



INSPIRE

Innovative Solutions for Plastic Free European Rivers

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¹ Dissemination level: **PU**: Public, **SEN**: Sensitive, **CL**: EU Classified, information as referred to in European Commission Decision 2015/844

² Type of deliverable: **R**: Document, Report, **DEM**: Demonstration, pilot, prototype, **DEC**: Website, patent filing videos, **DMP**: Data Management Plan, **Ethics**: Ethics deliverable



Acronyms

Acronym	Description
D	Deliverable
EXIT	Foundation EXIT, Serbia
FSTP	Financial Support to Third Parties
INSPIRE	Innovative Solutions for Plastic Free European Rivers
VITO	Vlaamse Instelling voor Technologisch Onderzoek (Flemish Institute for Technological Research, Belgium)
VLIZ	Vlaams Instituut voor de Zee (Flanders Marine Institute), Belgium
WP	Work Package



Executive Summary

This document reports on the features included in the INSPIRE project website, covering the concept of the INSPIRE project, the partners, news about the topic, reporting about events organized, results obtained and general communications about the project.



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1. Objective

The goal of this deliverable is to present a comprehensive overview of the **INSPIRE project website**, highlighting its key features and content. It explains how the website serves as a central platform for disseminating information about the project, including its objectives, consortium partners, key developments, and news updates. The document provides a brief discussion on the website structure, update mechanisms and performance tracking to ensure optimal functionality.

2. Introduction

The INSPIRE project website (<https://inspire-europe.org/>) plays a key role in the project's dissemination and communication strategy. The website was developed by EXIT Foundation under task 6.3 as part of the establishment of the project identity, channels of communication and creation of promotional material as well as raising awareness on the project. It serves as an information hub for stakeholders and the public, providing details about the project, its partners, use cases, workshops, dissemination activities, community engagement efforts, and key results. Additionally, the website functions as a platform for calls to action.

The broader INSPIRE community engagement, communication, and dissemination strategy is outlined in D6.1. The timeline leading to the official website launch:

- 27-28.06: A landing page providing an overview of the INSPIRE's objectives was launched at the INSPIRE kick-off meeting.
- 29.10.2023: Launch of the official INSPIRE website

3. Website structure

The INSPIRE website is designed to provide clear and accessible information about the project, its goals and its ongoing developments. It features several key sections:

- **Homepage** – Highlights the main challenges INSPIRE aims to address, along with its objectives, demonstration sites and project partners.
- **About** – Provides an overview of the project, linking it to the EU's broader mission and summarizing its objectives, expected outcomes and overall impact.
- **INSPIRE Solutions** – Showcases the 20 innovative technologies developed within the project, offering insights into their application and benefits.
- **Locations** – Features an overview and descriptions of the six demo sites where INSPIRE solutions are being tested and implemented.
- **News** – A dedicated section for updates, events and workshops and relevant articles about the project's progress and key milestones.
- **Contact** – Provides contact details and a form for stakeholders, researchers and the public to get in touch with the INSPIRE team.
- **Call to action-button: 'Take Action Now'** – Encourages website visitors to engage with the project. This button will be activated when specific actions are available, such as subscribing for the Financial Support to Third Parties (FSTP) call. The button's label will be adapted to reflect the current action, ensuring clarity for users. For example, during the FSTP, the button may read **"Open Call"**, directing visitors to the relevant application process. This dynamic approach ensures that stakeholders can easily identify and respond to engagement opportunities as they arise.



Figures 1 to 6 showcase screenshots of the website:

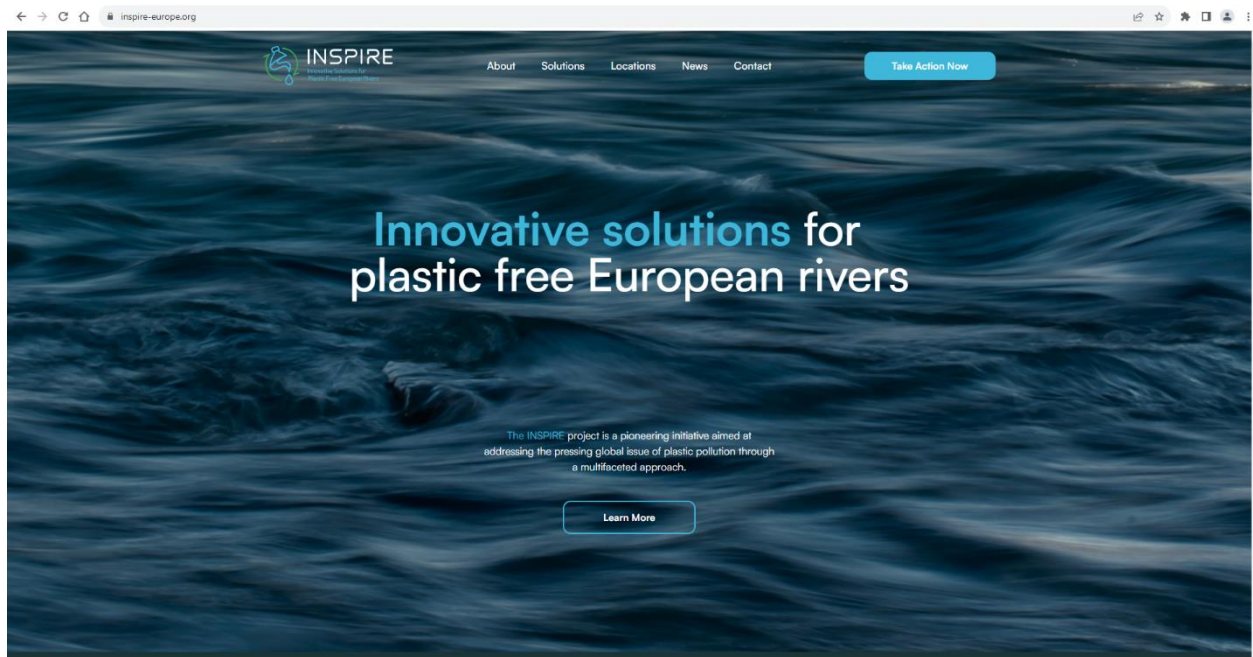


Figure 1. Screenshot of IINSPIRE project website – Homepage.

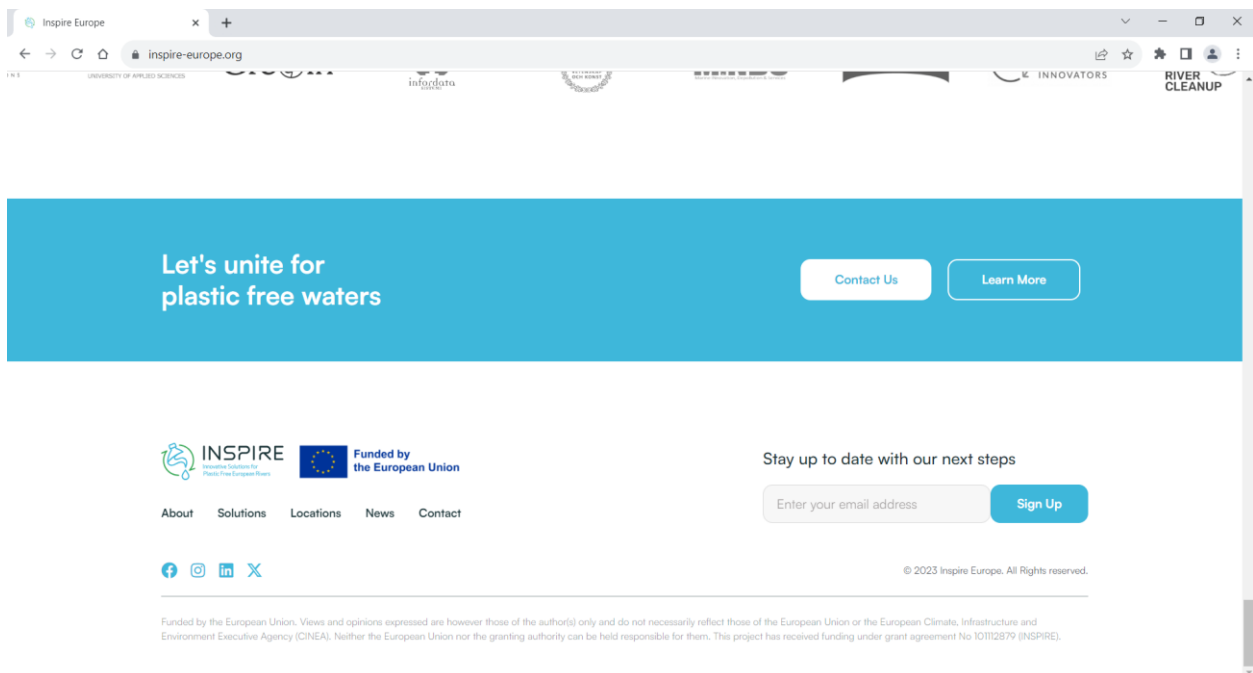


Figure 2. Screenshot of INSPIRE project website – Contact.



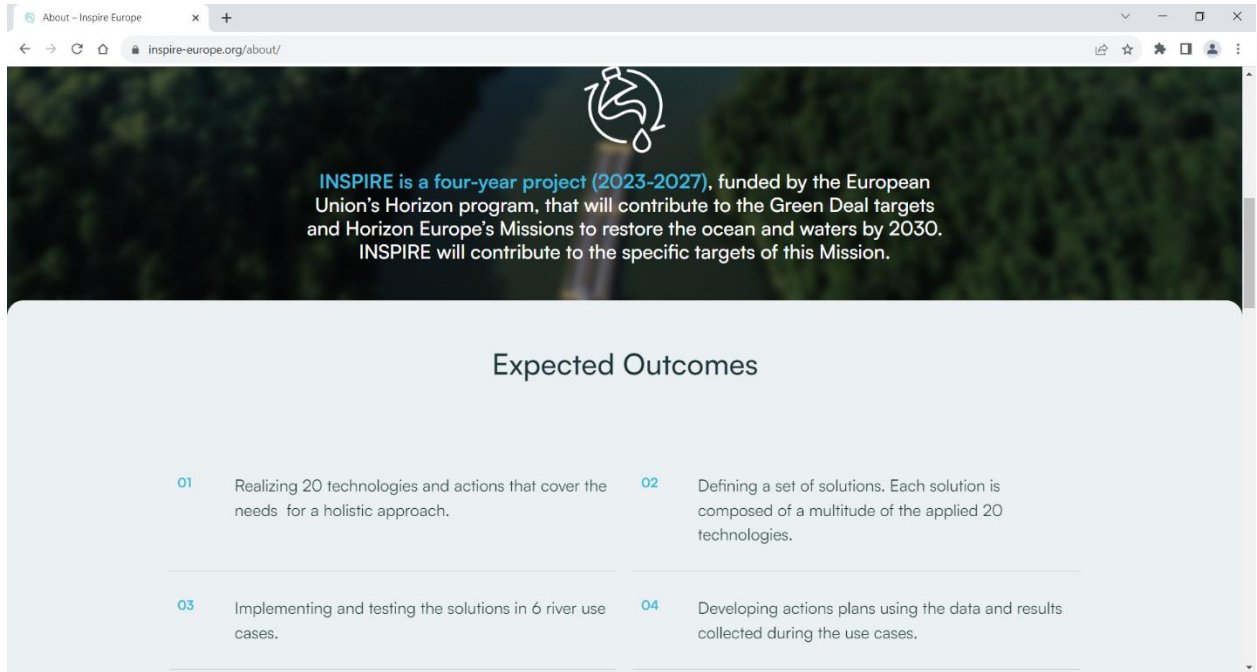


Figure 3. Screenshot of INSPIRE project website – About the project webpage.

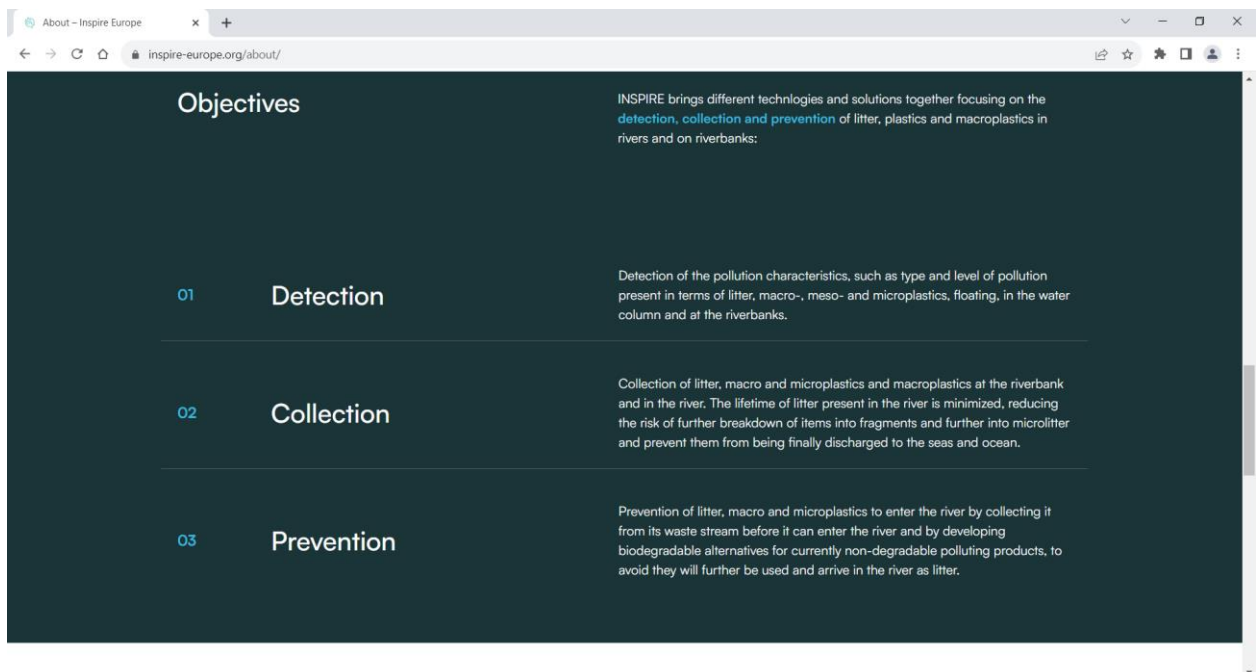


Figure 4. Screenshot of INSPIRE project website – About the project webpage – Objectives.



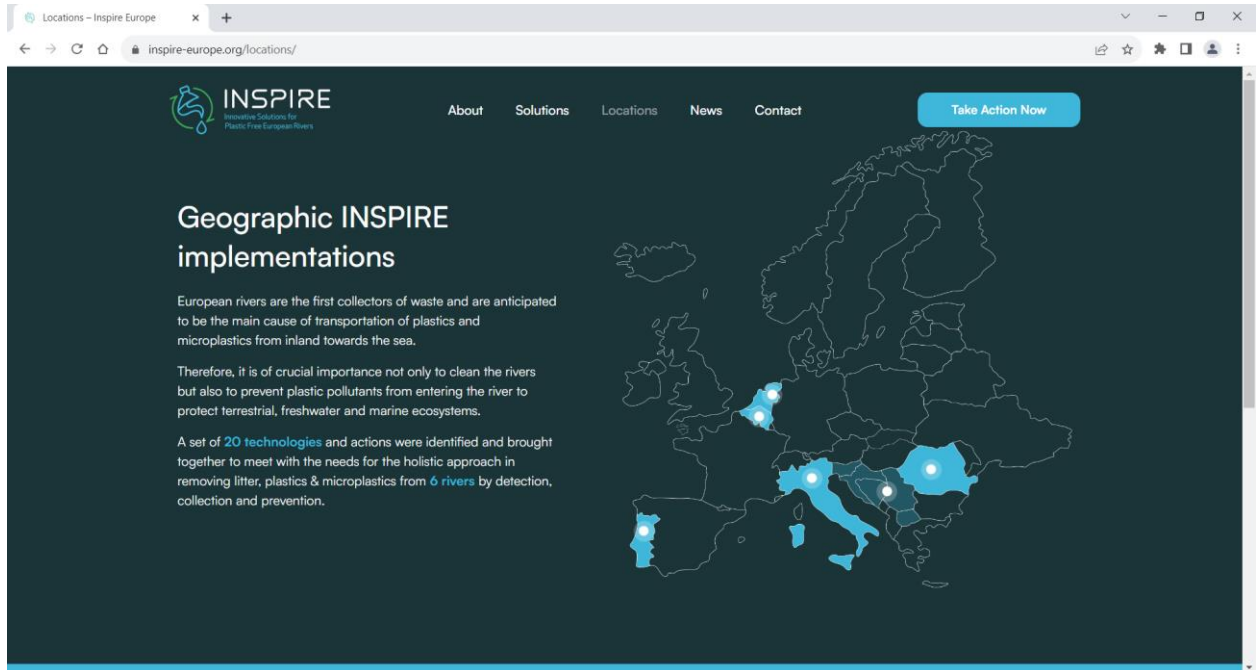


Figure 5. Screenshot of INSPIRE project website – INSPIRE locations.

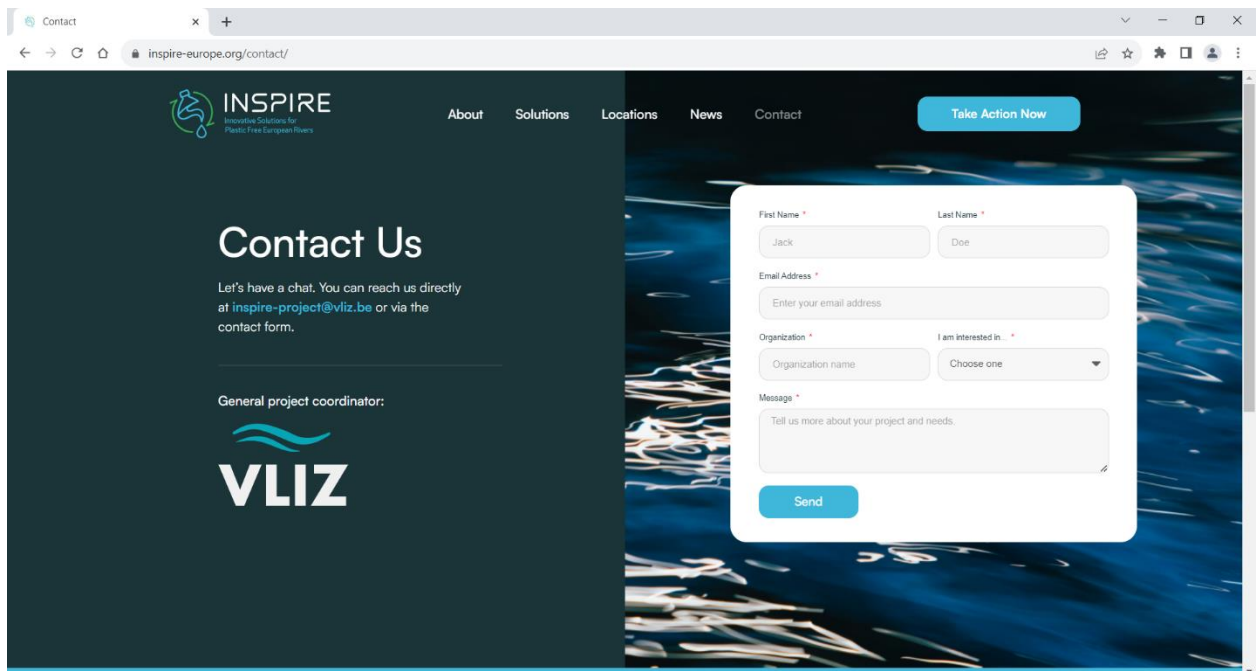


Figure 6. Screenshot of INSPIRE project website – Contact us.



4. Website updates

The website is a dynamic platform, continuously reflecting the latest project status and ongoing activities. To maintain its relevance, updates will be made throughout the project's duration, aligning with its timeline. In addition to general updates—such as adding new tabs, refining text, and making necessary adjustments—the news section will be regularly refreshed with frequent updates.

4.1 General updates

At launch, certain sections of the INSPIRE website, including **Solutions** and **Demo sites** sections primarily featured general content. As the project progresses, these sections will be continuously updated and enriched with more detailed and refined information, ensuring that stakeholders have access to the latest developments, findings and relevant documents.

To enhance accessibility and engagement, additional tabs will be introduced as they become relevant. For example, a **Resources** section will be added to serve as a centralized repository for INSPIRE-related materials, including presentations, recordings, videos, scientific publications, and other key documents. Similarly, a dedicated section will provide information on the **Financial Support to Third Parties (FSTP)**, ensuring clear communication of funding opportunities, eligibility criteria, and application procedures.

Regular updates will be made throughout the project's duration to align with its timeline (in what concerns activities, key tasks, dissemination, deliverables and achieved milestones) and evolving needs, ensuring that the website remains a dynamic and valuable resource for all stakeholders.

4.2 News Items

The website features a dedicated **News** section, covering a variety of topics such as events, project milestones, insights shared by partners in a more informal format (compared to research papers), announcements about published articles and project results. To ensure regular updates, we've established following workflow:

- **Content submission** – News items, including pictures and content should be submitted using the INSPIRE News item template (*INSPIRE_News_item_web_template.docx*). Submissions should be sent to milos.milosevic@exit-festival.org, inspire@vito.be, inspire-project@vliz.be and relevant partners for review and publication on the INSPIRE website and social media channels.
- **Content review** – The content will be reviewed by VITO and VLIZ within 10 working days. they will provide one of the following responses: *approved for publication ("go")*, *not approved ("no-go")*, or *requires modifications ("adaptations required")*.
- **Publication** – Once approved, the article will be published on INSPIRE website and shared on social media channels to maximize outreach and engagement.

Table 1. News item template (INSPIRE_News Item_web template.docx) provides the template use to collect the required information for a news item.



Table 1. News item template (INSPIRE_News Item_web template.docx)

Received (date)

Author

responsible for content

Involved

who is involved, or do we need to involve in copywriting?

Publication (date)

TITLE HEADER: (preferably 5-8 words)

Short intro (max. 25 words)

Body text: (preferably 250-350 words + if needed hyperlinks or documents)

Short quote + author quote:

Figures (names - please send them by e-mail)

Call to action: add a link or document? url for registration for event? url survey? url new paper? extra information/presentation?

Contact: (in case of questions, reader can contact this person:)

Name:

E-mail:

5. Website maintenance and performance tracking

Technical maintenance will be performed to ensure optimal functionality, security, and accessibility. This includes monitoring for broken links, ensuring compliance with data protection regulations (e.g., GDPR), and optimizing performance for both desktop and mobile users.

To assess website engagement and impact, Google Analytics will be used to collect key performance data. This will provide insights into visitor demographics, traffic sources, page views, and user interactions. Regular analysis of these metrics will help optimize content strategy, improve user experience, and enhance outreach efforts.

Periodic reporting on website performance will allow the project team to make data-driven decisions, ensuring that the website remains an effective communication tool throughout the project's lifecycle.

6. INSPIRE Social media channels

The INSPIRE website serves as the primary information hub, providing comprehensive details about the project, its progress, and key developments. Social media (SoM) channels will be used as complementary communication tools to share key messages, news, and updates, directing audiences back to the website for more in-depth information. By leveraging social media to highlight important milestones and engagement opportunities, we ensure that stakeholders stay informed while maintaining the website as the central repository for all project-related content. The INSPIRE social media channels:



- Facebook: <https://www.facebook.com/inspire.eu>
- Instagram: https://www.instagram.com/inspire_eu/
- LinkedIn: <https://www.linkedin.com/company/inspire-europe>
- X: https://twitter.com/INSPIRE_EUROPE

7. Conclusion

The INSPIRE project website serves as the central platform for sharing comprehensive and up-to-date information about the project, its progress, and key outcomes. Designed as a dynamic and evolving resource, the website will be continuously updated to reflect the latest developments, ensuring that stakeholders have access to relevant documents, news, and engagement opportunities.

In addition to hosting detailed content, the website will be strategically supported by social media channels, which will amplify key messages and direct audiences back to the platform for in-depth information. Interactive features, such as the **Call-to-Action** button and dedicated sections for resources and funding opportunities, will further enhance user engagement.

By maintaining an informative, accessible, and regularly updated website, INSPIRE ensures effective communication, broad outreach, and seamless knowledge dissemination, making it a valuable tool for all stakeholders involved in the project.





INSPIRE

Innovative Solutions for Plastic Free European Rivers

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