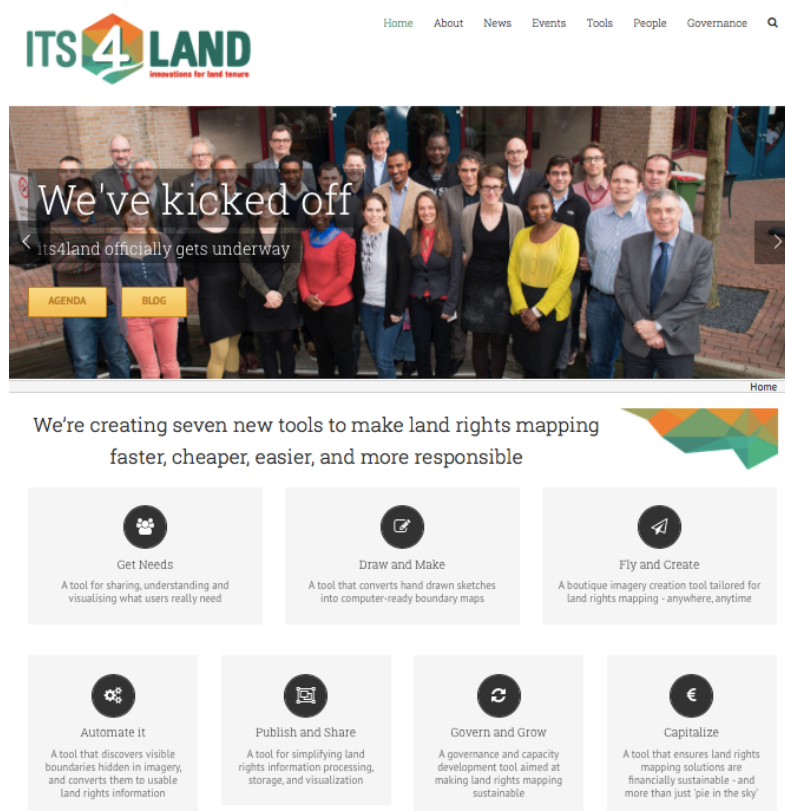


Figure 1. its4land home page (April 2016)



Figure 2. its4land home page (bottom) and sample overview page

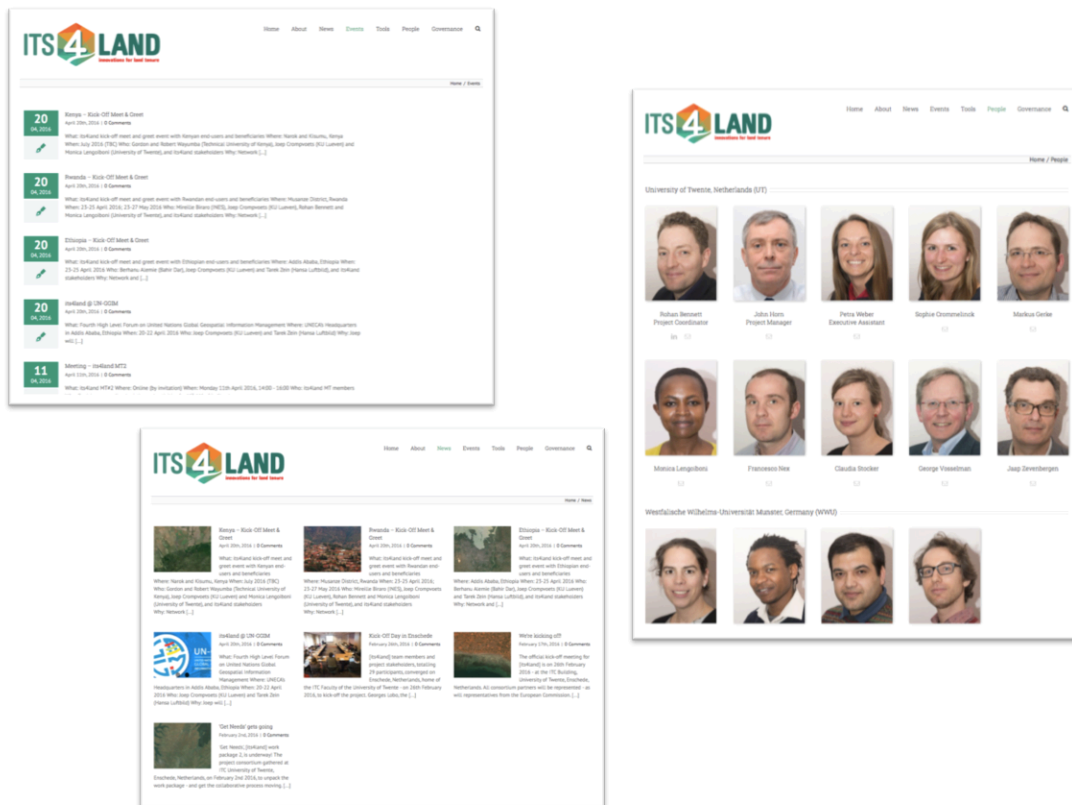


Figure 3. its4land news, events, and people pages

On features, the website forms part of the project’s broader communications plan – and is intended to keep specific stakeholder groups informed by: communicating an overview of the project; providing contact details for the consortium and project

members; providing project updates in terms of news and events; acting as a hub for other its4land digital communication and social media output; and providing access to those its4land project deliverables with dissemination level 'public'. In this regard, the home page contains elements considered of most importance to the website's aim: issues of high current interest (slider); recent news; upcoming events; and media mentions. Links to social media channel (twitter: its4land1) are also provided: other social media channels are under consideration (e.g. facebook – which is anecdotally more widely used in sub Saharan Africa, than twitter or LinkedIn)

On functionality, as mentioned above, the its4land website is available by logging into 'its4land.com' via any Internet browser on mobile, tablet, laptop, or desktop. Any member of the public, with Internet access, can view all content. The majority of the content is static and intended to be informative. However, in addition, members of the public can contribute insights and comments to the site via dynamic content via posts – linked to blog items. In terms of content management functionality, all its4land consortium members contribute and manage content via a delegated web representative; however, the University of Twente acts as the overarching web master. Regarding project deliverables, these are accessible on the site, but not hosted on the site: these reside on an alternative and secured platform – as per the its4land data management plan (Deliverable 1.1 Data Management Plan).

3. Relationship to ‘Data Management Plan’

The its4land website forms part of a broader its4land information infrastructure used for all facets of the project including communication, dissemination, reporting (to EC), production, and storage (Figure 4)¹.

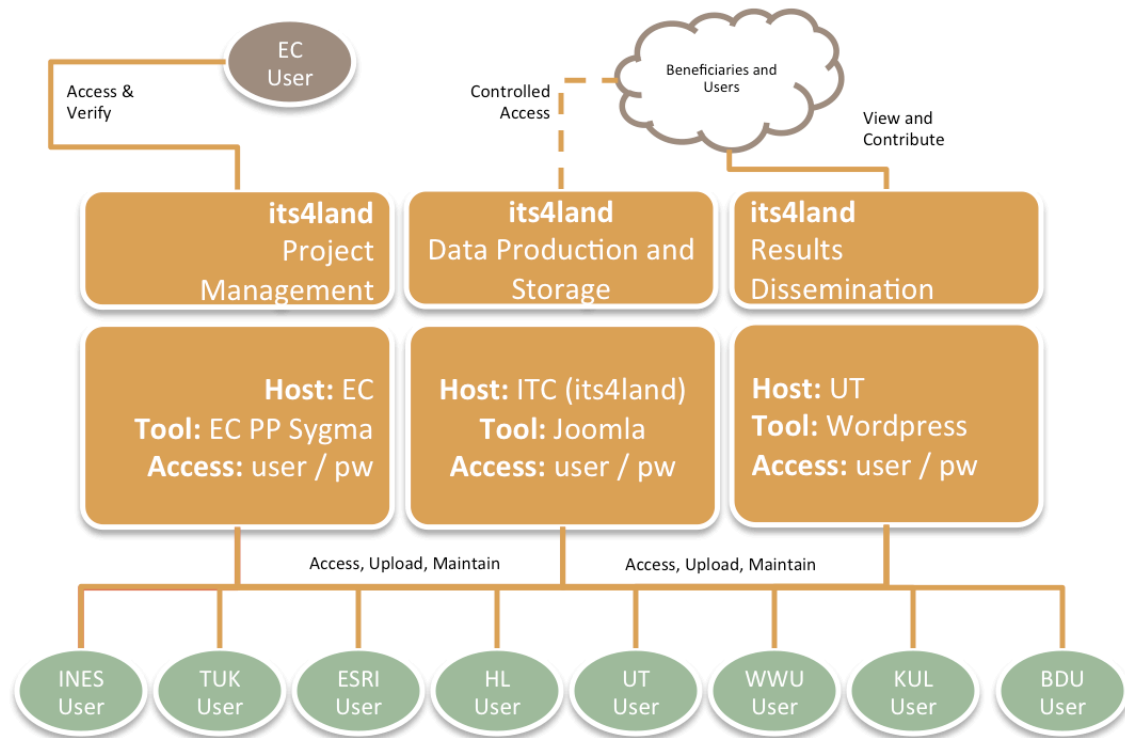


Figure 4. its4land information infrastructure – including public its4land website

Regarding reporting and project management, the consortium makes use of the EC Sygma tool, with each project member holding the relevant project logins and access. Along with email, Sygma represents the primary communications port between the EC and its4land.

Regarding data production and storage, this content is kept separate from Sygma and the final dissemination of results and data. At the time of writing, several tools are under consideration, including emerging EC tools intended for open data storage and sharing. Whatever the selected option, the its4land consortium will maintain a master copy of all data onsite at the University of Twente, via a dedicated server and content management system (to be known as ‘share4land’). Access to the server and open source back ends will be limited to those datasets and reports deemed ‘public’. Specific rules pertaining to how certain datasets are stored and managed are found in Deliverable 1.1 Data Management Plan. Its4land consortium members maintain their own access accounts to the data management tool.

¹ The form and function of several items included in this diagram are under construction at the time of reporting.

Regarding dissemination and communication, this is the main role for the its4land public website. All members of the public with Internet access can access the site: for this reason alternative communication channels are required in those areas where Internet access is not ubiquitous (e.g. rural areas in East Africa). These details are to be outlined in the its4land communications plan. Any member of the public can contribute to the site via dynamic content elements, including ‘posts’ and ‘comments’ on news and event items. its4land consortium members can enter the website publically, but, also gain access via their own logins – in order to upload, modify, and delete content.

4. Relationship to ‘Communications Plan’

The diverse nature of its4land stakeholders requires the creation of a tailored set of communication channels – described in the its4land communications plan (not a prescribed deliverable). The Internet is an increasingly important tool for interacting with African government (government channel), and to a far lesser extent, rural communities (pilot communities): the project website is not primarily used for these beneficiaries. The same applies for African small/medium enterprises and NGOs. Consequently, the website is mainly intended for dissemination and communication with global enterprises and agencies with presence in East Africa, and also global industry, research communities, and the EU general public and research community (Figure 5).

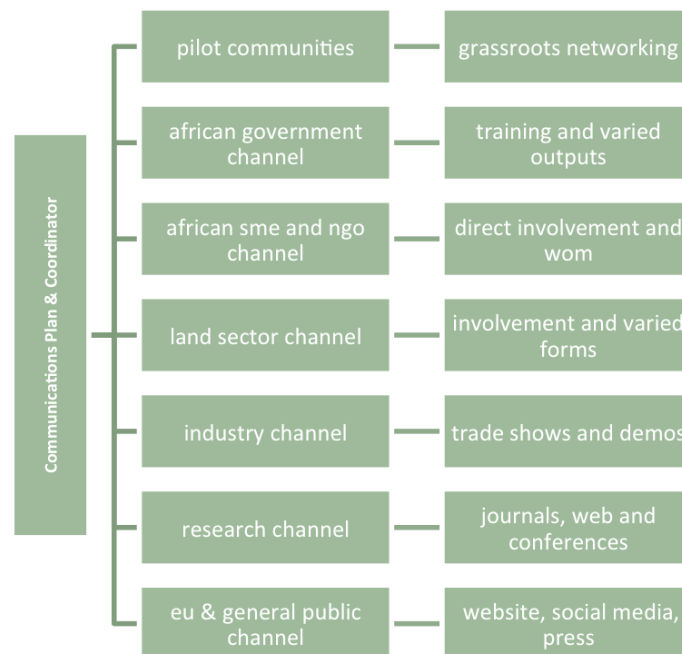


Figure 5. its4land communication channels – and intended methods

5. Summary

This report sought to provide evidence and clarification on WP1 (Project Management) with respect to the its4land project website: the website itself is available by logging into 'its4land.com' via any Internet browser on mobile, tablet, laptop, or desktop.

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