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ARACNE

ADVOCATING THE ROLE OF SILK ART AND CULTURAL HERITAGE AT NATIONAL AND EUROPEAN SCALE

Deliverable 5.2

Website and project branding package

Version 1.0

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Dissemination Level

☒	**PU:**	Public
☐	**SEN:**	Sensitive
☐	**PP:**	Restricted to other programme participants (including the Commission Services)
☐	**RE:**	Restricted to a group specified by the consortium (including the Commission Services)
☐	**CO:**	Confidential, only for members of the consortium (including the Commission Services)

Abstract

In today's dynamic and interconnected world, effective communication is paramount for the success and sustainability of any project. The ARACNE project website serves as a central repository and a gateway to a unique European initiative and this website is strategically designed to capture and disseminate its multifaceted aspects, activities, milestones, news, and events.

The ARACNE project website is not merely a digital presence but a meticulously crafted treasure trove, housing a comprehensive record of the project's objectives, achievements, and ongoing efforts. It plays an essential role as both a destination and a launchpad. As a destination, it serves as an ever-evolving compendium, meticulously curated to encompass all facets of the project. This ensures that stakeholders, partners, and interested parties have a reliable and accessible resource at their disposal, now and in the future. By consolidating critical project information, it fosters continuity and longevity.

Moreover, the ARACNE project website acts as a launchpad, enabling the project and its consortium of partners to amplify its message of uniqueness and accomplishments across Europe. Through this digital platform, ARACNE project strives to communicate not only its objectives but also the outcomes it has achieved. The website acts as the nucleus for sharing innovative solutions, fostering collaboration, and inspiring others to embark on similar journeys.

In conclusion, this website stands as a testament to the project's commitment to transparency, knowledge sharing, and long-term impact. It symbolizes a reservoir of knowledge and a springboard for future efforts, ensuring that the project's legacy continues to shape and enrich the European landscape.

Partners involved in the document

Participant n.	Participant organisation name	Short name	Check if involved
1 Coordinator	Consiglio per la Ricerca in Agricoltura e l'Analisi dell'Economia Agraria	CREA	
2	Iniziativa Cube S.r.l.	INI	X
3	Lepl State Silk Museum	SSM	
4	Nauchen Tsentar Po Bubarstvo Vratsa	SCS	
5	Piraeus Bank Group Cultural Foundation	PIOP	
6	Univerza V Mariboru	UM	
7	Ethniko Kai Kapodistriako Panepistimio Athinon	NKUA	
8	Instituto Murciano de Investigacion y Desarrollo Agrario y Medioambiental (IMIDA)	IMIDA	
9	D'orica S.r.l. Società Benefit	DOR	
10	Chemins De La Soie - Des Cevennes aux Alpujarras	ASSOIE	
11	Sericyne	SER	
12	Universita degli Studi di Padova	UNIPD	
13	Council Of Europe - Conseil de l'Europe	COE	
14	Mouseio Technis Metaxiou	ASMS	

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1. Description of the project

ARACNE project focuses on the cultural heritage of the European silk production and its preservation, protection and valorisation; it aims at reinvigorating traditional skills through the adaptive reuse of the common cultural and artistic legacy and at shaping a silk-linked European cultural identity.

The production and the past and present development of the silk sector can be again the common basis for a future European Silk Route intended as a cultural itinerary across Europe. To create a wide and well-connected network that, starting from the historical path followed by Marco Polo in his travels to East, even includes the routes of production and commercialization of silk in Europe in the following centuries, we aim to:

❖ Bring back silk production in vogue by reconstructing a resilient and innovative silk ecosystem that retraces the concerned European countries and promotes traditions, architecture, and both tangible and intangible heritages. The consolidation of a European Silk Route will encourage links and shared activities among European cities and regions to strengthen the preservation and protection of their culture and promote innovations in production and trade;

❖ Contribute to improve skills and competitiveness of silk-related European Cultural and Creative Industries through the renewal, co-development and the implementation of human-centered and place-specific silk-based cultural products, processes and service innovations, leveraging on digital applications and cutting-edge technologies, to foster the transition to more sustainable business models, and promote economic and social growth, and strengthen the reputation of European countries abroad.

1.1   ARACNE specific objectives

The overarching goal of ARACNE is to create a wide and well-connected Silk Innovation Ecosystem that, starting from the historical path followed by Marco Polo in his travels to East, also includes the routes of production and commercialization of silk in Europe in the following centuries. An innovation ecosystem is an interconnected network of quadruple helix stakeholders, including academia, industry and different levels of the public sector and civil society. This multi-level approach applies a systemic and bottom-up approach to creating research, innovation and knowledge. Silk Innovation Ecosystem includes every stakeholder and innovator in the cultural silk value chain even if not participating directly in the project activities. The production and, more in general, the past and present development of the silk sector in the ARACNE Consortium countries represent the common thread for the future "European Silk Route" as a cultural itinerary across Europe, to boost the European values in relation to the silk arts and CH for the benefit, prosperity, peace of our societies. To this aim, the project will explore the CCIs' capacities to create a cultural and artistic niche market where silk produced within EU boundaries will be valued as a distinct immaterial asset; on the other hand, the ambition is to contribute to stop the loss of technical, traditional and cultural know-how and skills that accompanied the decline of this fiber production and that is detrimental exactly to those CCIs which might be active in fashion, art, design and product communication. In fact, the so-called "Silk Road" is generally associated to its Asian origin;

however, its European ramifications were fundamental for the development of Europe as we know it today. More in general, the silk production (silkworm rearing, mulberry cultivation, silk reeling), originated from Asia but subsequently spread to Europe and developed strongly in the Mediterranean and Balkan regions. Bringing back silk production in vogue by reconstructing a resilient and innovative Silk Route that retraces the European countries and enhances traditions, architecture, tangible, and intangible heritage will demonstrate that silk, as a cultural legacy, can contribute to develop the European economy and enrich our society. In this context, ARACNE covers several sectors linked to content creation, conservation, exploitation, management, fruition, diffusion related to the silk historical, artistic and environmental resources and assets. The ambition of ARACNE will be reached through a set of specific, measurable, achievable, realistic and time-constrained (SMART) specific objectives:

Objective 1: Enhancement of knowledge and memory for the renaissance of a European Silk Innovation Ecosystem;

Objective 2: Co-creation of human-centred and place specific creative silk-based solutions leveraging on digital and cutting-edge technologies;

Objective 3: Implementation of innovative strategies and business, governance and financing models for the involved CCIs organisations and SMEs, building on previous research;

Objective 4: Support the establishment of a cultural European Silk Route, based on the tangible and intangible silk cultural heritage and landscapes;

Objective 5: Raise awareness of ARACNE results and impacts among different stakeholders of the territories and CCIs of the silk sector and raise the expectation for the constitution of a European Silk Route in support to the European silk CH and silk CCIs;

Objective 6: Enhance the European cultural identity and strengthen European competitiveness for a more resilient post-crisis society;

Objective 7: Contribution to the European Green Deal, the New European Bauhaus and the Sustainable Development Goals.

2. Introduction

"A successful website does three things: it attracts the right kinds of visitors, guides them to the main services or product you offer and collect contact details for future ongoing relation."
- Mohamed Saad, Web&Mobile Developer

One of the objectives of the project, specifically Specific Objective 5, is to "*Raise awareness of ARACNE results and impacts among different stakeholders of the territories and CCIs of the silk sector and raise the expectation for the constitution of a European Silk Route in support of the European silk CH and silk CCIs*", with targeted activities outlined in WP5.

The creation of a website and a project branding package is aimed at achieving this objective, in compliance with Article 17.1 of the Grant Agreement, which states "Communication — Dissemination — Promoting the action: *Unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent, and effective manner*".

Creating a website and a project branding package in a European project is of paramount importance. These tools enable effective communication by providing a central channel to share information with stakeholders. Furthermore, they enhance the project's visibility, attracting the attention of potential partners and funders. The consistency and professionalism ensured by well-defined branding contribute to building trust among partners. Lastly, these tools can be used to preserve and share project knowledge in the long term, contributing to its sustainability.

2.1   Objective of the deliverable

This deliverable serves as a comprehensive and detailed overview of the ARACNE website and the entire project branding package. It is not only a report on the activities undertaken to create these tools but also as a guiding reference for all consortium members.

The website and the branding elements of the ARACNE project represent vital components, serving as the digital face and identity of its endeavour. This document aims to describe it and to facilitate a shared understanding among project stakeholders.

2.2   Document structure

The present deliverable follows a logical organization, commencing with an introductory section about the project, providing an initial overview. It then proceeds with a detailed description of the website, alternating between descriptive sections and photographs to comprehensively present structure and contents with a clear understanding of layout and hosted materials. The subsequent section addresses technical aspects of the website, including the choice of hosting service and other relevant details about its infrastructure.

Immediately following, there is a brief overview of the social media channels selected by the partners and their roles within the project's communication activities.

The final part of the deliverable focuses on the project branding package, examining its components and their impact on the project.

3. ARACNE website

This chapter delves into aspects related to the structure and organization of the website. It is divided into two distinct parts. The first part describes the visual aspects and layout of individual pages and sections, focusing on the user experience. Following that, the technical aspects with the website's functionality will be described.

3.1   Design and contents

The website and the branding package have been designed by Estrogeni Ltd, a highly professional and competent web consulting company with expertise in web design and development. Estrogeni Ltd is known for its strong technical competence, boasting a team of developers, designers, and user experience experts who are proficient in the latest web technologies and programming languages. With extensive experience in creating successful websites for various clients and industries, Estrogeni Ltd prioritizes client needs by translating their requirements into effective and customized web solutions.

Estrogeni Ltd places great importance on visual design to enhance website effectiveness. Their creative designers craft attractive, intuitive, and responsive layouts that deliver an excellent user experience. Additionally, Estrogeni Ltd offers regular update and maintenance services to ensure websites remain up-to-date and secure over time. The company also provides outstanding customer support and technical assistance to address any issues or questions that may arise after the website's launch. Estrogeni Ltd has demonstrated a willingness to train some members of the ARACNE consortium, enabling them to independently manage and update their own websites.

The ARACNE project website has been developed using the WordPress platform, highlighting the versatility and power of this renowned content management system (CMS). WordPress has enabled the creation of a user-friendly and highly customizable website, offering visitors a seamless experience.

The website features an appealing and functional design that reflects the brand, clear information architecture, and intuitive navigation for users. It provides informative, relevant, and regularly updated content, with clear and well-written text, as well as appropriate multimedia elements such as images and videos. The website is also mobile-friendly to accommodate users browsing on smartphones and tablets.

Website loading speed is optimized to prevent users from leaving due to extended waiting times. Interactivity is a key feature, engaging users and guiding them toward desired actions. Website security is prioritized through the implementation of security protocols and SSL certificates, along with regular software updates to prevent vulnerabilities.

Data analytics are employed to monitor website performance and gather user feedback. Compliance with regulations, such as data privacy laws, is ensured, and social media integration facilitates content sharing and audience interaction.
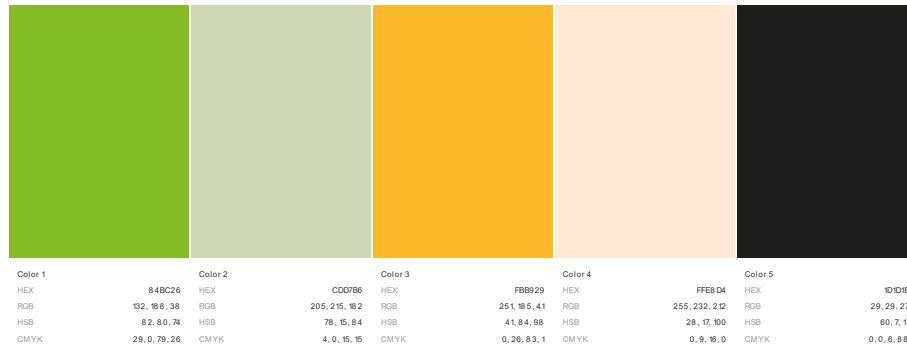
Color 1		Color 2		Color 3		Color 4		Color 5	
HEX	84BC26	HEX	CDD7B6	HEX	FBB929	HEX	FFE8D4	HEX	1D1D1B
RGB	132, 188, 38	RGB	205, 215, 182	RGB	251, 185, 41	RGB	255, 232, 212	RGB	29, 29, 27
HSB	82, 80, 74	HSB	78, 15, 84	HSB	41, 84, 98	HSB	28, 17, 100	HSB	60, 7, 11
CMYK	29, 0, 79, 26	CMYK	4, 0, 15, 15	CMYK	0, 26, 83, 1	CMYK	0, 9, 16, 0	CMYK	0, 0, 6, 88

Figure 1 - Starting colour palette used for ARACNE website and project branding package

The website boasts a serene colour palette that delicately weaves together a spectrum of hues, ranging from soothing greens to warm oranges, and even hints of blush pink. These gentle tones harmoniously coexist with striking contrasts of pristine white and deep black, creating an aesthetic that is visually captivating and engaging.

The descriptive segments seamlessly transition between overarching headings and text passages. The font chosen for these descriptive parts is the Google ARIMA font.

Advocating the role of Silk Art and Cultural Heritage at National and European scale

Figure 2 - Font used for the website

3.1.1 Page

The first page is extensive, strategically designed to present the project's key introductory elements. Its primary purpose is to offer a clear overview of the ARACNE project, including its objectives, partners, and the contents of the website.

As the various pages are scrolled through, the different sections are introduced with subtle transition effects. These effects have been designed to provide a gradual and calm introduction to the upcoming content on the page, resulting in a smooth and serene experience for visitors.

The first section of the website encompasses the main menu, which serves as a gateway to all secondary pages, as depicted in FIGURE 3. This menu functions as a navigational guide for exploring and accessing various sections of the site. It provides access to secondary pages through dedicated sections, which include: The Project, Resources, Education, Community, News and Events.

Figure 3 - Main menu of the website

Within these sections, users can access the secondary pages as showed in the following table:

THE PROJECT	RESOURCES	EDUCATION	COMMUNITY	NEWS AND EVENTS
Objectives	Deliverables	Silk Stories	Advisory Board	
Methodology	Publications	Educational Projects	European Silk Route	
Partners	Press Releases	Teacher Area		
		Museums		

Table 1 - Structure of the main menu

This organized menu structure facilitates seamless navigation and ensures that visitors can easily access the specific content they are interested in.

Furthermore, the menu provides useful links, including the first one leading to the Contacts section, allowing interested individuals to send emails and messages to info@aracneproject.eu. Additionally, there are two icons that provide direct links to the project's LinkedIn and YouTube pages, facilitating access to the latest updates and multimedia content.

Immediately below the menu, there is the main title of the page, which displays the full name of the ARACNE Project. It is accompanied by a subtle image of a silk cocoon in the background.

Beneath this, there is the section of the European flag emblem and the funding statement, both presented in accordance with paragraph 17.2 '*Visibility — European flag and funding statement*' of the Grant Agreement. The text is in English – the main language of the project – to comply with the agreement's rules. Directly below this section, there's a clickable link

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labelled 'READ MORE', which leads to one of the secondary pages that provides a detailed description of the project's objectives.

Figure 4 - First section of the main page

The main page continues with delicate graphic details, which are consistently incorporated throughout the other pages and in the PowerPoint template. The next section consists of eight boxes, each describing one of the project's seven objectives, with an additional introductory box as showed in the following figure.

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Figure 5 - Second section of the main page with the objectives

The main page continues by introducing the project with a captivating video provided by the partner D'orica showcasing the cocoon processing into silk. Additionally, there's another 'READ MORE' section that leads to the 'Methodology' page. These elements provide an engaging and inviting experience for visitors, allowing them to delve deeper into the project and its methodology.

Figure 6 - Third section of the main page with information about the project

Below this, there is a section dedicated to partners, categorized from academic institutions to various businesses and companies. This arrangement highlights the partners' diverse backgrounds and contributions. Following the partners, there is a section dedicated to associate partners, further enriching the collaborative network of the project.

Figure 7 - Fourth section of the main page with all the partners

The next section is dedicated to 'Highlights', with a collection of the most recent and relevant news and content related to the project. This includes updates on individual partners and their activities, as well as other key events in the field of sericulture. The goal of this section is to capture the attention of page visitors by showcasing the richness of the content and providing a platform for each project partner to share content directly related to their contributions. This section features a dynamic rotation of photos, headlines, and descriptive sections, creating an engaging visual experience.

Figure 8 - Fifth section of the main page with the Highlights section

The next section is dedicated to the 'Silk Map'. This section presents a draft of what will ultimately become the comprehensive map, gathering all the significant sericulture locations across Europe and along the Mediterranean, encompassing the entire ARACNE project. Throughout the project's duration, efforts will be made to enhance and enrich this map, making it more dynamic and informative as the consortium explores ways to evolve and expand its content.
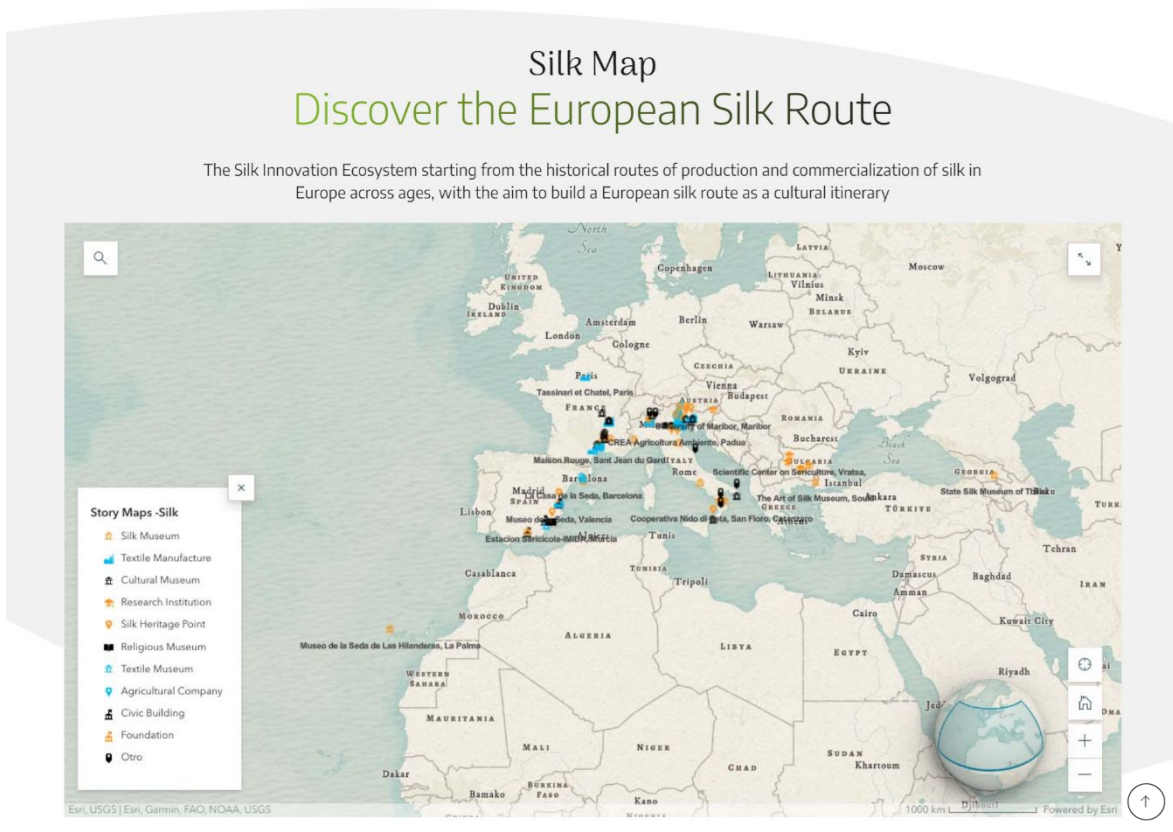
Figure 9 - Sixth section with the draft of the Silk Map

Before reaching the concluding section, there is an introductory segment that provides a concise overview of the most recent news related to the project advances in general. In this section, the dynamic boxes allow visitors to access the news of their interest directly by clicking on each box. This section is accompanied by a 'READ ALL' text, which serves as a direct link to the dedicated page for a comprehensive exploration of the section.

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Figure 10 - Seventh section of the website

The main page of the website concludes with a summary section that encapsulates the entire content of the page and also serves as an additional reference point for users. This section is divided into two parts:

- in the upper part, starting from the left, there is the logo followed by a section titled 'Useful Links' containing links to some of the five main sections of the website. Adjacent to this is the 'Contact' section, allowing users to contact the Coordinator directly. There are also icons linking directly to the LinkedIn and YouTube pages. The section ends with 'Keep me up to date with your news', where users can subscribe to the newsletter by entering their email address and accepting the privacy policy;

- the second part of this concluding section focuses on 'Legal Information' and provides essential legal and funding information related to the website. This includes the declaration of funding from the European Union and the disclaimer. Additionally, it includes links to the privacy and cookie policies, along with credits for the agency that developed the website, considered part of the contact information or credits in the same section.

Along with the menu, this section represents the standard structure of every page on the website as showed in the FIGURE 11.

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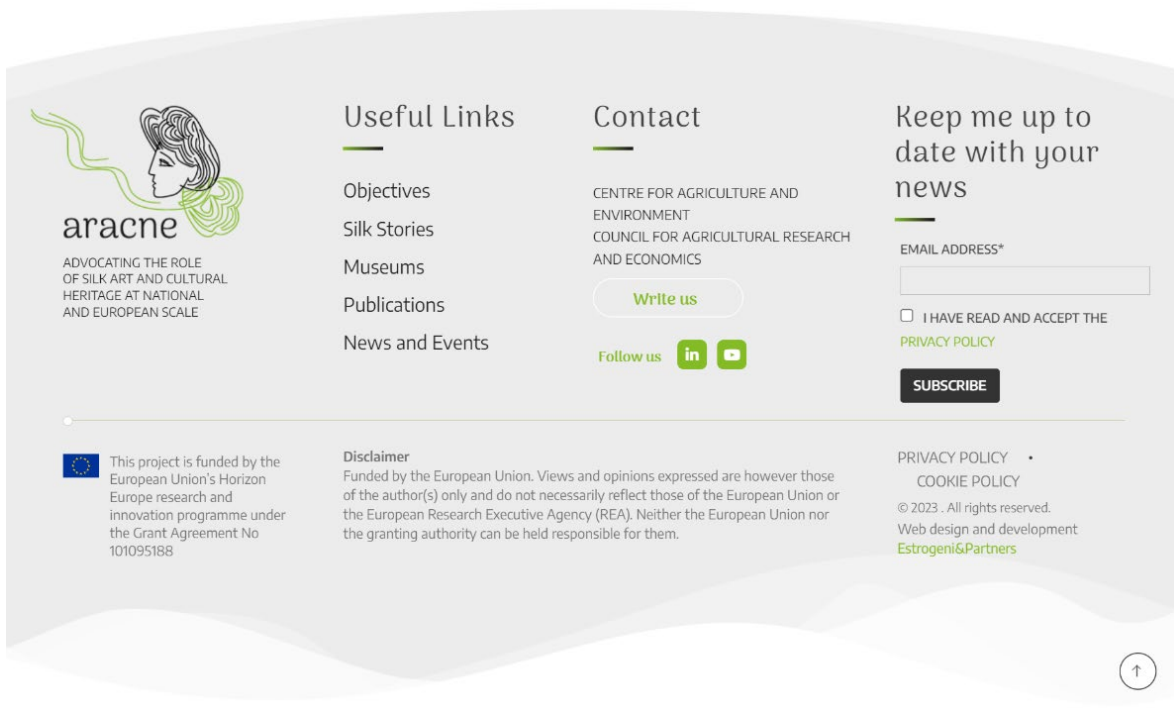
Figure 11 - Final section of the main page

3.1.2 Objectives

By navigating the main menu and selecting the 'Project' section, there is the access to the first page of the 'Objectives' section. This page is divided into two sections.

The first section features a dual description serving as an introduction to the project's objectives, accompanied by a video of a silkworm feeding on mulberry leaf. Below, in the second section, two panels provide a general overview of the project's objectives, encapsulating the essence of the project: 'Revive silk production by creating a resilient and innovative European silk ecosystem with the creation of a European Silk Route' and 'Elevate the skills and competitiveness of Europe's silk-related Cultural and Creative Industries'.

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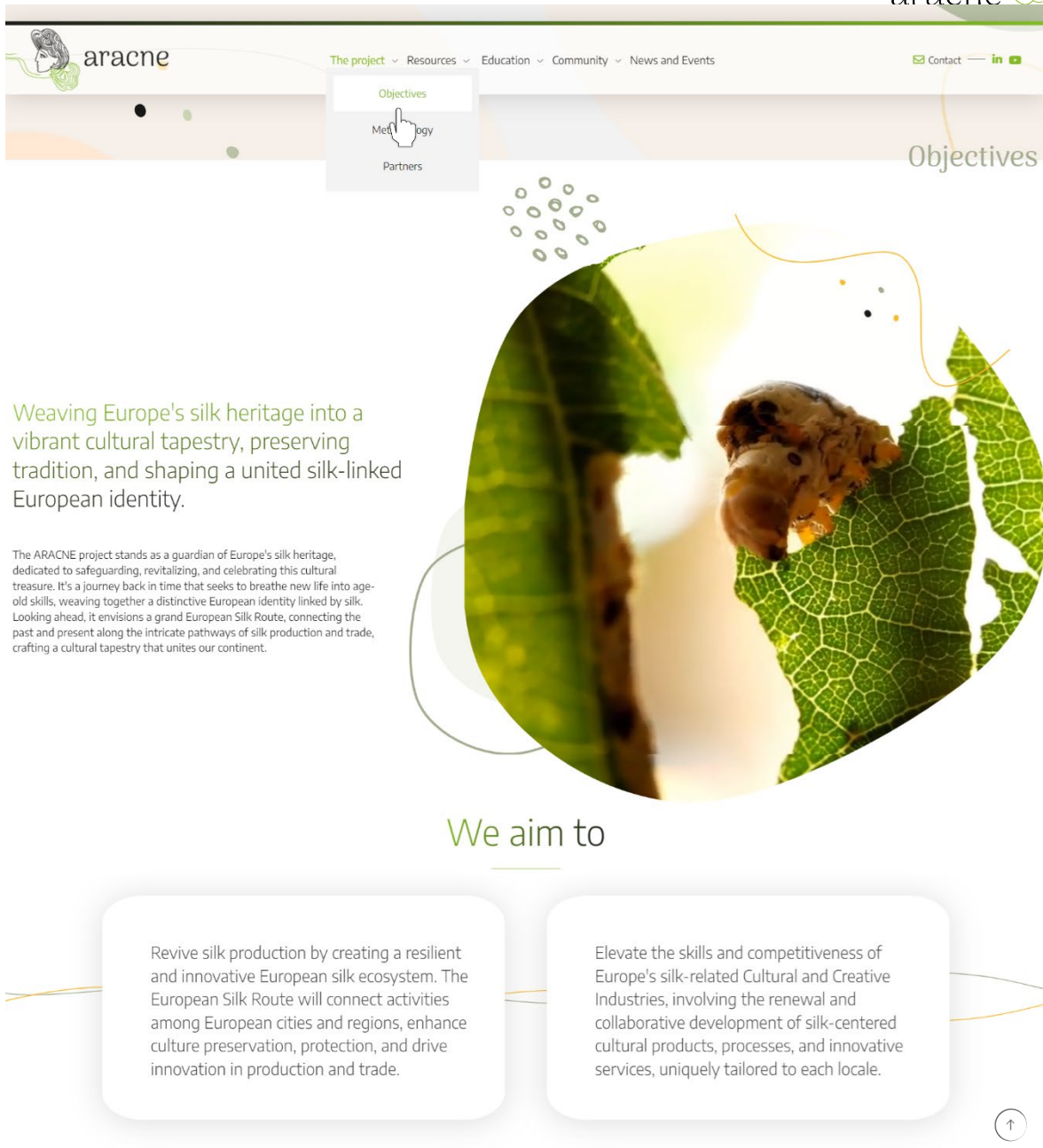
Figure 12 - Objectives page – First section

Scrolling further down, the next section is introduced by a gently fading image that leads to the list of the project's objectives, all detailed in accordance with the stipulations in the grant agreement.

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Figure 13 - Objectives page – Second section

The "Objectives" section also constitutes the initial link present in the "Useful Links" section at the standard bottom part of every page.

Figure 14 - Link to "Objectives" in the "Useful Links"

3.1.3 Methodology

'Methodology' is the second page of the 'The project' section. This page utilizes a balanced combination of descriptive sections, list-like elements, and an image depicting silk to

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emphasize that the project is also centred around communicating, disseminating, and capitalizing on the project's objectives, progress, outcomes, and results to the intended audience. Its primary objectives are to actively involve stakeholders, increase awareness, and strengthen the project's influence and long-term viability.

Figure 15 - Methodology page

3.1.4 Partners

The last page in the 'The Project' section is dedicated to project partners. This page is organized with sections corresponding to each project partner. Each section is further

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divided into 'Project Partners', starting with the Coordinator and followed by academic institutions and other non-academic organizations, and 'Associate Partners'. Clicking on each section provides access to a descriptive paragraph for each partner. These paragraphs adhere to a standardized format, commencing with the partner's abbreviated name (preceded by a flag denoting their nationality).
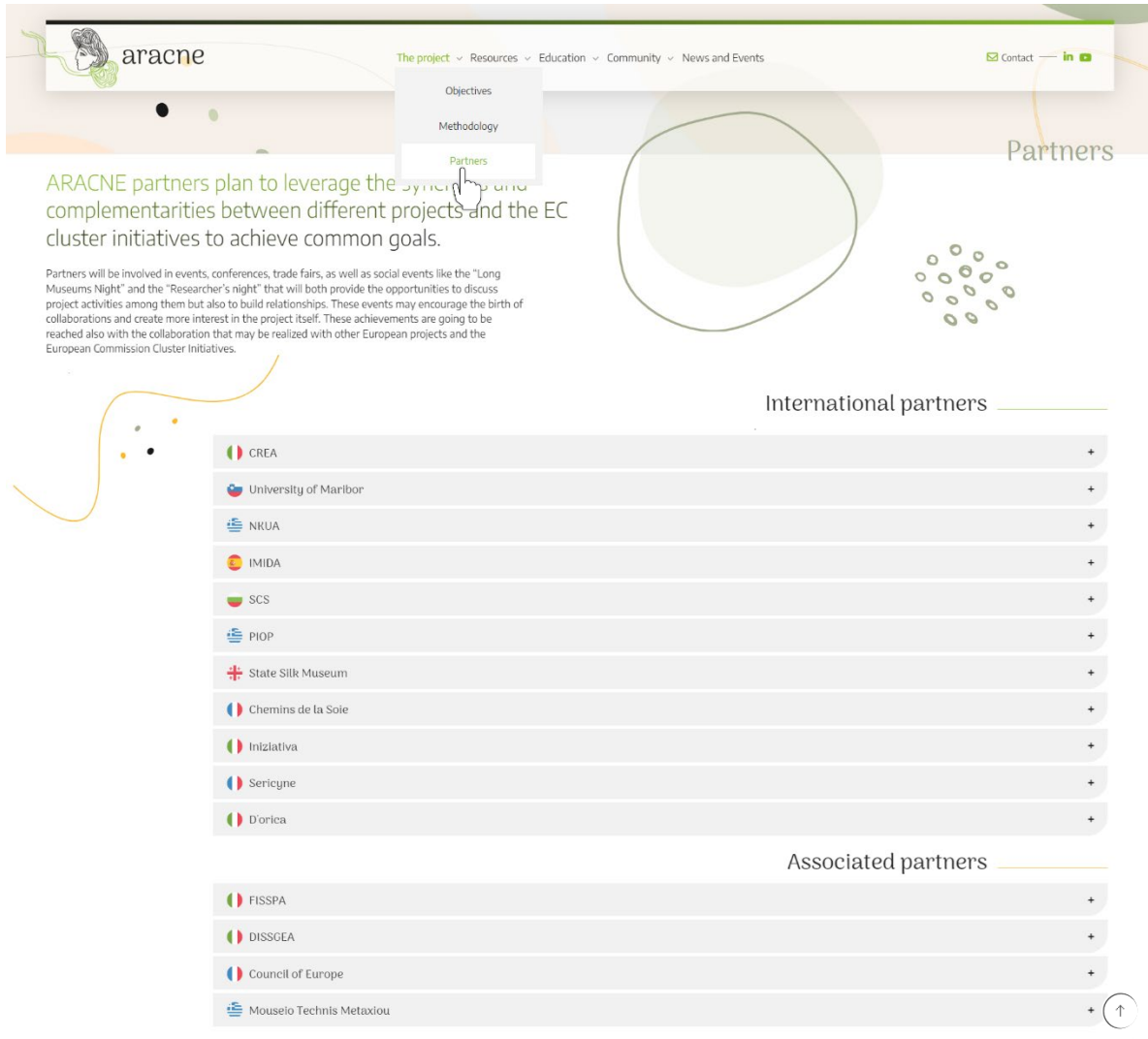
Figure 16 - Partners page

Upon clicking this section, the main descriptive content unveils the partner's full name, official logo, and a description of their activities and history as showed in FIGURE 17. For additional information, these sections offer a 'Learn More' button, which directs users to the partner's official website. In cases where a partner does not have a website, dedicated PDF pages containing information provided by the partner specifically for the project's website are available.

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Figure 17 - Format of the partner descriptive section

3.1.5 Deliverables

The "Resources" section begins with a page dedicated to deliverables. This page features a balanced combination of an image depicting the silk production process and an introductory paragraph outlining the project's objective: "study and apply new models for the valorization of silk-built heritage and landscapes, developing business, governance, and financing models".

Subsequently, there is a section listing all the public deliverables specified in the project. By clicking on each item in this section, users can view and download the specific deliverable's PDF document for further details.

The project recognizes the importance of communicating its results to external parties and creating documents that can be accessed by interested individuals. These documents serve as a starting point for the activities of those interested and can also serve as a source of inspiration for future studies and deliverables.

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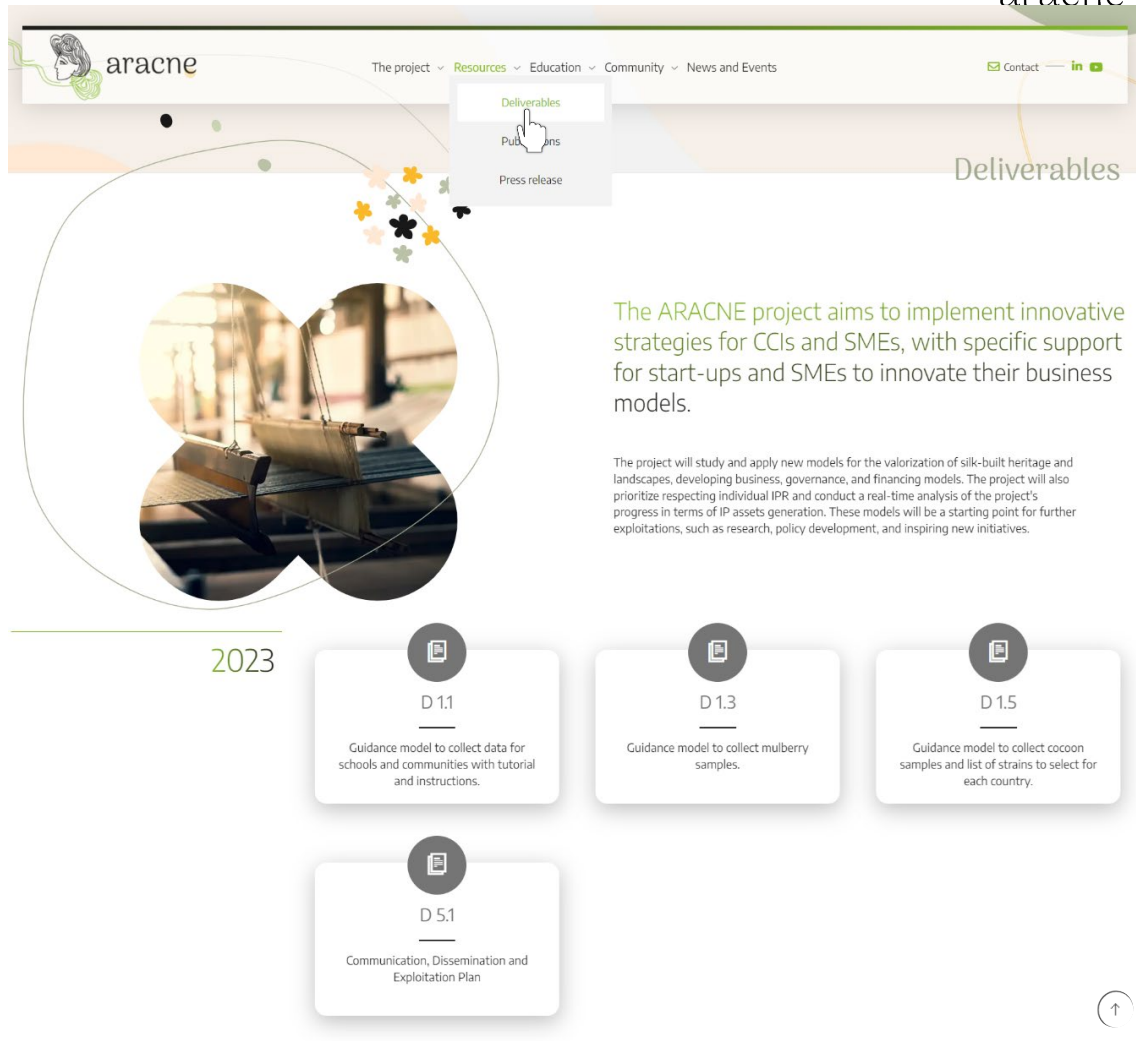
Figure 18 - Deliverables page

The ARACNE Project acknowledges the critical importance of deliverables, including those in the public domain, as publishing deliverables from a European project promotes transparency, collaboration, and the responsible utilization of public resources. This practice maximizes the project's impact, benefits a wide spectrum of stakeholders, and contributes to the advancement of knowledge and innovation across various domains.

3.1.6 Publications

In order to keep all stakeholders informed about progress and activities, the "Resources" section also includes a page dedicated to the ARACNE publications. The introductory part of this page features an image of a silk cocoon alongside a descriptive section that informs the reader of the project's goal to collect both scientific and non-scientific publications, including newspaper articles. The lower section categorizes publications into two main groups: the first category encompasses popular publications, while the second category will collect all scientific publications.

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Figure 19 - Publications page

The "Publications" section also constitutes the initial link present in the "Useful Links" section at the standard bottom part of every page on the website, as illustrated in the adjacent FIGURE 20.
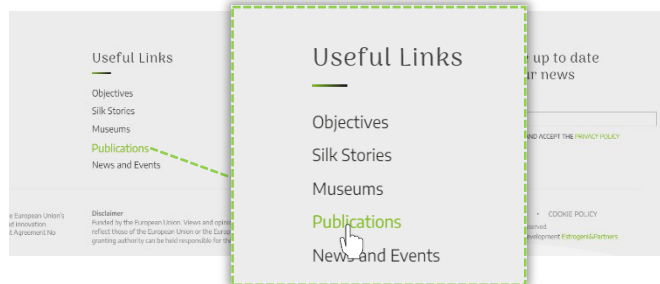
Figure 20 - Link to "Publications" in the "Useful Links"

3.1.7 Press release

The last page in the "Resources" section is dedicated to press releases. This section gathers all media outlets of the partners, understood as press conferences on the project, interviews, radio or TV broadcasts or public interviews, as well as video made by the partners. The collection and publication of articles will follow a specific format agreed upon by the partners to ensure uniform dissemination of information. If the news is already in English, it will be published directly without any intervention. However, if the news is in a different language, it will be described in English on a PDF sheet, including a link to the original news source.
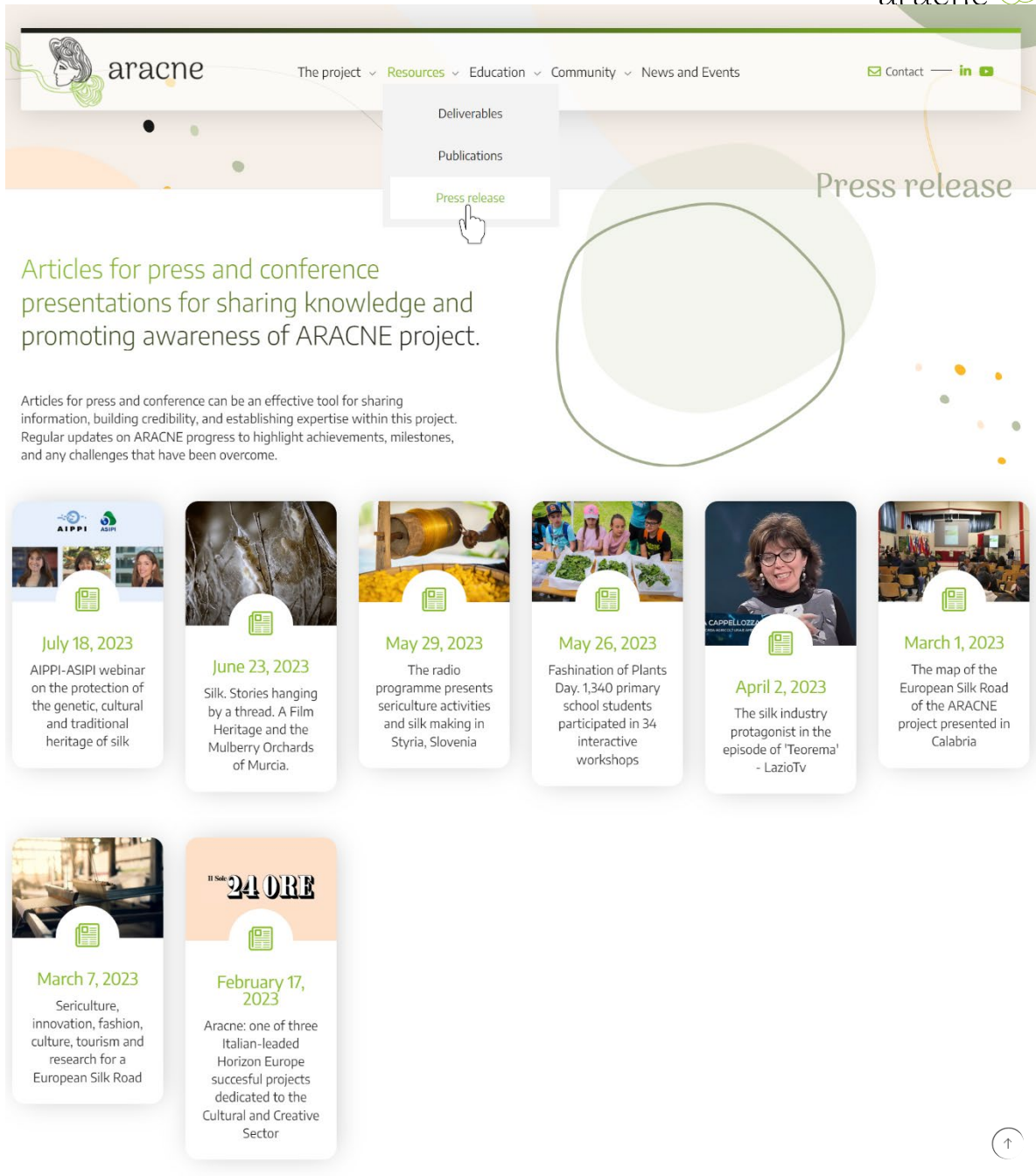
Figure 21 - Press release page – First section

The page is divided into two sections: the first section will contain all the articles, while the following section will feature the videos.

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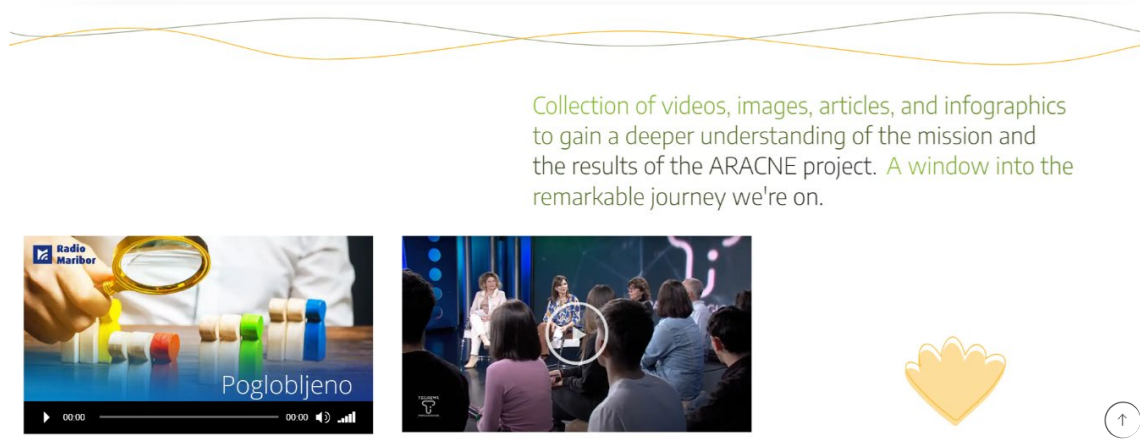
Figure 22 - Press release page – Second section

3.1.8 Silk Stories

One of the most fascinating aspects of the website is the first page in the "Education" section, specifically dedicated to "Silk Stories". The aim is to gather as many stories related to silk as possible, from a wide range of countries. Throughout the project, each partner will strive to collect any stories relevant to the world of silk and the project itself. Through the website, the project aims to inform all visitors about the opportunity to share their own stories. This can be done by visiting the standard contact section at the bottom of every page on the website, where there is an option to submit your stories directly.

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Figure 23 - Silk Stories page

The "Silk Stories" section also constitutes the initial link present in the "Useful Links" section at the standard bottom part of every page on the website, as illustrated in the adjacent FIGURE 24.

Figure 24 - Link to "Publications" in the "Useful Links"

3.1.9 Educational project

The project includes a significant component that involves activities with schools to develop the knowledge bank for the benefit of the European Silk Innovation Ecosystem. In this regard, the project plans to directly engage both students and teachers with targeted activities.

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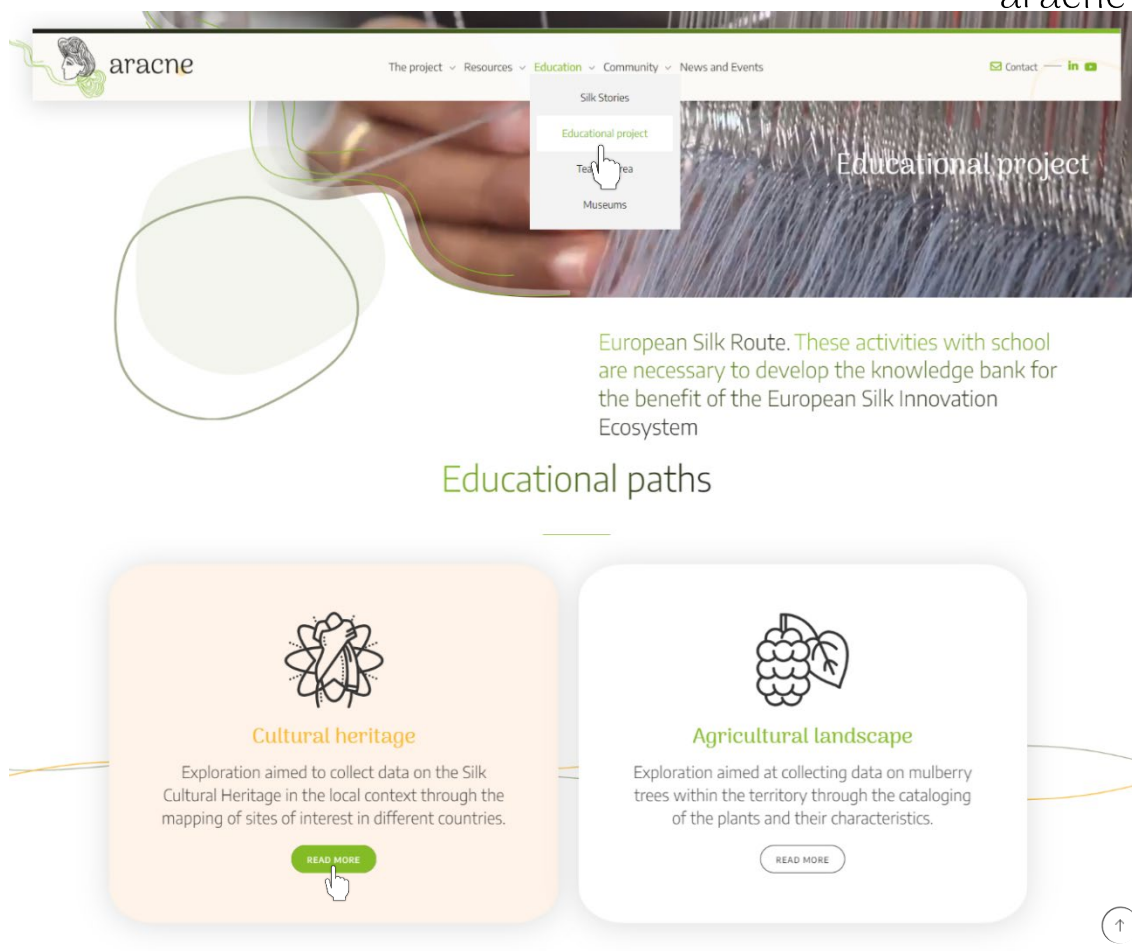
Figure 25 - Educational project page

The website will serve as a platform to upload the necessary materials for these activities, facilitate communication, and share the results achieved through these educational initiatives. The second page within the "Education" section is titled "Educational Project". Like the other sections, it features a delicate balance between visual elements, including a video depicting a phase of silk production, and descriptive content. Additionally, there are two further links at the bottom of the page that are key to facilitating activities with schools as showed in FIGURE 21.

3.1.9.1   Cultural heritage & Agricultural landscape sections

By clicking on the two sections at the bottom of the "Educational Project" page, there is the access to the pages titled "Cultural Heritage" (FIGURE 22) and "Agricultural Landscape" (FIGURE 23).

The first page, "Cultural Heritage", will gather all the materials related to the activity of collecting data on Silk Cultural Heritage in the local context. This will be done through the mapping of sites of interest in different countries. Schools participating in the ARACNE project will collect data on-site and provide insights into how sericulture, as a unifying factor

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with regional differences, shaped European territories, landscapes, arts, cultures, genetics, production, industrial and built heritage, and values. This includes aspects such as mulberry cultivation, silkworm rearing, silk processing, and trading.
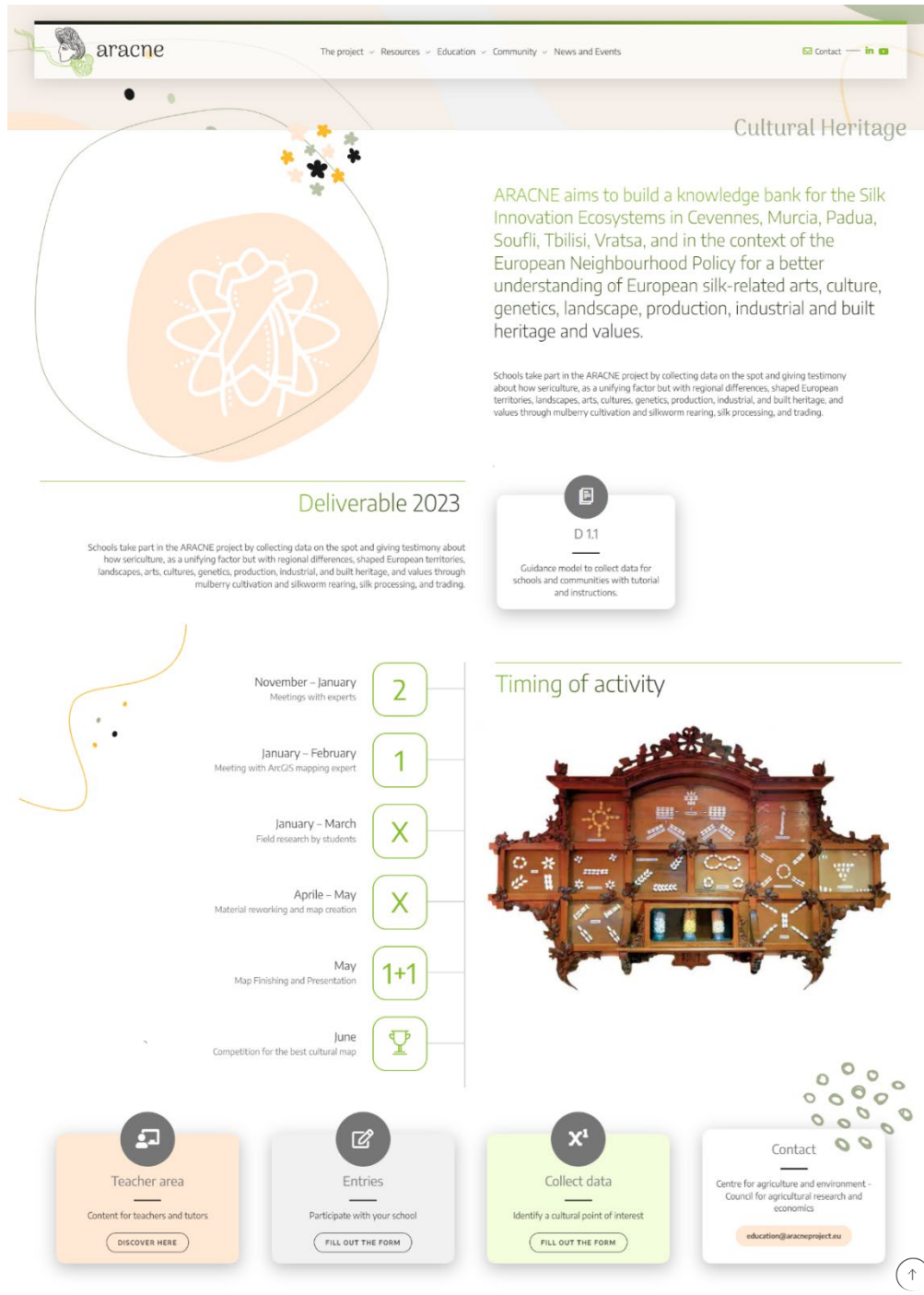
Figure 26 - Cultural heritage page

This page will feature a timeline of activities, multimedia content related to the activities, and at the bottom, in addition to the "Teacher Area" section, which links to the next page in the section, there are two sections to be filled out by website users. Users will need to

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confirm that they have read and accepted the content of the privacy policy. There is also a fourth section that serves as a point of contact for those who wish to send messages or communications related to school activities.

Figure 27 - Agricultural landscape page

Moving to the second section of the "Educational Project" page, there is the second page titled "Agricultural Landscape". This section aligns with the project's goal of building a knowledge bank for the Silk Innovation Ecosystems in various locations. It specifically focuses on Cevennes, Murcia, Padua, Soufli, Tbilisi, Vratsa, and the broader context of the European Neighbourhood Policy. The aim is to better understand European silk-related arts, culture, genetics, landscape, production, industrial and built heritage, and values. Additionally, this section aims to identify old mulberry tree varieties dispersed across different European countries, considering taxonomical and phytogeographical information, morphological characteristics, and potential diseases and pests. An application is necessary for this purpose, as it will facilitate the collection of substantial amounts of data and enable their use and dissemination. Like the previous page, this page features a timeline that guides the activities to be carried out over time.

This page also includes a section at the end that serves as a link to the "Teacher Area" and another one for the MorusApp. There is a section for reading and confirming the acceptance of the privacy policy, as well as a section with contact email information.

3.1.10 Teacher area
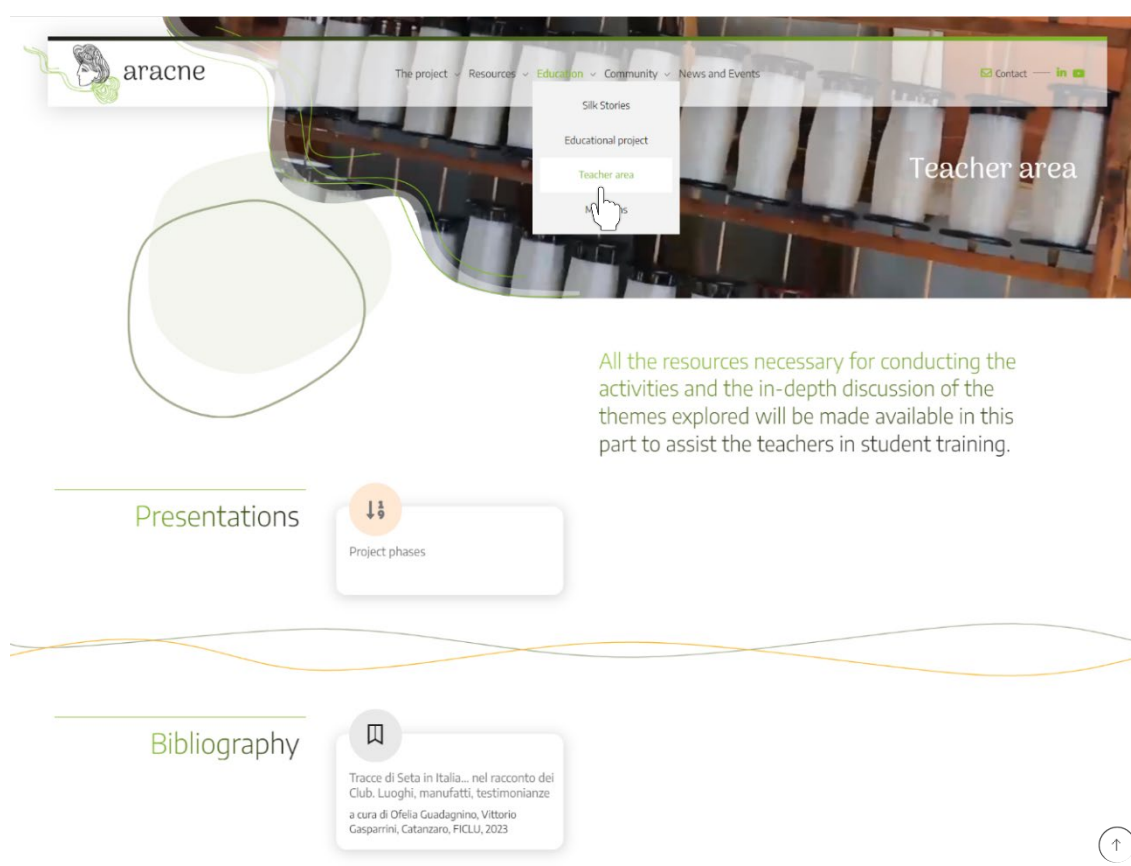
Figure 28 - Teacher area page

The third page of the "Education" section is the "Teacher Area", where all the resources necessary for conducting activities and in-depth discussions of the explored themes will be

made available to assist teachers in student training. The page features two sections at the bottom where materials will be uploaded. Currently, the first section contains a PowerPoint presentation on the activities that will be conducted with schools, and the second section contains reading materials to be used during these activities.

3.1.11 Museums

The last page in the "Education" section is dedicated to museums. This section follows a format similar to that of the project partners: the initial panel displays the museum's name along with the flag of the country it represents. Upon clicking on the panel, a descriptive section opens, featuring the museum's logo and name. At the end of this section, there is the "Learn More" section, which provides access to additional information about the respective museum.
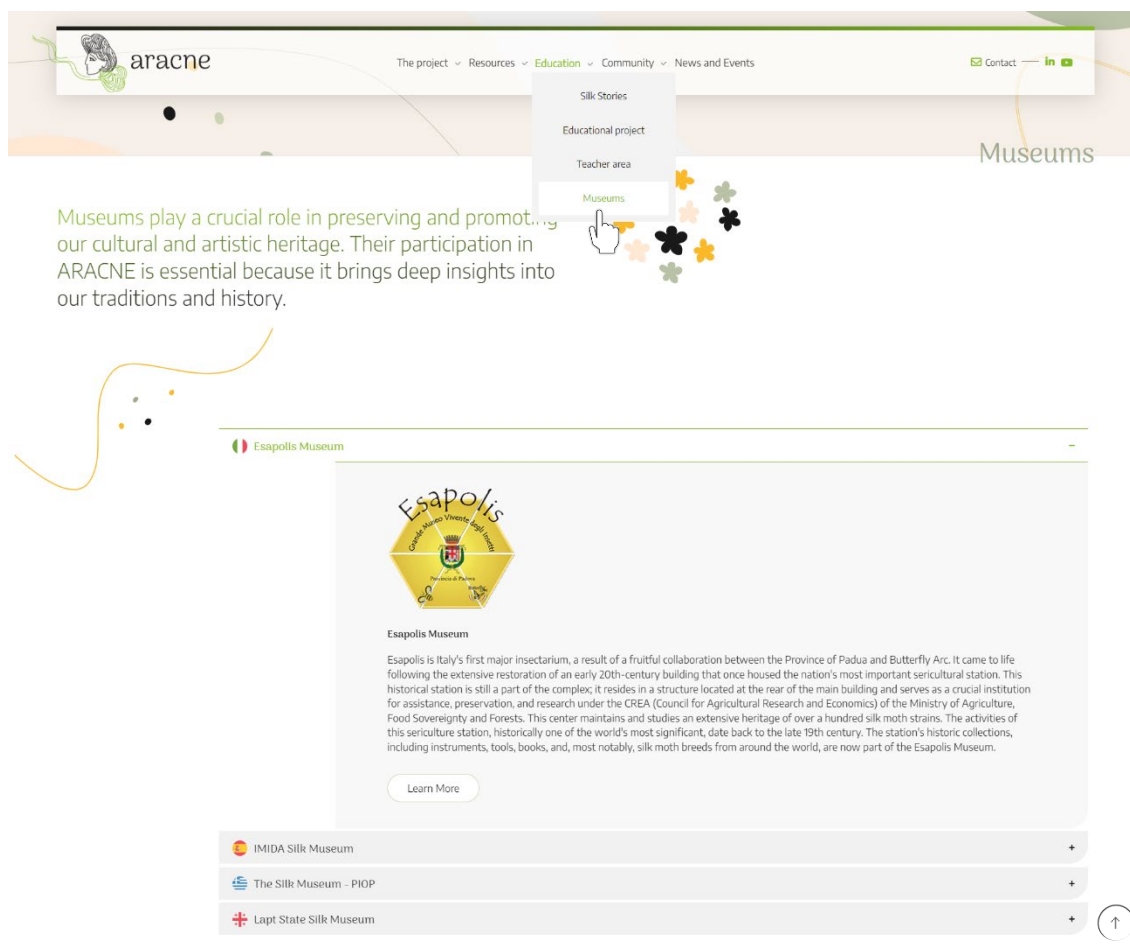
Figure 29 - Museums page

The goal is to give ample space to museums that, in cases like sericulture, play a central role. Museums serve as repositories of cultural heritage, preserving and showcasing the rich history, artifacts, and knowledge related to sericulture. They educate the public about the significance of silk production in shaping art, culture, and heritage, providing valuable insights into the evolution of sericulture and fostering appreciation and understanding. Additionally,

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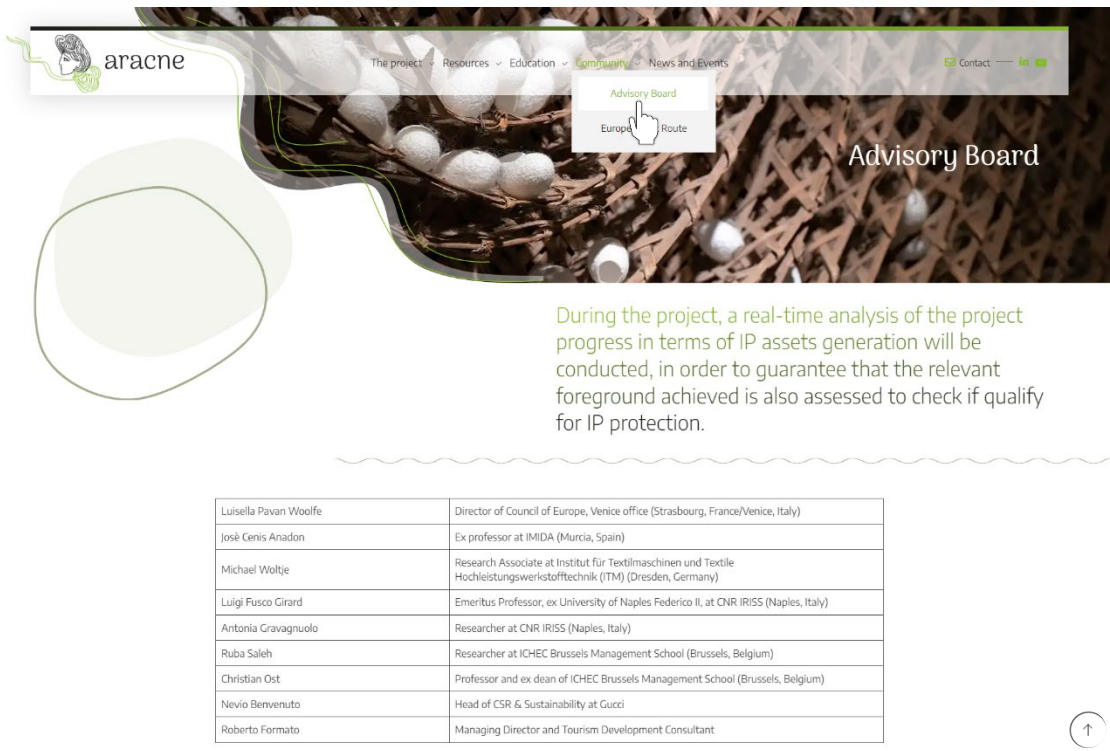
museums facilitate research and promote collaboration, making them essential for achieving the objectives of the ARACNE project.

The "Museums" section also constitutes the initial link present in the "Useful Links" section at the standard bottom part of every page on the website, as illustrated in the adjacent FIGURE 31.

Figure 30 - Link to "Museums" in the "Useful Links" section

3.1.12 Advisory Board

Figure 31 - Advisory Board page

The "Community" section consists of two pages, with the first one being dedicated to the Advisory Board, comprised of high-level European experts who will support the formulation of recommendations and their implementation through national and European policies and instruments. This page primarily features a table with information about the Advisory Board members, providing their names and surnames in the first column, while the second column contains general information about their professional roles and responsibilities. The Advisory Board plays a critical role in guiding and shaping the ARACNE project, serving as a compass

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to ensure the project stays on the right course and providing valuable input and corrections when needed.

3.1.13 European Silk Route
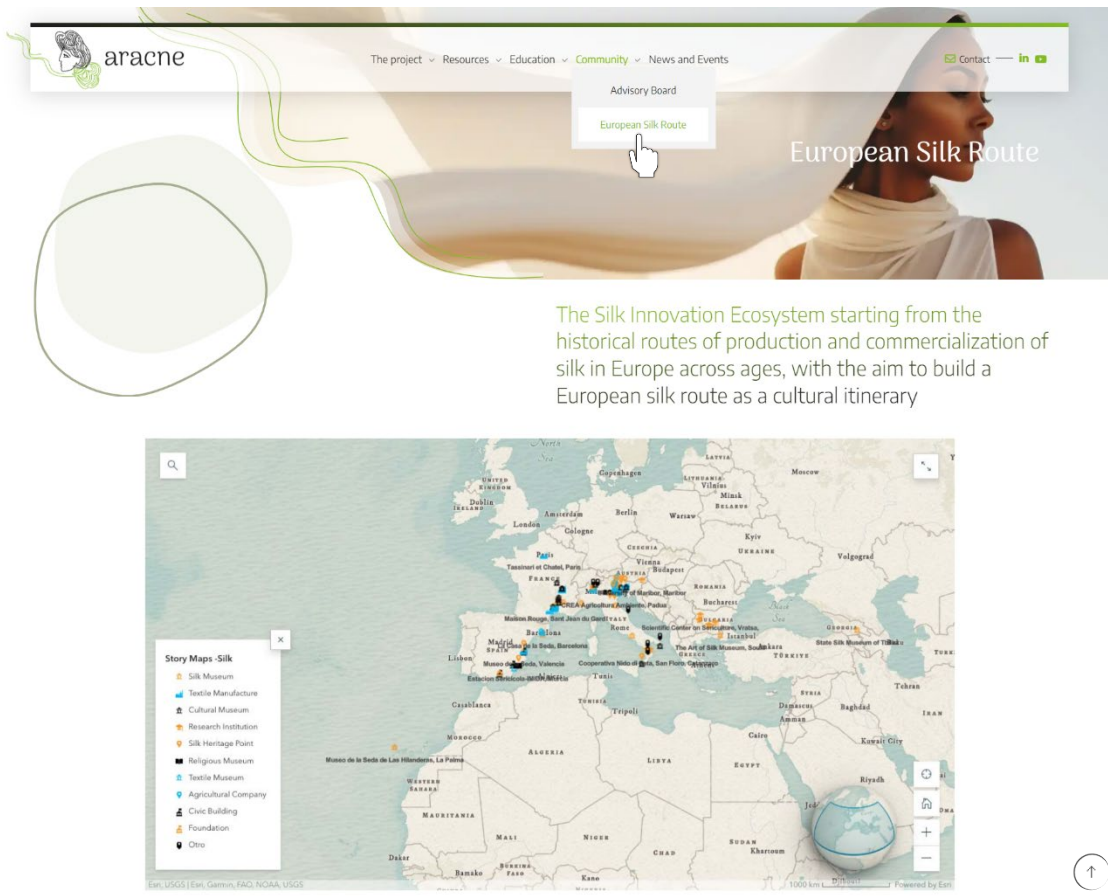
Figure 32 - European Silk Route page

The second page in the "Community" section is about the European Silk Route, which is expected to be one of the final outputs of the ARACNE project, serving as a European brand to be promoted both domestically and internationally. Currently, there is only a draft version of what the final map will look like. The ARACNE consortium aims to enhance this section, making it more comprehensive, dynamic, and interactive. This will create a complete overview of the European Silk Route, highlighting not only its historical significance but also key locations for exploring innovative business models, learning about local communities closely tied to silk, and visiting places of artistic and cultural importance.

3.1.14 News and Events
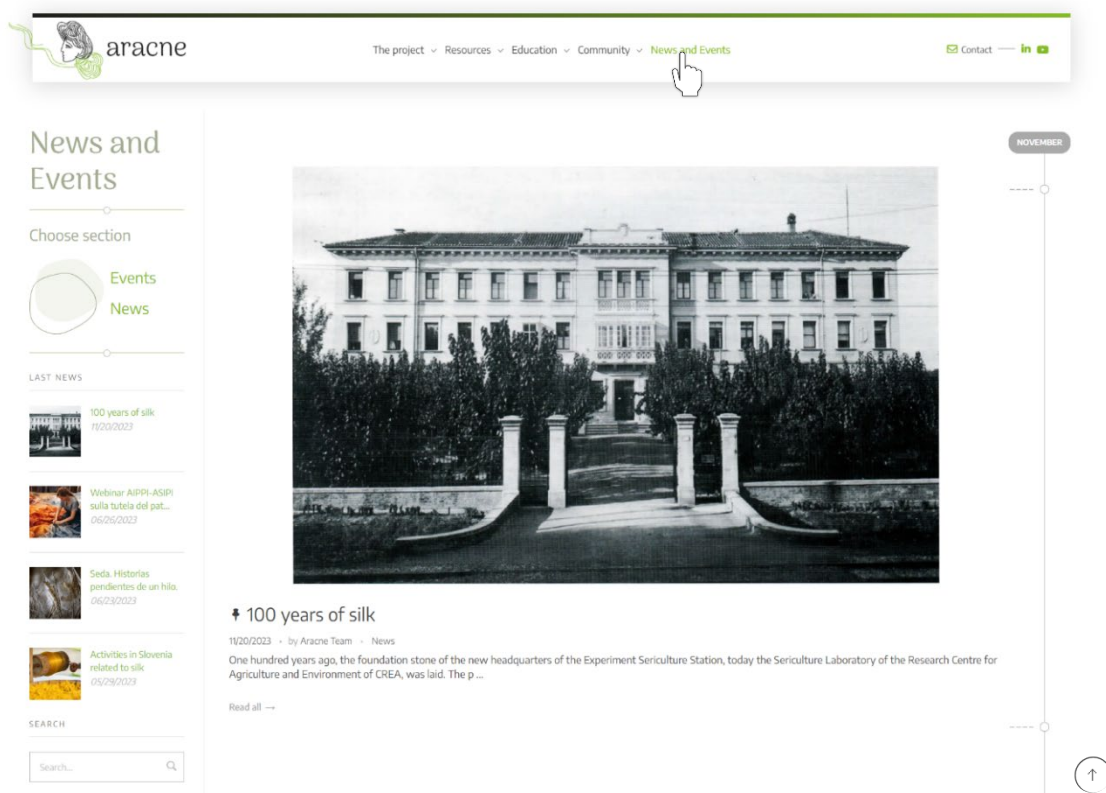
Figure 33 - News and Events page

The "News and Events" section has been created with the aim of gathering all relevant news and events related to the ARACNE project, the world of silk, and the individual partners. This section will be continuously updated and will serve as one of the most important parts of the website. It will act as a reference point for collecting past and future news and events, serving as a track record of completed activities as well as a starting point for upcoming news and events. This will keep the audience well-informed about what is happening in the world of ARACNE and, more broadly, the silk industry.

The "News and Events" section also constitutes the initial link present in the "Useful Links" section at the standard bottom part of every page on the website, as illustrated in the adjacent FIGURE 24.

Figure 34 - Link to "News and Events" in the "Useful Links" section

3.1.15 Contact section
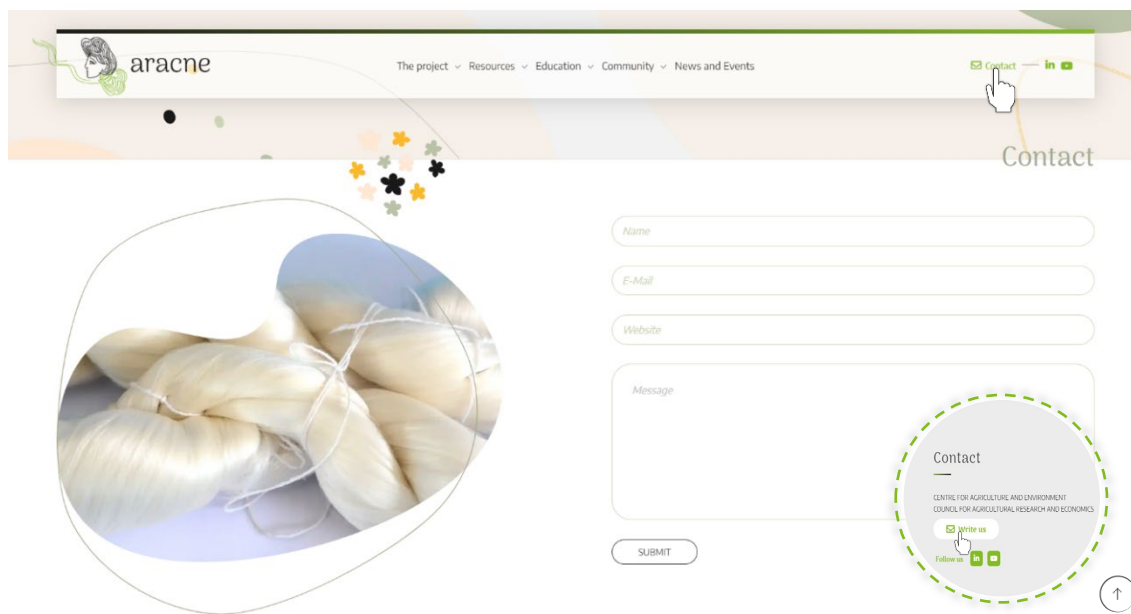
Figure 35 - Contact page

The "Contact" page, accessible through the main menu at the top right corner of the website, serves as a crucial communication channel between the ARACNE project and its website users. This page allows anyone interested in the project to get in touch with the consortium by providing basic information (name, surname, website) and composing a message. These messages will then be forwarded to the official email address (info@aracneproject.eu) for processing.

The "Contact" page not only facilitates communication but also serves as a support tool for users who can use it to ask questions, provide comments, make suggestions, or request information. Additionally, it enables users to report technical issues, seek assistance, or obtain help with any website-related or service-related issues.

Furthermore, the "Contact" page is a valuable resource for collecting user feedback. Gathering user opinions and experiences can be instrumental in enhancing the website, products, or services offered by the ARACNE project.

3.1.16 Privacy policy

In the lowermost section of the website, which provides a summary of key aspects, links, and crucial information, there are also find direct links to the privacy policy and cookie policy.
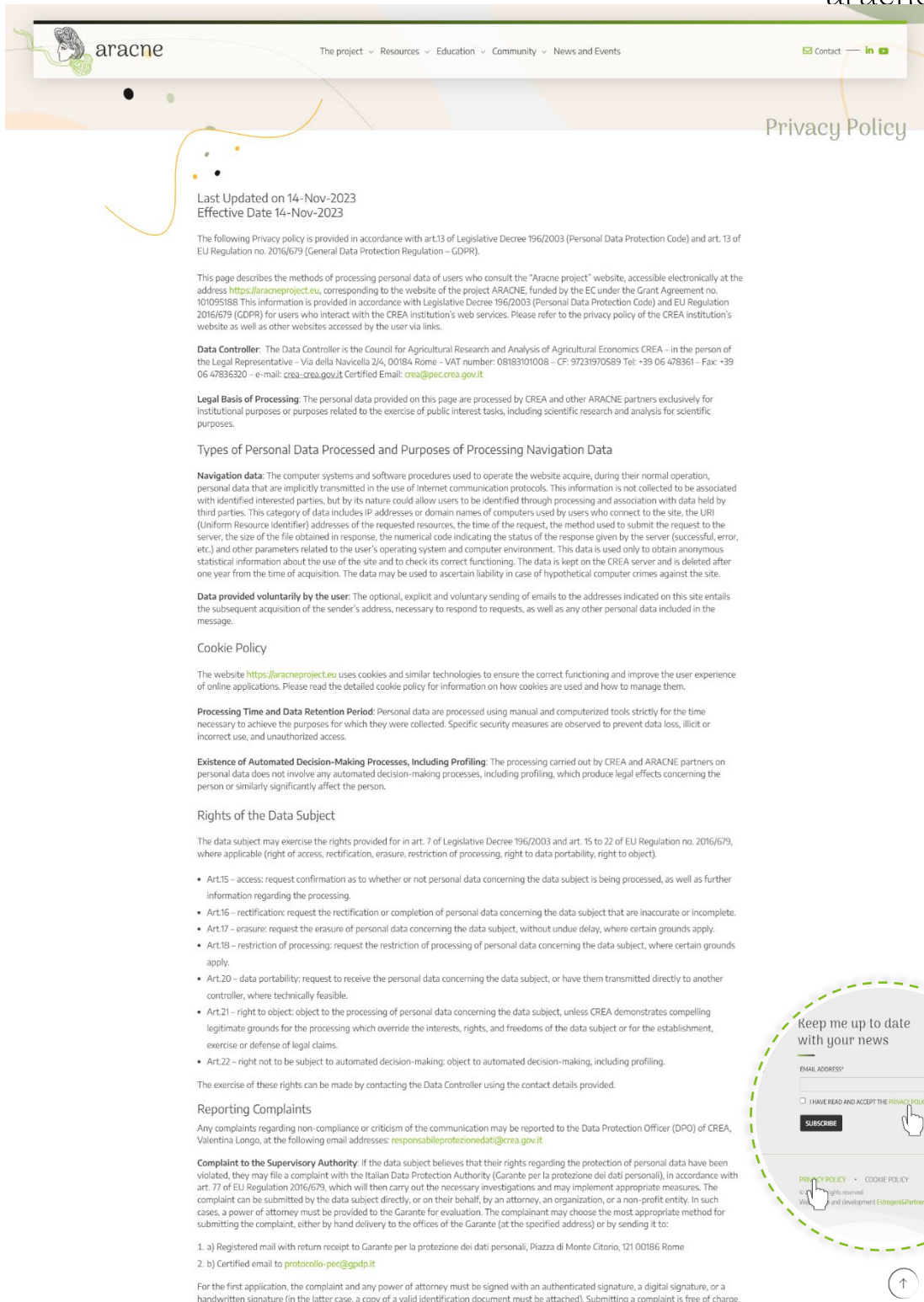
The privacy policy statement is in compliance with legal regulations, including the Italian Legislative Decree 196/2003 (Personal Data Protection Code) and EU Regulation 2016/679 (General Data Protection Regulation - GDPR).

Below is an overview with some key aspects of the policy:

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- Data controller: the data controller is the Council for Agricultural Research and Analysis of Agricultural Economics (CREA).

- Legal basis of processing: personal data is processed for institutional purposes, including scientific research and analysis for scientific purposes.

- Types of personal data processed: the collection of navigation data and data provided voluntarily by users.

- Cookie policy: the website uses cookies, and users are referred to the detailed cookie policy for information on their use and management.

- Processing time and data retention: personal data is processed for the time necessary to achieve its purposes, and security measures are in place to protect data.

- Rights of the data subject: data subjects have various rights, including access, rectification, erasure, restriction of processing, data portability, and the right to object.

- Complaints: complaints regarding non-compliance can be reported to the Data Protection Officer (DPO) of CREA or to the Italian Data Protection Authority (DPA).

The policy provides essential information regarding how personal data is handled, user rights, and contact details for inquiries and complaints. Users are also directed to the detailed cookie policy for further information on cookies.

The full privacy policy can be viewed at the following link, and below is a general overview with Figure 27.

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Figure 36 - Privacy Policy

3.1.17 Cookie policy

In the final section, there is also a link to the dedicated page containing the website's full cookie policy.

This cookie policy provides an overview of how personal data is processed, the use of cookies, and user consent for the website.

The website collects limited personal data for operational purposes but not for user identification.

- Cookies serve various functions, including site functionality, automatic login, and user tracking.
- Session cookies ensure secure browsing without collecting personal data.
- Third-party providers may use cookies for measurements, analysis, or advertising.

Users can either accept all cookies on their first visit or manage them through browser settings, and links for adjusting cookie settings in popular browsers are provided.

Data collected is used only for specified purposes, and technical cookies don't require prior consent. First-party cookie data may be shared with authorized parties, while third-party cookies are managed by the third party.

Users have GDPR rights, and support is available for exercising them. For comprehensive details, refer to the full policy on the website.

The following link provides access to the relevant page for further consultation, and it is also further detailed in an overview of the cookie policy in FIGURE 28.

The cookie policy may be subject to periodic updates, and any such changes will be promptly communicated and posted on the website.

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Figure 37 - Cookie Policy

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3.2   Technical aspects

The following section provides an overview of the technical aspects of the website, including the hosting choice, the content management system, and the data storage solution. Additionally, at the end of this section, there is a paragraph outlining all the quantitative indicators that will be monitored throughout the project, with the website serving as a key support platform.

3.2.1 Hosting choice

The website is hosted on a Linux-based architecture. A Linux-based architecture utilizes the Linux operating system as its foundation. Linux is open source, stable, and reliable, making it well-suited for servers. It offers robust security, flexibility for customization, and cost-effectiveness due to its lack of licensing fees. Linux performs well, supports a wide range of hardware, and benefits from an active community for support and resources. In web hosting and server environments, Linux is popular for its reliability, security, and versatility, with many web servers designed to run on Linux.

The architecture used has got the following specifications:

- Server Architecture: Linux 5.4.0-1109-azure x86_64
- Web Server: Apache/2.4.57 (Ubuntu)
- PHP Version: 8.1.2 (Supports 64bit values)
- FTP Server: vsftpd version 3.0.3
- MySQL Version: 8.0

This hosting service is provided by the Coordinator CREA and is configured to operate in VirtualHost mode, allowing multiple websites to be hosted on a single machine. This configuration optimizes resource utilization while offering internal web hosting services for project-related activities and websites. Each website has its own dedicated web space, isolated from others. Access to this space is restricted exclusively to the website's credentials and limited to the web folder. Furthermore, each website is associated with an independent and reserved database for managing and organizing site-related information. It's important to note that this architecture is exclusively intended for web technologies and not for other services.

3.2.2 Content management system

ARACNE website has been developed using WordPress CMS, a widely used Content Management System that allows users to create, manage, and publish digital content, primarily for websites and blogs. WordPress holds the largest CMS market share by far, and currently powers over 42% of the websites. Its flexibility, ease of use, and extensive ecosystem of themes and plugins make it a popular choice for web development. As a result, many users are already familiar with the WordPress CMS, requiring less staff training when building a new site.

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Most popular content management systems

© W3Techs.com	usage	change since 1 November 2023	market share	change since 1 November 2023
1. WordPress	42.8%	-0.3%	62.6%	-0.4%
2. Shopify	4.1%		6.0%	+0.1%
3. Wix	2.6%		3.8%	+0.1%
4. Squarespace	2.1%		3.0%	
5. Joomla	1.8%		2.6%	

percentages of sites

Figure 38 - Most popular content management systems according to W3Tech's

Other reasons to choose the WordPress CMS over other competitors are its powerful extendibility through the use of over 59.000 free plugins (according to WordPress plugins repository) to add important features to the website, and the fact that its code is written very clean and simple, making it easy for search engines to read and index a site's content.

Elementor, the leading WordPress website builder, was used to design and build web pages without coding knowledge. It allows users to drag and drop elements like text, images, videos, and contact forms directly onto the page for visual customization. Elementor ensures a high degree of page customization with full control over layout, colours, typography, and design details. It also offers speed and clean code generation, contributing to website performance.

Elementor is the fastest growing content management systems according to W3Tech's.
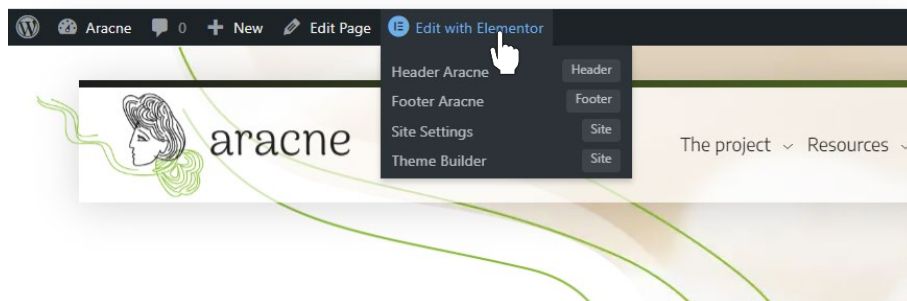
Figure 39 - Frame of the Elementor section on the website

Fastest growing content management systems since 1 November 2023

© W3Techs.com	sites
1. Elementor	24.9
2. Shopify	21.6
3. Wix	8.1

daily increase of number of sites per million

Figure 40 - Fastest growing content management systems according to W3Tech's

3.2.3 Data storage for ARACNE project

The project's file storage will be organized into three different modes to cater to various needs. For data in the public domain, the primary repository will be the project website - specifically the 'Publications' page. Here, all public documents and deliverables, as well as materials related to activities with schools, will be published.

Additionally, the team is currently developing a new website that will primarily serve to store materials related to educational activities and will function as a separate gallery, dedicated exclusively to educational projects. This separation allows for independent management from the main ARACNE website, offering more control over accounts and access, simplifying and enabling greater autonomy for schools involved. This dedicated website will continue to be hosted on the CREA server and feature a login system.

As for confidential documents and materials, the coordinator has established a Microsoft Teams group, which will only be accessible to project partners

3.3 Evaluation

The communication and dissemination strategy employed by ARACNE website will undergo continuous assessment using Google Analytics. This regular evaluation will facilitate the ongoing scrutiny of the quality of the communication and dissemination efforts.

The following list represents the essential attributes that will be monitored to gauge the campaign's effectiveness. Some attributes of the list may be changed or incorporated at the project's inception or as it progresses.

Indicators	Type of Indicators	Forecast	Currently achieved
Number of official websites developed	Quantitative	1	
Number of Newsletters published	Quantitative	TBD	
Web Analytics			
Total visitors on the website	Quantitative	TBD	
New/returning visitors on the website	Quantitative	TBD	
Growth rate (*measures the increase or decrease in visitors to the website typically either month-over-month or year-over-year*)	Quantitative	TBD	
Bounce rate (*a measure of the effectiveness of a website in encouraging visitors to continue with their visit. It is expressed as a percentage and represents the proportion of visits that end on the first page of the website that the visitor sees*)	Quantitative	TBD	
Traffic sources analysis (*displays information about the places on the website that drive traffic to the site*)	Quantitative	TBD	

Keyword analysis (*to determine which keywords represent project's best opportunities for C&D and impact maximisation*)	Quantitative	TBD	
Device analysis (*which devices are used to visit the website*)	Quantitative	TBD	
Demographic analysis	Quantitative	TBD	
Country analysis	Quantitative	TBD	
Social Analytics			
Total fan/follower for each channel	Quantitative	TBD	
Growth rate	Quantitative	TBD	
Clicks on content	Quantitative	TBD	
Engagement rate (*measures the level of engagement that a piece of created content is receiving from an audience*)	Quantitative	TBD	

Table 2 - A list of the quantitative indicators

4. Social

In addition to the project's website, the consortium has made the decision to establish a dedicated LinkedIn page where project updates, news, and interesting insights will be shared. Furthermore, a YouTube channel has been launched and it serves a dual purpose: not only will it host project-related videos and activities, but it will also act as a support platform for videos uploaded to the website. This multifaceted approach aims to enhance the project's online presence and engagement, catering to a wider audience through various multimedia channels.

4.1   LinkedIn page

As specified in chapter 6 of the Communication, Dissemination and Exploitation Plan of the ARACNE project, section 6.7.1 "LinkedIn", in the initial draft of the project, the partners had considered the potential positive impacts of using social media channels and had selected two primary channels: LinkedIn and Instagram. Following further evaluations, the partners decided to focus on a single social media channel – LinkedIn – to allocate their resources more effectively and ensure that they are producing high-quality content on that one channel and to develop a more targeted content strategy that is tailored to the specific audience and platform.

Partners chose LinkedIn for this project because of its professional focus, ability to share in-depth content, networking opportunities, and branding benefits: the sericulture sector targets professionals in the textile industry, as silk production is an important part of the textile supply chain and LinkedIn is the better choice for reaching these professionals and stakeholders in the industry; LinkedIn is a great platform for sharing updates and news related to the sericulture sector, and can be a great platform for sharing more in-depth content such as whitepapers, case studies, and reports related to the project; LinkedIn provides opportunities for networking and building professional relationships with other individuals and organizations in the sericulture sector.

The project's LinkedIn page was created towards the end of October, in conjunction with the final stages of the website development. This decision was made to ensure complete consistency between both platforms in terms of activities and information. A coordinated launch for both tools was planned, making sure that the content is congruent across them. Many of the materials and content published on the website will be briefly introduced on the LinkedIn page, providing an overview and including direct links to relevant pages on the website. This synergy between the website and the LinkedIn page allows to effectively reach the audience while providing them with easy access to the information and resources offered.

The LinkedIn page can be seen at the following link.

The picture below shows the main page with the main sections of the LinkedIn.
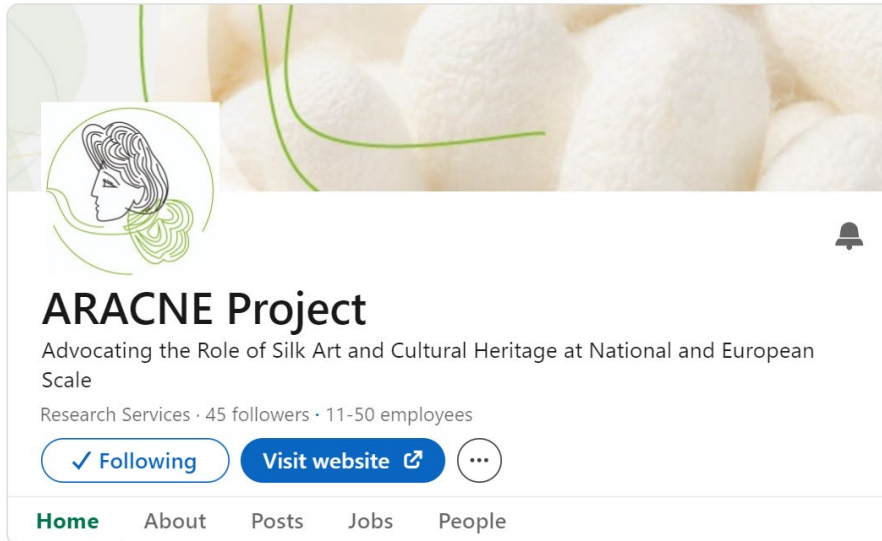
Figure 41 - First section of the LinkedIn page

4.2   YouTube page
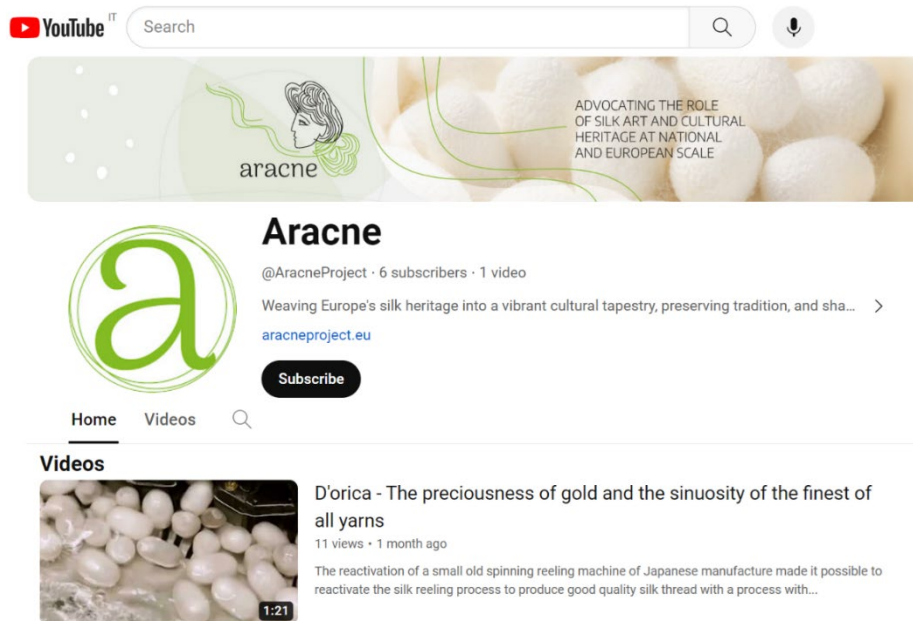
Figure 42 - Frame of the YouTube page

As part of the project, a YouTube channel has been launched and it will support the website. All videos concerning the project and the sericulture sector will be uploaded on this channel, and their links will be shared on both the website and the LinkedIn page. This choice offers benefits such as enhanced engagement, broader reach, diversified content, and user-friendly information. Additionally, it provides a dedicated section where all videos will be archived and accessible at any time, further enriching the online presence and providing valuable content to the audience.

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5. Project branding package

In addition to the website and social media channels, a project branding package has been also developed.

This comprehensive package is made available to project partners by the same company that designed the website. It includes the brand set, which consists of a set of slides providing guidelines on colour usage, fonts, icons, shapes, and more.

Furthermore, the package includes templates for project deliverables, with a complete example provided below.

Additionally, it offers PowerPoint presentation slide templates, featuring two versions: one comprehensive set of slides as described in section 5.3 'Power Point Template' of this document, and a more concise version suitable for shorter presentations which is made with some slides from the complete one.

5.1   Brand set

In the following pages, there are the slides that make up the brand set, serving as a guide for partners in utilizing the various components in their project communication and dissemination activities.

The brand set served as the project's foundational starting point. It provided essential guidance and embraced the essence of simplicity and elegance that characterizes its various elements. It was the catalyst for the initial identification of the logo, followed by the subsequent creation of the website.

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Color palette

Color 1		Color 2		Color 3		Color 4		Color 5	
HEX	84BC26	HEX	CDD7B6	HEX	FBB929	HEX	FFE8D4	HEX	1D1D1B
RGB	132, 188, 38	RGB	205, 215, 182	RGB	251, 185, 41	RGB	255, 232, 212	RGB	29, 29, 27
HSB	82, 80, 74	HSB	78, 15, 84	HSB	41, 84, 98	HSB	28, 17, 100	HSB	60, 7, 11
CMYK	29, 0, 79, 26	CMYK	4, 0, 15, 15	CMYK	0, 26, 83, 1	CMYK	0, 9, 16, 0	CMYK	0, 0, 6, 88

Font set

Arima

Light 300 at 48px

Whereas a common understanding of these rights and freedoms is

Light 300 at 36px

No one shall be held in slavery or servitude; slavery and the slave trade shall be prohibited in all their forms.

Encode

Regular 400 at 48px

Whereas a common understanding of these rights and freedoms is

Regular 400 at 21px

No one shall be subjected to arbitrary arrest, detention or exile. Everyone is entitled in full equality to a fair and public hearing by an independent and impartial tribunal, in the determination of his rights and obligations and of any criminal charge against him. No one shall be subjected to arbitrary interference with his privacy, family, home or correspondence, nor to attacks upon his honour and reputation. Everyone has the right to the protection of the

Title infographic

25%

45%

20%

10%
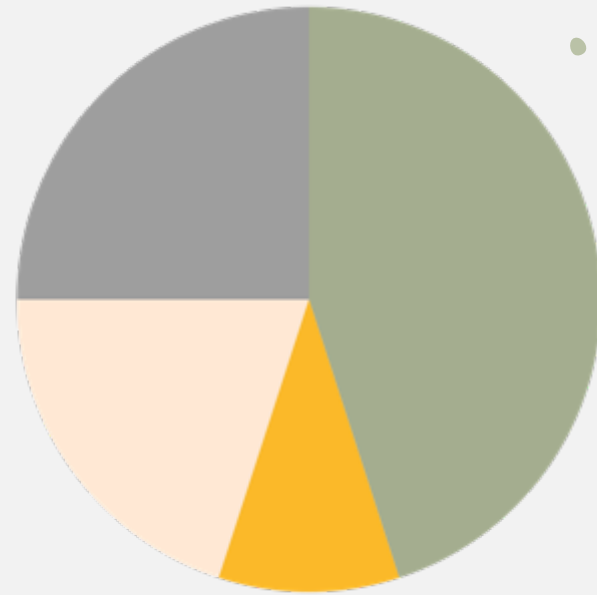
Icon pack

Alternative resources

- Hand drawn abstract shapes background
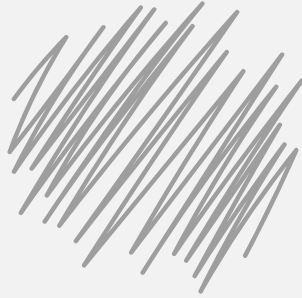
Thanks

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5.2   Project's logo

"*A logo doesn't sell (directly), it identifies.*" — Paul Rand, American designer

The ARACNE logo is a work of art that is both elegant and visually striking, while also being essential and minimalistic.

The primary motif of the logo, the woman's profile, is inspired by Greek mythology, particularly the tale of Arachne, a talented weaver who challenged the goddess Athena to a skill competition. This myth embodies ambition, creativity, and innovation, all of which are core values of the ARACNE project. At its core, the logo features the profile of a woman, a figure that encapsulates the essence of Greek mythology and the ARACNE project's history. This female figure is outlined with thin black lines, gracefully defining her contours.

Beneath the woman's visage, intertwined green lines flow, creating a pattern reminiscent of silk's texture. These green lines ascend in parallel, evoking the image of a silk veil suspended in the air. This element symbolizes the beauty and delicacy of silk, a precious material that plays a central role in the ARACNE project's story and culture.

In the engaging Google ARIMA font, there is the project's acronym, representing the name by which ARACNE is known and promoted. Below the acronym, in the same font but smaller in size, appears the project's full name, completing the visual identity.

The ARACNE logo is a visual masterpiece that celebrates the beauty of silk and human creativity while also recalling the mythological roots that make the project unique and captivating.

The following page shows the logo in vector format. The vector logo provides exceptional quality and can be resized without any loss of definition, making it ideal for use on various media and for high-quality print purposes.

aracne

ADVOCATING THE ROLE
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5.3   PowerPoint template

In the following pages of this report, there is the PowerPoint presentation template designed for various project activities. These slides maintain a consistent and harmonious colour palette, featuring soft and delicate hues that mirror the website's aesthetic. The template incorporates a dynamic mix of images and descriptive sections. In addition to the foundational slides used for descriptions, there are also slides featuring timelines, quotations, lists, charts, and tables, all contributing to the creation of comprehensive and well-balanced presentations. Each presentation is complemented by subtle transitions and graphic effects. This template comprises a total of 26 slides that can be combined and customized to create rich and diverse presentations.

From this comprehensive template, a condensed PowerPoint template has been extracted consisting of 10 pages, offering a more concise alternative that can be further customized as needed.

There are instances where both a comprehensive template and a lighter version of the PowerPoint template can be advantageous. A rich template allows for detailed and in-depth presentations, ideal for in-depth discussions or reports. On the other hand, a more streamlined template offers a concise and focused approach, perfect for brief presentations or when time constraints are a factor. This flexibility ensures that partners have the tools to adapt their presentations to varying situations and needs.

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Table of contents

01

You can describe the topic of the section here

02

You can describe the topic of the section here

03

You can describe the topic of the section here

04

You can describe the topic of the section here

05

You can describe the topic of the section here

06

You can describe the topic of the section here

01

Title here

You can enter a subtitle here if you need it

Little title

... description of the topic you want to talk about here ...

Title of the story

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Title of the full story

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Title of evolution

2005

01

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2008

02

Lorem ipsum dolor sit amet, consectetur

2010

03

Lorem ipsum dolor sit amet, consectetur

Title of second slide evolution

2012

2018

04

05

Lorem ipsum dolor sit amet, consectetur

Lorem ipsum dolor sit amet, consectetur

Lorem ipsum dolor sit amet, consectetur

"This is a quote, words full of wisdom that someone important said and can make the reader get inspired."

—Someone Famous

Title here

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Sub title
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Sub title
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Title here

01 Item 1
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02 Item 2
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03 Item 3
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04 Item 4
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Title infographic

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Sub Title
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Sub Title
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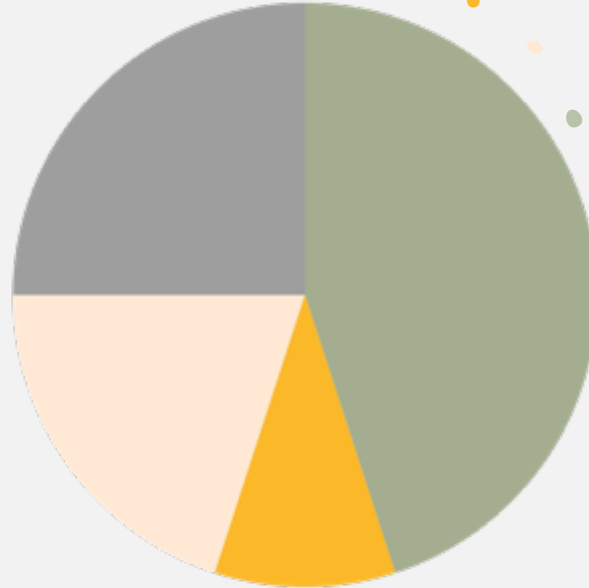
45%

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Title section

Title goals

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Sub Title

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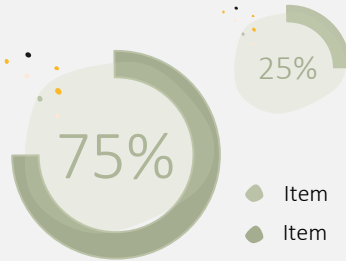
Item

Item

Item

Sub Title

01
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02
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03
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04
Lorem ipsum dolor sit amet, consectetur

Title action items

	First Quarter	Second Quarter	Third Quarter
Title action 1	You can describe your items here	You can describe your items here	You can describe your items here
Title action 2	You can describe your items here	You can describe your items here	You can describe your items here
Title action 3	You can describe your items here	You can describe your items here	You can describe your items here
Title action 4	You can describe your items here	You can describe your items here	You can describe your items here

Timeline Title

Day 1

Day 2

Day 3

Day 4

Day 5

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet

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Lorem ipsum dolor sit amet

Title Budget

30%

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40%

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Organizational chart

CEO

Tom Kim

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Kaliyah Harris

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Sofia Hill

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Lisa Doe

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John Bones

Lorem ipsum dolor sit amet

Lea Smith
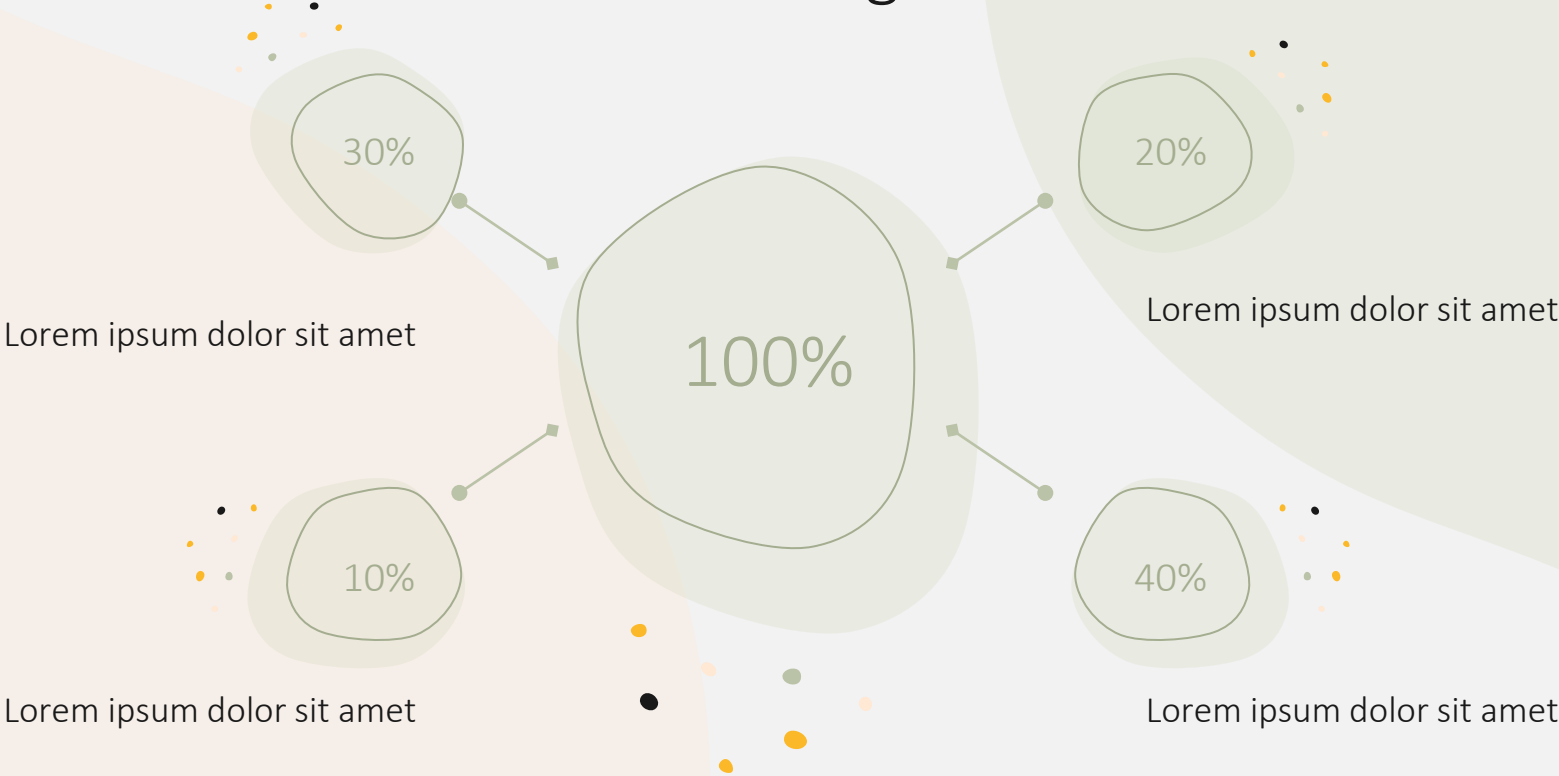
Lorem ipsum dolor sit amet
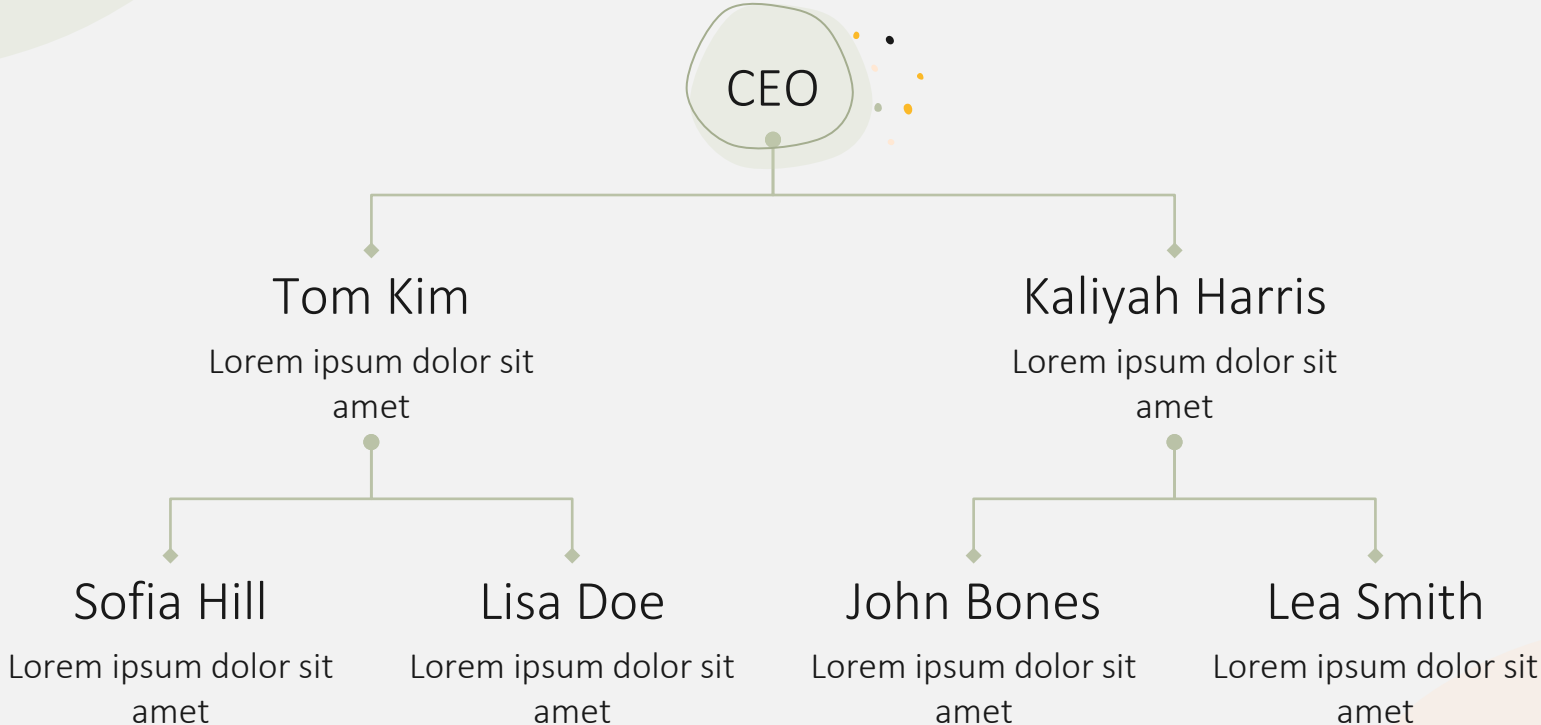
Awesome
words

4,498,300,000

Big numbers catch
your audience's attention

Project planner
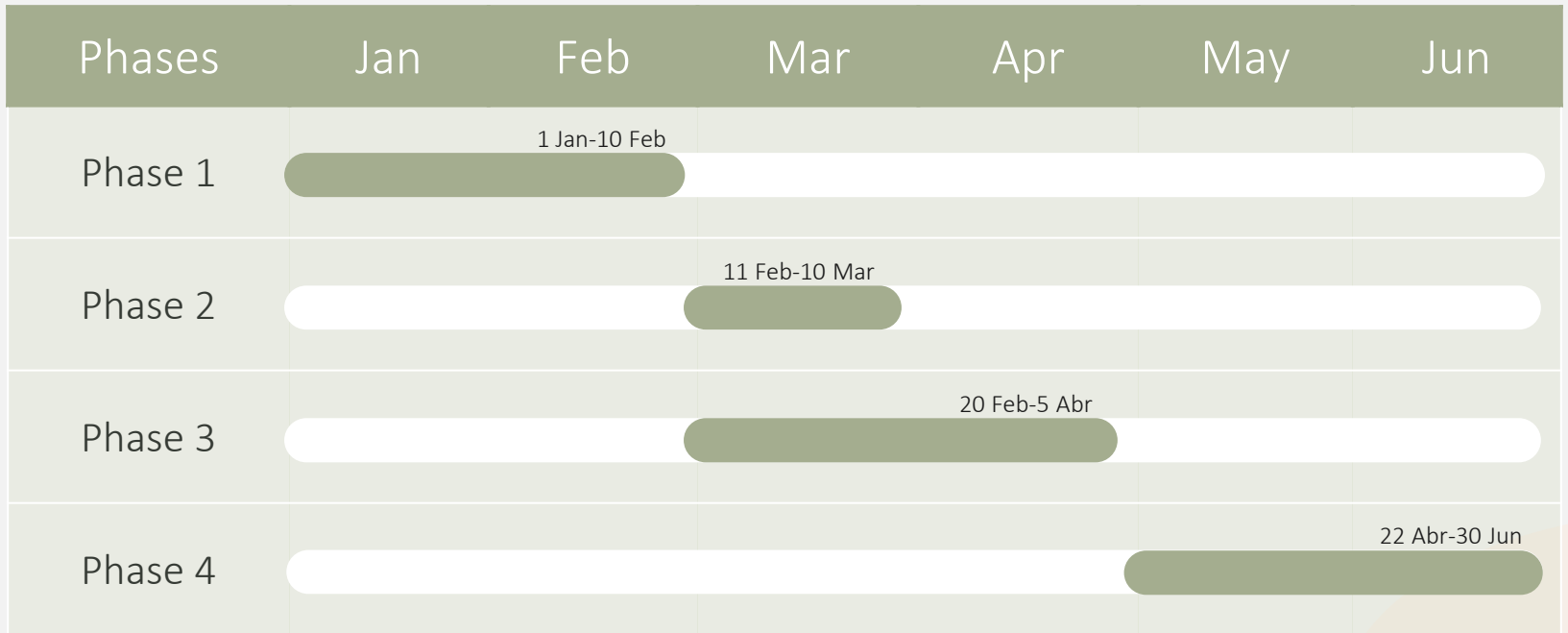
Phases	Jan	Feb	Mar	Apr	May	Jun
Phase 1	1 Jan-10 Feb					
Phase 2		11 Feb-10 Mar				
Phase 3			20 Feb-5 Abr			
Phase 4					22 Abr-30 Jun	

Detailed schedule

Task 1

Lorem ipsum dolor sit amet

Task 2

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Task 3

Adipiscing elit aliqua

JAN	FEB	MAR	APR	MAY	JUN

Task	Description	Date	State
Task 1	Jupiter is the biggest planet of them all	Jan 1 - Mar 15	Finished
Task 2	Despite is red, Mars is actually very cold	Feb 1 - Apr 30	In progress
Task 3	Saturn is a gas giant with several rings	May 15 - Jun 30	Delayed

Thanks

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6. Conclusions

The objective of this deliverable was to present a clear understanding of the project's website structure, the two social media channels, and the project branding package through a combination of descriptive sections and visual elements. At the time of completing this deliverable, the website already boasts 2 Silk Stories, 13 news articles, 6 downloadable files comprising deliverables and various publications, and 8 elements in the press release section. This is just the starting point, reflecting the data collection and writing efforts of the past few months.

The overarching goal is to enrich these sections and all others, making the website a repository of rich, diverse, and accessible content for a wide range of users, from researchers to students, and from enthusiasts to those simply curious about this project. Throughout this storytelling and website development process, the input and perspectives of all project partners will always be considered, striving to reflect the consortium's diversity and multicultural nature. This approach will be evident in the social media communications and will adhere to the guidelines and elements outlined in the project branding package.

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ACRONYMS

[ACR]	ACRONYM
[CMS]	CONTENT MANAGEMENT SYSTEM
[DPA]	DATA PROTECTION AUTHORITY
[DPO]	DATA PROTECTION OFFICER
[FTP]	FILE TRANSPORT PROTOCOL
[GDPR]	GENERAL DATA PROTECTION REGULATION
[MySQL]	MY STRUCTURED QUERY LANGUAGE
[PHP]	HYPERTEXT PREPROCESSOR
[VSFTPD]	VERY SECURE FTP DAEMON

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