



## GUIDANCE

# Project Section and Users Area

### Project section: What is it all about?

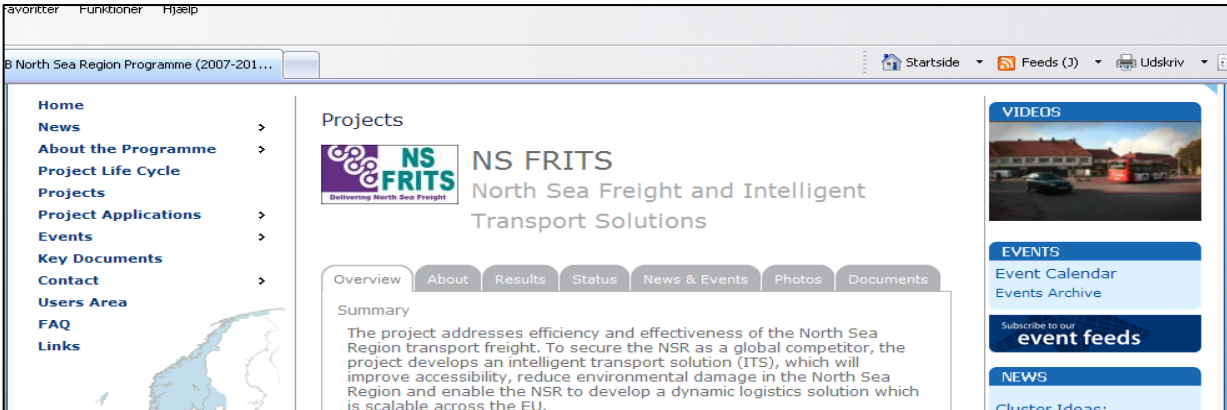
The project section is a separate part of the Programme website. It is intended to be an interactive platform for Programme-project communication. If well maintained, the section is of great value to both the projects and the Programme: It helps the projects to communicate more effectively, get inspiration from other projects and share learnings from each other, while for the Programme it serves as an up-to-date overview on main project activities and results.

Each running project under the Programme is presented in the project section. Project representatives have the opportunity to manage certain parts of their project presentation themselves:

- general information: web address and project logo
- project news
- project events
- upload documents and photos

All other information in the project presentation is based on the application and periodic reports and can therefore not be edited. Twice a year the status of the project is automatically updated on the basis of the latest periodic report.

The information submitted by projects is displayed on additional tabs of the project presentation: News & Events, Photos and Documents.



The screenshot shows a web browser window displaying the North Sea Region Programme website. The browser's address bar shows the URL: "North Sea Region Programme (2007-201...". The website has a navigation menu on the left with links: Home, News, About the Programme, Project Life Cycle, Projects, Project Applications, Events, Key Documents, Contact, Users Area, FAQ, and Links. The main content area features a project titled "NS FRITS North Sea Freight and Intelligent Transport Solutions". Below the title are tabs for Overview, About, Results, Status, News & Events, Photos, and Documents. The "Overview" tab is selected, showing a summary: "The project addresses efficiency and effectiveness of the North Sea Region transport freight. To secure the NSR as a global competitor, the project develops an intelligent transport solution (ITS), which will improve accessibility, reduce environmental damage in the North Sea Region and enable the NSR to develop a dynamic logistics solution which is scalable across the EU." The right sidebar contains sections for "VIDEOS", "EVENTS" (with links to Event Calendar and Events Archive), "Subscribe to our event feeds", and "NEWS" (with a link to Cluster Ideas).

In addition, any news submitted by projects are also displayed on the front and news pages of the Programme website. Any events posted are also included in the Programme events calendar.

### Why make the effort?

About 700 unique visitors visit the Programme website each week. More than 90% of the visitors come from the seven North Sea Region countries and can be directly linked to the Programme target groups.

The Programme website attracts a wider audience than individual project websites, e.g. it is often used as a first point of reference for stakeholders on national and European levels looking for project information. Establishing links between Programme and project websites will generate traffic on both websites and attract audiences that would otherwise be hard to reach.

Complementing the individual project websites, the project presentations on the Programme website serve as a valuable additional channel for project communication. Projects are therefore strongly recommended to make use of the project section for the promotion of their project activities.

### **Getting started**

Steps to follow:

- The project presentation is assigned to the user account of **one** project representative: Decide who should be responsible for updating the project presentation.
- The responsible user creates a user account here: <http://www.northsearegion.eu/ivb/customer/new/>
- Inform the Senior Communications Officer at the Secretariat at [henrik.josephson@northsearegion.eu](mailto:henrik.josephson@northsearegion.eu) who will then assign the project to the respective user account.
- Only then the tab "My Project" will appear on the user account.

### **Users Area: How to use it?**

The editable parts of the project presentation can be accessed via the Users Area:

- Log in here: <http://www.northsearegion.eu/ivb/user/check/>
- Go to tab "My Project" to add/edit information about your project.

Please note that the Secretariat has to confirm any items submitted through the Users Area due to spam protection reasons, so it might take a little while before the submitted item is displayed online.

If you have any questions or experience any difficulties using the Users Area, please contact

Henrik Josephson

[henrik.josephson@northsearegion.eu](mailto:henrik.josephson@northsearegion.eu)

+45 7841 1778

JTS, September 2011