ITHACA

Interconnecting Histories and Archives for Migrant Agency

DELIVERABLE 6.16

ITHACA Website

Work Package concerned: WP6
Due date: 30/04/2021
Actual submission date: TBD
Concerned work package leader: iED – Institute of Entrepreneurship Development
Deliverable responsible: iED – Institute of Entrepreneurship Development
Dissemination level: Public
Authors: Alexandra Chimona

Project full title: ITHACA, Interconnecting Histories and Archives for Migrant Agency: Entangled Narratives Across Europe and the Mediterranean Region
Start date of the project: January 1, 2021
Duration of the project: 51 months
Project funding scheme: H2020-SC6-MIGRATION-09-2020
Co-ordinator: University of Modena and Reggio Emilia
Primary Co-ordinator Contact: Matteo Al Kalak
E-mail: matteo.alkalak@unimore.it

List of Abbreviations and Acronyms

KoM	Kick-off Meeting
WP	Work-Package
MOOC	Massive Open Online Courses
CDI-WG	Communication, dissemination and impact working group

Document review history

Date	Author/s	Feedback/Review	Version
19/05/2021	Alexandra Chimona		D1.1_V1
20/05/2021	Alexandra Chimona	Matteo Al Kalak	D1.2_V2
21/05/2021	Alexandra Chimona	Matteo Al Kalak	D1.3_V3
09/06/2021	Alexandra Chimona		D1.4_V4

TABLE OF CONTENTS

1. INTRODUCTION

The project's website is one of the first tasks of WP 6 and represents the main tool of the project's dissemination and promotion of its results.

Main objectives of the website are to:

a) communicate events, actions, and results of the project, to the multiple targeted audiences
b) offer to the broadest public other tools produced during the project to the different users (in particular, tools produced to analyze specific migration narratives, and interactive training packages for practitioners and stakeholders, the MigrAPP, the Diary Contest, the Museum Experience App and the policy briefs produced in T6.3-5)
c) disseminate the final result of the project – the ITHACA digital Platform – exploiting all its functionalities
d) establish an effective communication among the partners
e) act as a tool that will ensure the project's sustainability after its conclusion.

2. Methodology

The website is a powerful public tool for reaching ITHACA target audience and promoting the project. English, French and Arabic versions (as main languages of the ITHACA targets: researchers, policy makers, practitioners, NGOs, and migrants) are planned. It also includes specific pages in all partners' languages to ensure a wider dissemination of the contents. Specifically, the website consists of:

- General information concerning the project, its development, its significance in/for each participating country
- Special space for news, which relates to the project's target groups so that the site is visitor-friendly and frequently visited
- Dedicated space for the beneficiaries as well as information concerning the benefits that they will have from the project's outcomes and results
- An area for promotion of informative materials that users could download
- Access to ITHACA Platform, Apps and other tools linked to the Project.

Links to the ITHACA website are placed in the institutional websites of the partners and in other websites of organizations and stakeholders involved in the project.

The project domain is: www.ithacahorizon.eu.

2.1 Website target audience

In order to realize the most effective website, ITHACA's main target groups were considered:

- Migrants
- Researchers/academia
- Consortium and Scientific Advisory Board (SAB) members
- Public authorities in the project's key-locations
- Local, national, and international policy makers
- Local and international NGOs
- Research institutions
- Creative industries
- Companies offering services for migrants
- Social innovators and artists active in other cities and countries and initiatives
- Coordinators and researchers in sister-projects, both H2020 and publicly funded
- The European Commission (EC).

2.2 Steps towards the website's release

For the development and the maintenance of the project's website, the steps described below had been undertaken:
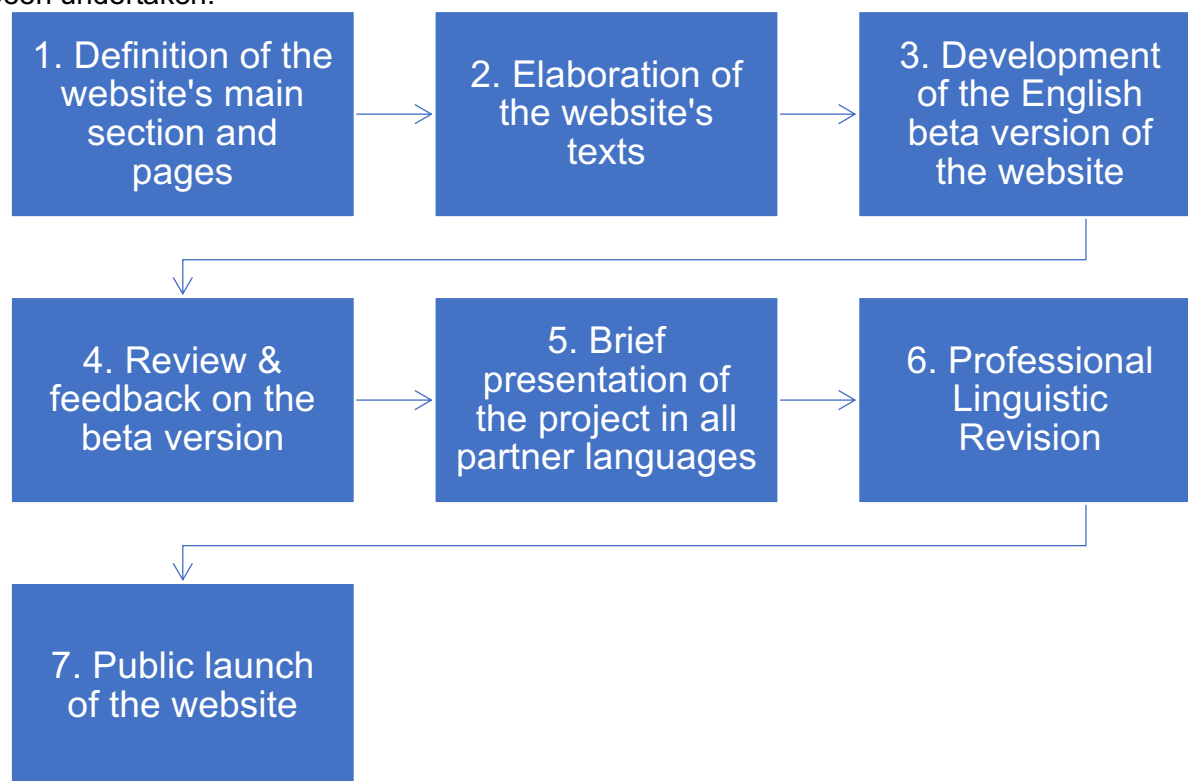

Figure 1: Steps for the website's development

2.2.1 Description of the steps finalized before the KoM

ITHACA KoM was held in April 2021, 26th-27th. Before that date, several steps towards the development of the project were undertaken:

Step 1: Definition of the website's architecture
iED defined with the project's coordinator UNIMORE the main sections and pages that the website should include. Both partners had reviewed the website's structure, including the following sections:

- **Homepage**
- **Project**: presentation of the project in all partner languages; description of the actions and the results; inspiring project
- **Consortium**: presentation of the partner organizations and the research team
- **Superarchive**
- **Events**: information on past and upcoming events, and calendar
- **Tools**: access to leaflets, newsletters, press releases, and videos
- **Participate**: information and access to the stakeholder map, policy councils, policy briefs, the MigrAPP, the ITHACA Diary Contest and contact information
- **Education**: information and access to the ITHACA MOOC, and the Museum Experience APP

Step 2: Elaboration of the website texts
iED has proposed the English texts to be included in each page/section of the website. The texts were reviewed by UNIMORE's team and, later, by the (CDI-WG). This activity was completed after the KoM of the project with the constitution of the CDI-WG (May, 19th).

Step 3: Development of the English beta version
With the support of the Coordinator, iED has developed the project's beta version of the website in English. In order to reach this beta version iED & UNIMORE have realized the following actions:
- **Functional Requirements** – Analysis of the *functional requirements* of the website and choice of the most appropriate tools for its development.
- **Website Structure –** Definition of individual subpages and their internal links.
- **WordPress Theme Research -** Basing on the functional requirements and the structure of the website, choice of the appropriate theme.
- **Website UI/UX Design -** Layout and design of the website for the desktop and mobile devices - responsive website; review of the sketches with the developers and changes or necessary modifications.
- **Website Development First Draft –** Development of the first pages.

2.1.2. Description of the steps finalized after the project's Kick off Meeting

After the implementation of the Kick of Meeting, the consortium was one step closer to publicly launch the project's website. By the end of May 2021, the following steps were finalized:

Step 4: Review & Feedback on the beta version
During the KoM, after the finalization of the beta version, iED has introduced the website to all partners. In a frame of 3 weeks after the KoM, partners were asked to provide iED with their feedbacks, through an interactive tool (https://ideaboardz.com/).
Once the feedback session was completed, iED proceeded with the refinements requested and shared the new version of the website with the project's coordinator for the final review.
Furthermore, iED shared the proposed English texts with the CDI-WG and along with its members for their finalization.

Step 5: Brief presentation of the project in all partner languages
A brief presentation of the project (under section "project") was provided by each partner in its native language and published after iED/UNIMORE's check. iED prepared a brief description of the project, shared with all partners for the translation into their country language(s), as well as to provide short bios of their staff members involved in the project.

Step 6: Professional linguistic revision
Once all texts were finalized, iED identified a professional linguistic revision of the website's contents to be realized in order to assure the texts' vocabulary and grammar correctness.

Step 7: Public Launch of the Website
With the completion of all steps, UNIMORE completed the final review of the website structure, to assure completeness and correctness towards to publicly launch.
The English version of the website was launched on the 8th of June 2021.

2.3   Activities after the public launch of the website

After the public launch of ITHACA's website, iED will be responsible for uploading, updating and maintaining contents of the website coming also from the partners.

Translations
The website will be available in three languages, English, French and Arabic, as main languages of migrants in the Mediterranean area, practitioners, policymakers, and scholars.
iED will coordinate the translation of all the texts into French and Arabic: along with the CDI-WG members, iED will define the partners who will undertake the translation of the website into French and Arabic. Then, iED will provide to the relevant partners with all texts to be translated and monitor the process.
Translations will be available one month after its public launch (first week of July).

User experience test
In the next weeks, ITHACA's website will be tested by researchers, policy makers, and migrants in all partner countries, as main targets. All partners will distribute the website among the target group and provide them with a questionnaire to be filled, through which will be asked to assess their user experience on ITHACA's website. Once all the feedback collected, iED will analyze the results and proceed with any refinement required. This way, we will manage to come up with the most user-friendly final version of the website.

Updates
Updates of the website and a full check of its functionalities and appropriateness will take place every 4 months.
Once per month, and following ITHACA's timeline, information on the advancements of the project's activities will be published. More specifically, the sections will be enriched with news and findings regarding:
- The ongoing research and engagement/policy actions
- The positive impact of the project through the Horizon Europe Programme, in relation to all the stakeholders involved
- Events
- Policy Councils Meetings
- Superarchive development
- Training activities and MOOC
- Development of the MigrAPP
- Preparation of the Diary Contest
- News on research in the field of migration and archives.