

*LIFE 10 ENV/SE037 PVCfreeBloodBag*

## **Action 2: Websites and media work**

### **Meeting about project website**

**14Sep2011**

#### **Attendees**

Lena Stigh, project manager (☎ +46 70 6992730, lena.stigh@jegrelius.se)

Katarina Ryckenberg, project communicator

Jonas Lindquist, IT manager

Gudrun Jonasson, subcontractor graphic design

#### **Background**

The action is described in the application as shaded following section.

#### **ACTION 2: Websites and media work**

##### **Description:**

The internet sites [www.PVCfreebloodbag.eu](http://www.PVCfreebloodbag.eu) and [www.jegrelius.se](http://www.jegrelius.se) will be used for the communication and documentation of all project information. Press releases, reports, news and events will be presented in English. Links to all beneficiaries' websites will be used. [www.MELITEK.com](http://www.MELITEK.com) [www.wipak.com](http://www.wipak.com) [www.totax.dk](http://www.totax.dk) [www.haemotronic.it](http://www.haemotronic.it) Each of the beneficiaries will set up a project homepage in its national language within its website. Establishing the main project website will be done by the IT manager; this is estimated at 2 weeks initially and then less than 1 day per month for maintenance. Web design by sub-contractor and text and documents provided by project manager and project communicator.

Press releases will be issued on the project startup and on appropriate occasions such as seminars and milestones. Interviews with project members and articles will be offered to the media.

More intensive work at milestones, start of project and end of project. Media activities in countries other than Sweden shall be adapted by the beneficiaries in each country.

At least four articles will be offered to professional journals in English.

##### **Methods employed:**

Joombla software, graphic design by subcontractor, guidance exists in LIFE+ toolkit. Using available channels to send press releases. Associated beneficiaries will use open websites and extranets. Press releases and submitting articles to professional journals.

##### **Constraints and assumptions:**

All texts on the joint website will be available in English; some texts will be in Swedish, for example press releases intended for the Swedish public. Working documents will not be on the website, only completed documents. The number of activities depends partly on media interest and on the results of the project.

**Beneficiary responsible for implementation:**

1 will be responsible and monitor the activities that non-Swedish partners develop in their countries. Beneficiaries 3, 4, 5 and 6 will be in charge in their own country.

**Expected results:**

The project website will be continuously updated. It will receive at least 50,000 visits during the project's lifetime. The companies' websites will be created within 6 months of the project's initiation. They will be updated at least twice before the termination of the project.

There shall be at least three press releases in each of Sweden, Italy, Finland and Denmark, which will result in articles in newspapers. The total number of press releases is expected to exceed fifteen.

Articles in magazines and other professional media will be an important mode of dissemination. They will target the medical sector, in particular blood treatment, environmentalists, plastics manufacturers, if possible focussing on food packaging specialists and public procurement experts.

**Indicator of progress:**

Continuous information about activities. Media activities will be presented on the website.

Project Web site launched	01/10/2011
First Press-release in every country	01/11/2011

Meaning that the Life guidance has been taken into account <sup>1</sup>

**Specifications project web site**

**1. Purpose**

Communication platform for project members  
 Disseminate project information including showing the projects progress  
 Increase demand, that is attract European healthcare

**2. General/Basic prerequisites**

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<sup>1</sup> Factsheet website , A contractor's obligation (CP/SAP §11.7)

Joomla software will be used  
The webpage will be launched before 01 Oct 2011.  
English will be the major languages  
Easy to read  
Easy to find information  
Easy to update  
Attractive

### 3. Details

[www.PVCFreeBloodBag.eu](http://www.PVCFreeBloodBag.eu) will be the domain

Life+ logga  
Date of last update  
About the project  
Documents  
Contacts  
Links  
News  
Pictures  
Monitoring progress  
Visitor count  
Share  
Petition

#### First draft ideas

General layout as [www.jegrelius.se](http://www.jegrelius.se)  
Meny: Start About the project Documents Contacts News

Short about the project and its goals on startpage as well as all project members.

#### Meeting

We discussed function, design and specific solutions.  
Lena showed Jegrelius' updated new homepage version and explained the importance to attract healthcare organisations.  
Jonas gave different opportunities to use for example for share, and rotating square on start page. The first version of the webpage will not use rotating square but may be used later on. Google analytics will be used to count visitors.

In order to monitor the project milestones will be provided.  
“Press” will be separated from News.

## **What to do now!**

1. The invoice for the web domain has to be paid before domain may be used.
2. Use similar Joomla structure as the updated webpage of Jegrelius. weblink and adminloggin will be forwarded to Jonas by Lena.
3. Draft of webdesign including design of project acronym will be made by Gudrun.
4. Lena will contact Jämtland County Councils and ask if their pictures may be used.
5. Text suggestions will be looked into by Katarina.
6. Lena will contact all beneficiaries and ask for pictures from them.
7. We will have mailcontact and work with draft and suggestions

## **Next meeting**

21 Sep 2011 830 pm at Österäng.  
Jonas will send out the invitation