



MarENet

Atlantic Maritime Ecosystem Network

D6.3 Project web page and link digital Knowledge Network implemented

CIT-ICSEM

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EXECUTIVE SUMMARY

This document represents the launch of the web page for the project “Atlantic Maritime Ecosystem Network”, MarENet, which is funded by the Executive Agency for Small and Medium-size Enterprise (EASME) under Grant Agreement N°863595.

The project web page contains all the relevant information about the project’s objectives, activities, tasks, and deliverables and will provide public access to project reports and useful material developed during the implementation of the project. A specific section for news and calendar events are also present in the web page that will be constantly updated during the project’s lifetime.

In addition to this, the web page gives access to three different digital tools that will be developed in order to promote career pathways for key roles, facilitate training opportunities from academic and industry providers and showcase vacant roles and internships in France, Ireland and Spain.

It is important to note that the sole responsibility for all the content of this web page lies with the authors. The European Commission is not responsible for any use that may be made of the information contained therein.

The web page address is: <http://www.marenet.org/>

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1. INTRODUCTION

This document briefly presents the design and characteristics of the project web page as part of the MarENet project, funded by the Executive Agency for Small and Medium-size Enterprise (EASME) under Grant Agreement N°863595.

The MarENet web page corresponds to Deliverable 6.3 “Project web page and link digital Knowledge Network implemented” that falls into Work Package 6 “Communication and Dissemination”. The main objective of this WP6 is to ensure general awareness and to broadly disseminate project results and activities of the Atlantic Maritime Knowledge Network. The communication activities that are going to be implemented to achieve the intended objectives shall include the design and dissemination of:

- i. A dedicated project web page that contains all the relevant information about the project’s objectives, activities, tasks, and deliverables and provides public access to project reports.
- ii. B to B digital tool.
- iii. E-learning space to promote the quality and adequacy of the skills of university/vocational training graduates to business demand.
- iv. Digital newsletters – 1 every 6 months - and press releases with news and information on project activities, events...
- v. Outreach material such as leaflets, posters and roll-ups for international and national events.
- vi. Social media channels.
- vii. Participation in international and national events, conferences and workshops.

The MarENet web page will not only provide information on the project objectives, activities and results, but also will contain all these communication items listed above in order to reach the target audience. It will give access to project reports and useful material developed during the implementation of the project. Also, the users will have access to the latest news and information on the events, conferences, training and other interesting activities related to the blue economy sector that are expected to take place in their countries.

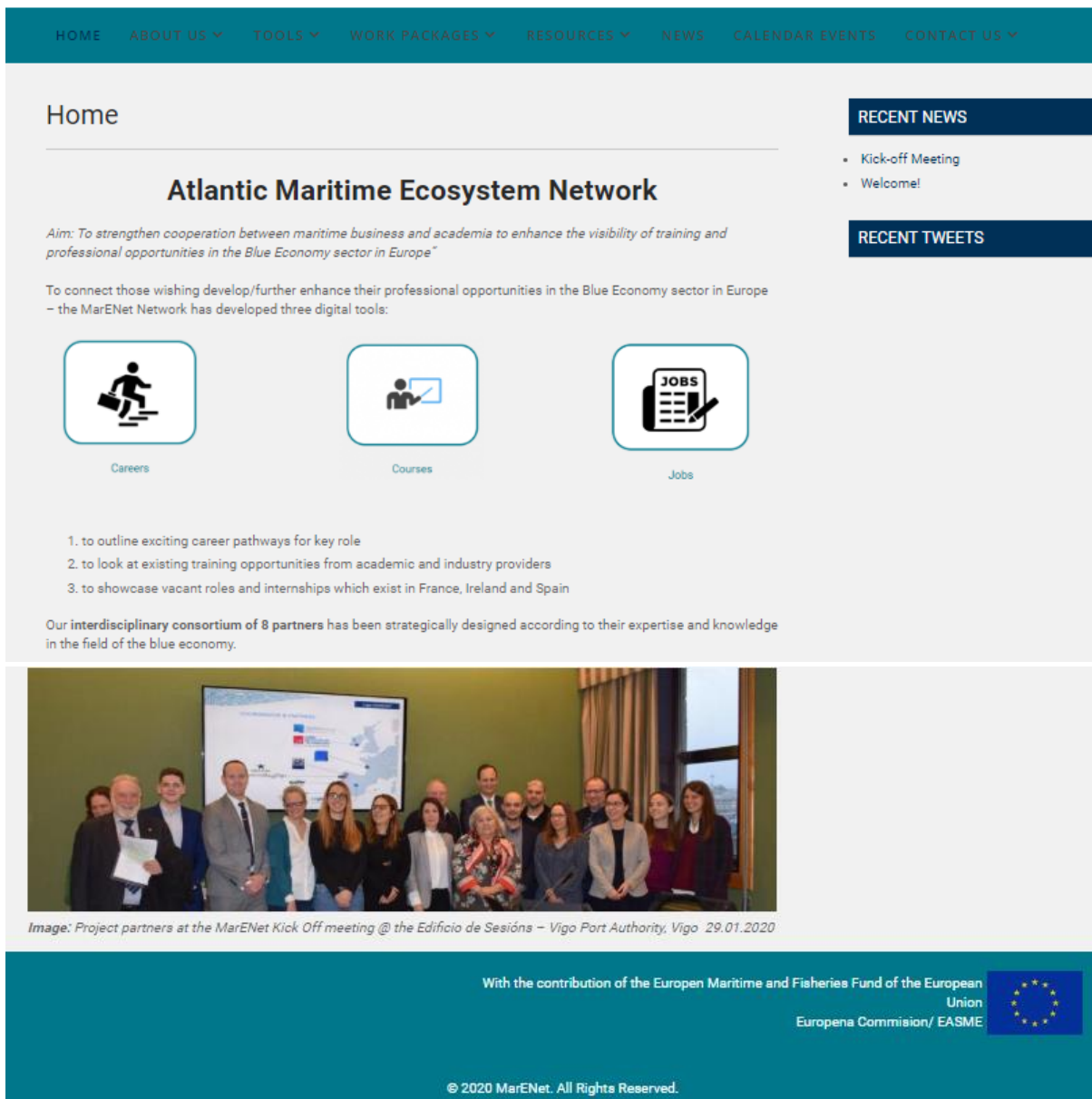
In addition to this, the web page will provide the links to three digital tools which are under development:

- The **MarENet Careers – Digital Tool**, that provides an opportunity for those who are interested in careers connected to key segments in the Maritime Ecosystem Network.
- The **MarENet Courses – Digital Tool**, that provides an opportunity for those interested in finding training and upskilling opportunities across Ireland, France and Spain.
- The **MarENet Jobs – Digital Tool**, that provides an opportunity to those interested in finding job opportunities in the blue economy sector across Ireland, France and Spain.

The web page can be accessed by entering the following URL address: <http://www.marenet.org/>

2. WEB PAGE DESIGN

The web page has been designed using Wordpress platform. The navigation menu, as presented, is simple and direct and facilitates direct access to the information provided in the web page.

The screenshot shows the home page of the Atlantic Maritime Ecosystem Network (MarENET) website. The page features a teal navigation bar at the top with links for HOME, ABOUT US, TOOLS, WORK PACKAGES, RESOURCES, NEWS, CALENDAR EVENTS, and CONTACT US. The main content area is titled "Home" and prominently displays "Atlantic Maritime Ecosystem Network". Below this, the aim is stated: "To strengthen cooperation between maritime business and academia to enhance the visibility of training and professional opportunities in the Blue Economy sector in Europe". A sub-section explains that the network has developed three digital tools: Careers, Courses, and Jobs, each represented by an icon. A list of three points outlines the goals for the Careers tool. At the bottom, it mentions an interdisciplinary consortium of 8 partners. A photograph shows the project partners at a kick-off meeting. The footer includes funding information from the European Maritime and Fisheries Fund and the European Union, along with the copyright notice "© 2020 MarENet. All Rights Reserved."

The home page contains a brief description of the objective of the project and introduce the three digital tools that are being developed and expanded over the course of the MarENet project. By clicking on the icons, the web page opens a new tab that allows the user to navigate to each digital tool. On the right side, the web page will showcase the last news and tweets posted.

In the “About Us” section, the web page contains information on the project objectives and presents the Consortium partners involved in the project with links to their official websites for further information.

At the “Tools” section, the users will have access to the **three digital tools** that are currently under development:

- The **MarENet Careers – Digital Tool**, that provides an opportunity for those who are interested in careers connected to key segments in the Maritime Ecosystem Network.
- The **MarENet Courses – Digital Tool**, that provides an opportunity for those interested in finding training and upskilling opportunities across Ireland, France and Spain.
- The **MarENet Jobs – Digital Tool**, that provides an opportunity to those interested in finding job opportunities in the blue economy sector across Ireland, France and Spain.

The detailed description of objectives, tasks and deliverables to produce during project’s lifetime are presented in section “Work Packages”. Through this section, the user will have access to information on on-going tasks that will be implemented by the partners.

As part of the dissemination and communication activities, resources like communication and marketing items and presentations done by partners in project events will be uploaded in the web page for public access. The consortium is currently designing the communication items – leaflets, newsletters...- that will be uploaded in the web page as required.

At the “News” and “Calendar Events” sections, the users will find valuable and interesting information about the last developments and activities performed and the expected and planned events that will take place.

Last but not least, we include a section to provide users with contact details and direct access to the project social networks: LinkedIn, Instagram, Facebook and Twitter. The consortium is currently creating these accounts so the web page will be accordingly updated.

The Consortium partners will update the webpage regularly with content, thus, it will become a living and dynamic tool that will serve not only for dissemination purposes during project’s life time but also for sustainability reasons once the Atlantic Maritime Knowledge Network is established.

3. TECHNICAL COMMENTS

The website and its overall architecture was developed by CIT in collaboration with ICSEM. The site is split into two parts: 1) project related content and news, and 2) the digital tools [MarENet Careers – Digital Tool](#), [MarENet Courses – Digital Tool](#) and the [MarENet Jobs – Digital Tool](#), these are managed and updated by CIT as when fully functioning with data from all regions they are more interactive and therefore have higher levels of control associated with them. The digital tools have a separate login area and can only be accessed by CIT’s software engineer – who will make updates which are provided by the consortium once they are validated and cleaned.