GO-GRASS website and online platform

D9.2

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Technical References

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[1] PU = Public
PP = Restricted to other programme participants (including the Commission Services)
RE = Restricted to a group specified by the consortium (including the Commission Services)
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Document history

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GO-GRASS in a nutshell

GO-GRASS project (http://www.go-grass.eu) aims to create new business opportunities in rural areas based on grassland and green fodder and to support their replication throughout rural communities in the EU. The project develops, deploys and validates a set of small-scale demonstration sites (DEMOs) of a circular integrated agro-food system in four EU regions (Denmark, Germany, Sweden and the Netherlands). The project is expected to develop technologies from the current Technology Readiness Level (TRL) (between 5 and 6) to more advanced ones (8) successfully implemented under real conditions at the end of the project.

The DEMO in Denmark aims to develop a small-scale bio-refining technology to extract protein concentrates for monogastric animals from grassland situated in nitrate sensitive areas. In Germany the DEMO targets to produce biochar via pyrolysis or hydrothermal carbonisation of late grassland cut on soil with low nutrition as supplement for soil improvement. In the Netherlands it is to develop digester and fermentation technology to produce paper and carton products from road-side grass and nature or fauna grass. In Sweden, the aim is to establish briquetting technology at local and small-scale to produce climate-friendly and heat-treated animal bedding using reed canary grass. Beyond the development of the individual DEMOs, the project aims to integrate the technologies and business models across the DEMOs to create additional values and value chain nods.

In order to realize and support its objectives, the project employs the principles of cumulativeness, innovation, replicability, inclusiveness, and circularity. The principles serve as guidelines and requirements for adapting and developing various tools, integrating circular economy in rural areas, ensuring successful demo implementation, creating favourable business environments and maximising the replication potential in other rural areas in the EU.

The tools to be developed by the GO-GRASS project include: online tools for business case assessment and funding; a manual on how to get started and succeed; a tool kit for cluster and network development; training courses for existing and future entrepreneurs; and guidelines on creating favourable business environments.

GO-GRASS will contribute to a range of circular and sustainable business models with high replication potential that can be used by entrepreneurs, local authorities and other stakeholders. It will demonstrate innovative cost-effective technologies, processes and tools applicable within the diverse DEMO scenarios. This will enable to effectively use grassland and shrubs which are being left to decay after mowing causing costs and lost benefits for individuals and society.

To stay up to date with GO-GRASS project events and reports, follow us on Twitter (@GoGrassEU), LinkedIn (GO-GRASS) or visit www.go-grass.eu.

Summary

This deliverable describes the **online platform** that has been set up and is being continuously developed in the framework of the GO-GRASS project. The aim of this online platform is to act not only as the GO-GRASS website, thus representing one of the main communication channels for the project, but also to gather and feature useful knowledge to boost the deployment of circular grass-based business model across Europe. Beyond a simple website, the online platform will also host the various online tools and resources developed within the GO-GRASS project, also linking to relevant training material and resources from other projects and initiatives. As such, the platform will address multiple stakeholders, from researchers, to rural entrepreneurs, and policy makers.

The GO-GRASS platform is available at www.go-grass.eu and is structured around six main sections to feature in the most efficient and understandable way the solutions developed within the project, from technological innovations implemented in the four demonstration sites, to practical tools to support the replication of grass-based business models. The online platform was launched on 5 March 2020 and will be developed and upgraded with new online tools and knowledge throughout the project's lifetime.

Disclaimer

Table of Contents

Introduction

The GO-GRASS online platform (www.go-grass.eu) will act as the **main landing page** for stakeholders interested in the potential of grasslands. Beyond a simple website, the GO-GRASS online platform will make available a wide range of **resources and tools** related to grassland to foster the replication of innovative business models unlocking grasslands' potential. In addition to key information on the project, the demonstration sites, partners and updates on main project's results and activities, the platform will also host several tools developed within the project, and whenever relevant, tools and materials developed by other projects and initiatives (with their prior approval) to foster the exchange of **good practices** on the topics that can be of interest for GO-GRASS' main target audiences.
In the same line, the online platform establishes links with GO-GRASS **social media channels** and other relevant projects/initiatives.

The online platform was developed and will be **continuously updated** by G!E, with support from ESCI for the publication of interviews, journalistic articles, videos, and infographics. The rich content available on the website will increase the project's visibility by providing information about main activities, tools, and major outcomes. The website will be actively promoted by project partners on their own websites, and social media channels, and through project-related activities and events. In addition, partners will be invited to contribute to the website by sending news stories on information about project results or documentation (e.g. updates on DEMO activities, public deliverables, publications, etc.).

The GO-GRASS online platform is designed to be a modern and dynamic site that moves away from being a static repository towards being a '**digital anchor**' for GO-GRASS tools and training resources. Articles, infographics, interviews, videos and news bites will be pushed, promoted and placed on established websites with built-in audiences, linking back to the website. Information on the website, and especially the news and events section, will be updated at least 12 times a year with content that aims to relate to the project and provide **additional traffic** to the project website. News, events and an embedded Twitter feed add timely information and sense of dynamism to the homepage.

1. Domain

The domain name of the GO-GRASS online platform is: www.go-grass.eu

This domain has been purchased for an initial period of seven years, to make sure that key tools and project information hosted on the online platform remain available up to three years after the project's end.

2. Stakeholder audiences

The GO-GRASS online platform will help the project reaching out to all stakeholder audiences who might be interested in opportunities arising from the exploitation of

grasslands, circular agro-food systems and bioeconomy in general. All those stakeholder audiences have been clearly identified in Deliverable 9.1 (Communication and Dissemination Master Plan). On the GO-GRASS online platform, there will be content tailored for all types of stakeholders, even though some pages will be designed to address the needs of specific stakeholders more than others. Below (table 1) you can find a summary of the various stakeholder audiences targeted with the GO-GRASS online platform, and the various pages of the platform that are addressing those stakeholders in particular.

Table 1 - Stakeholder audiences

Target groups	Description
Rural entrepreneurs and businesses	• Project and demonstration pages • Training (and in particular online business plan tools and Decision support tool for flexible integration of value chain components) • Knowledge Center • News and events
Investors	• Project and demonstration pages • Knowledge Center • Training (and in particular online business plan tools)
Policy makers	• Project and demonstration pages • Publications • Knowledge Center • Training (Train the trainer module, "How to get started and succeed" manual)
Rural development agencies and networks	• Project and demonstration pages • Training (toolkit for clustering and networking from RUBIZMO, Train the trainer module, "How to get started and succeed" manual) • Knowledge center (interactive map) • Publications (guidelines and recommendations for clusters and networks) • News and events
Research Community	• Project and demonstration pages • Publications (and in particular scientific publications) • Events • Training (Master class module and training courses)
Citizens	• Project and demonstration pages • News and events • Knowledge center (interactive map)
Press	• Project and demonstration pages • News and events • Knowledge center (interactive map) • Training (training events, tools, recommendations)

3. Content and structure

The website has a user-friendly layout and different sections have been defined in order to be able to communicate efficiently with various target groups. When drafting the content, different audiences have been considered and the information, while technical and complete, is streamlined and presented in a way that is accessible to a wide range of stakeholders.

The website content will be **enriched throughout the project lifetime** to adapt to stakeholders' feedback and take into account new developments in the project. Although Greenovate! Europe and ESCI are responsible for keeping the website up-to-date, other partners are invited to contribute to the website by sending news stories, information about project results or useful documentation (training material, policy briefs, documents providing background information on rural areas, circular agro-food system, bioeconomy, etc.). In that sense, partners are invited to send their contributions for news, events, tools, materials to be published or updates on the demonstration pages to both ESCI (Natalie Höppner - nah@esci.eu) and Greenovate! Europe (Bénédicte Julliard – b.julliard@greenovate-europe.eu). As explained in Deliverable 9.1 (Communication and Dissemination Master Plan), ESCI will maintain regular contact with partners and inform Greenovate! Europe about any relevant news to be featured on the website, to maintain a regular flow of information on the platform.

3.1. Homepage

The GO-GRASS website homepage provides links to the different website **sections**, as well as a drop-down menu to select the **language**, and a **search function** to help users finding content relevant to their needs. A **slider banner** is integrated at the top of the homepage, providing a short description of the project and a link to the project page for more information. Whenever relevant, G!E will be able to integrate new slides in this banner, to promote relevant activities and content, on a temporary or permanent basis, including for instance events organised by GO-GRASS, or tools developed by the project.

The next section of the homepage displays **latest and featured news**, and integrates on its right side the GO-GRASS Twitter feed, together with the links to GO-GRASS **social media channels** (Twitter, LinkedIn, Instagram, YouTube, and RSS feed). A selection of upcoming **events** is also displayed below.

Towards the middle of the homepage, a map displaying the **four DEMO sites** is integrated, including a short explanation, as well as buttons redirecting to the local DEMO subpages. Below, a section features the main **tools and services** that will be offered to end-users within the GO-GRASS project: training and capacity building resources and activities, guidelines and recommendations, interactive map, and business model assessment tools. As the content and number of tools to be developed within the project is rather rich, this section, including little descriptions and titles redirecting the user to the dedicated pages, will enable visitors to find their way easily through the website, and find what they need.

Finally, the **partners' logos** are displayed on a carrousel at the bottom of the page, together with the EU acknowledgement sentence (including Grant Agreement number) and European

Union flag. Links to the privacy policy page and to the internal repository system for partners are also provided.

The website includes the following **sections**, that will be described in the below: Project, News and Events, Training, Knowledge center, Publications, Partners and contact (Fig. 1).
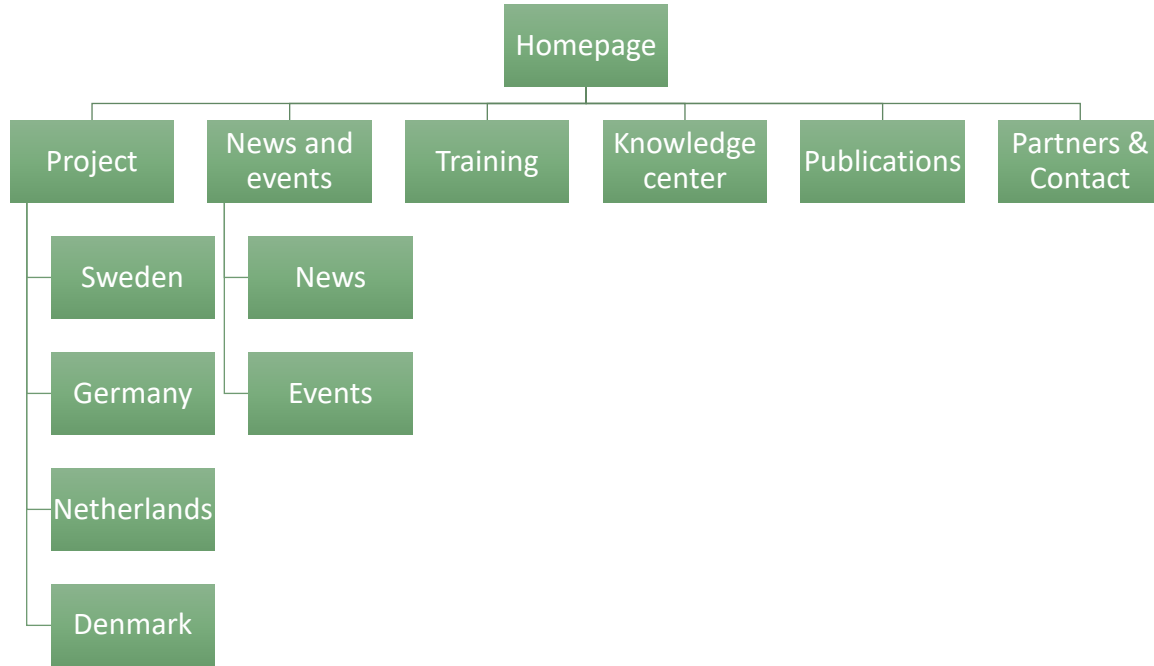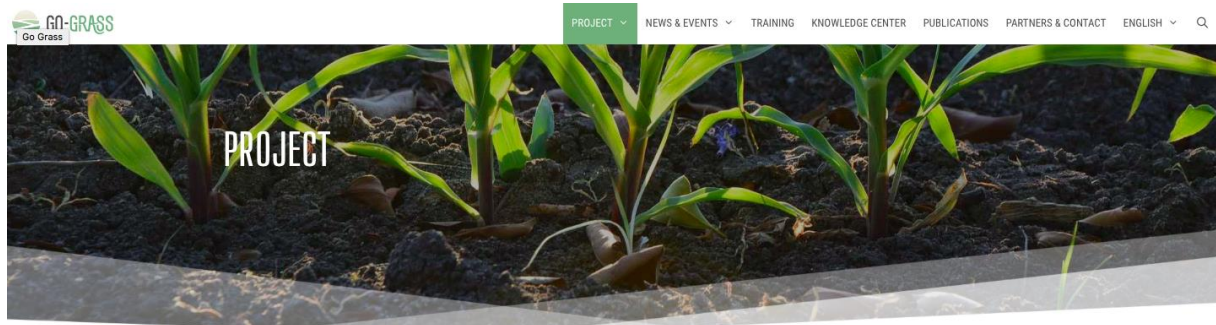

Figure 1 - Website structure

3.2. Project

The project tab contains a description of the project and its main objectives, presented in a dedicated infographic (Fig. 2). The four DEMOS are featured on the project page, redirecting to a subpage for each demo.
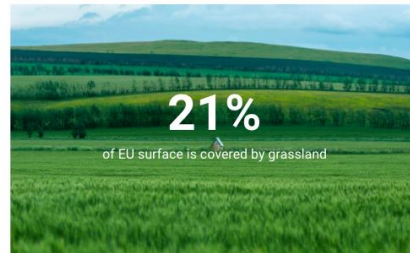
Figure 2 - Project page (upper part)

The DEMO subpages (Fig. 3) include a short **ID card**, presenting in a few words the type of grass and transformation process(es) used, and the products to be developed for the DEMO. This ID card is followed by a short description of the innovative solutions to be tested and validated on each demonstration site, along with a **map** indicating the location of the DEMO, the **logos of DEMO partners**, as well as relevant **pictures**. At the bottom of each DEMO subpage, the user can click on dedicated buttons to access the visit the subpages of the other DEMOs. In the future, further material will be integrated to these DEMO pages as communication materials and results are made available, including DEMO videos and infographics, but also DEMO-related news and updates.

The German demo site at **Naturpark Unteres Odertal** converts low nutritional quality grass from the wetlands into **biochar**. By implementing a first complete processing line, the grass is transformed into biochar by **pyrolysis or hydrothermal carbonisation** (HTC).

The final product can be used on agricultural farmland, as it may increase the water holding capacity and the nutrient content of the soil, being a **substitute to mineral fertilisers**. The demo site will also develop technologies for harvesting, pre-processing and preserving the grass. Additional to the above-mentioned benefits, biochar is also a good supplement for the energy production in **biogas** plants. After fermentation, the remaining digestate can be spread on the fields.
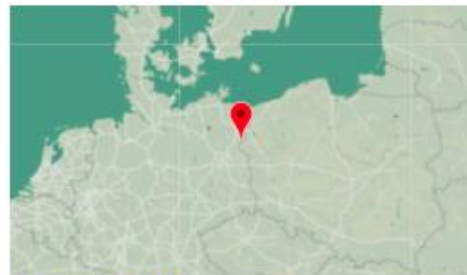
Partners

Figure 3 - German demo subpage

3.3. News and events

This page features project updates and news of relevance to the project, promoting the latest results of GO-GRASS and the project's participation in external events, as well as events that can be of relevance for GO-GRASS stakeholders.

The news subsection (Fig. 4) features news related to partners' activities and the progress of the project, as well as other general news of interest relating to the bioeconomy, rural areas, and grassland management. The news page integrates the GO-GRASS **Twitter feed** on the right side, while displaying **upcoming events**, that can be further explored in the dedicated events' subsection.

Depending on their characteristics, the news can be ranged into **several categories**: Featured, or Training. The featured news is then displayed more prominently on the homepage, and the news tagged in the training category will also be displayed in the 'Training' section. A news can be ranged in several categories at the same time, and G!E will consider the possibility of adding new categories for news in the future if relevant.
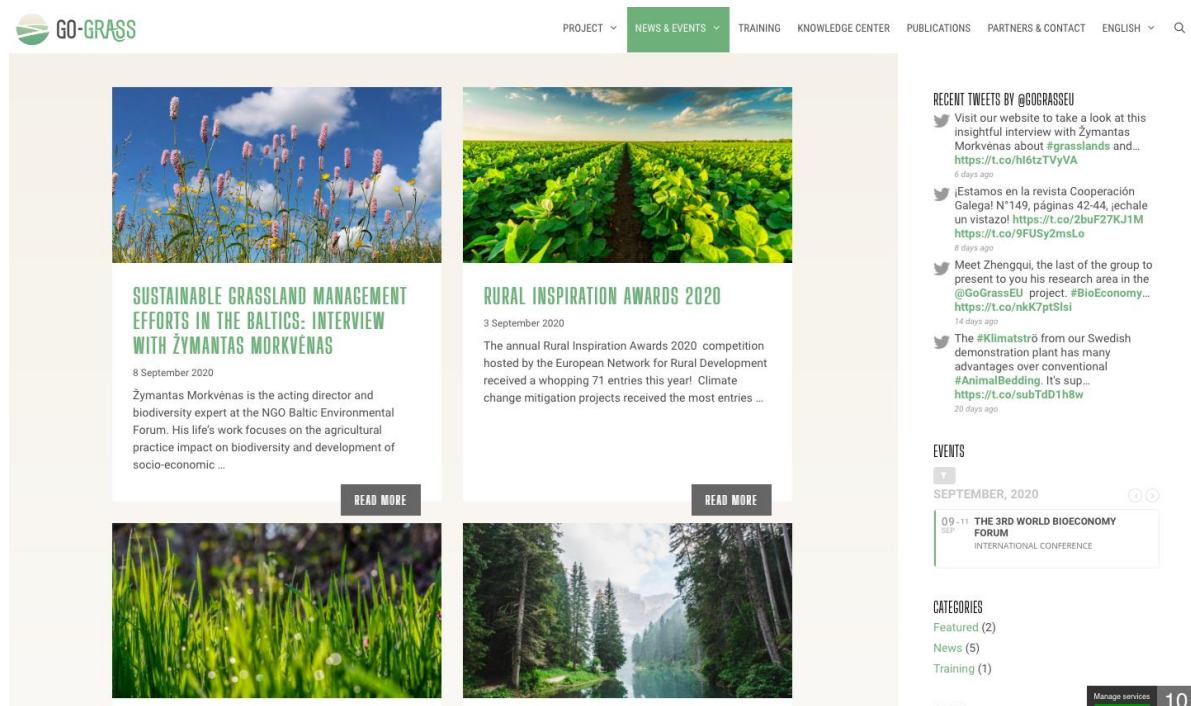
Figure 4 - News subsection

The same categories, as well as the Twitter feeds and upcoming events are also displayed on the right side of the individual news pages (Fig. 5). At the bottom of each of these news pages, **links to other news articles** are also provided to allow the user to navigate easily through the website content. The news pages are designed in a rather **flexible** way, and can integrate **multiple elements**, from videos, to quotes or images, to improve readability for the visitors.
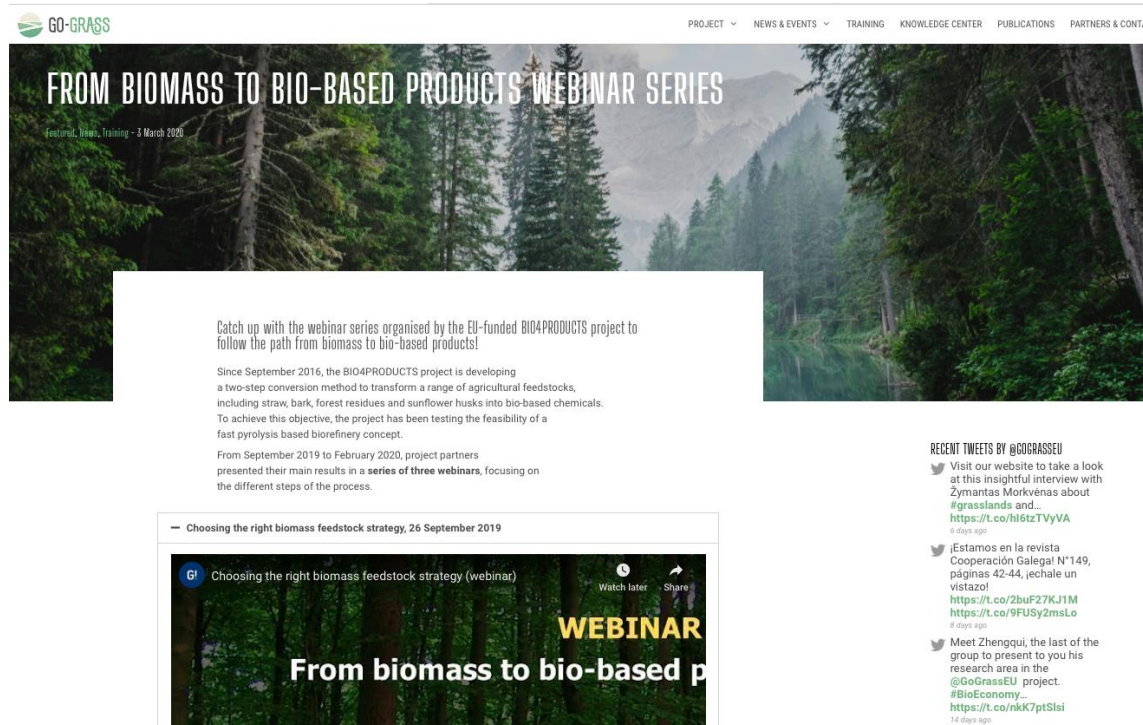
Figure 5 - Example of GO-GRASS news page

In the same line, the **events subsection** (Fig. 6) lists both events organised by GO-GRASS partners and other events that might be of interest to the project's community. Users can access more detailed information by clicking on the event's title, and navigate through planned events month after month by clicking on the arrows.

Both news and events subsections will be updated frequently, to ensure that the website content does not remain static.
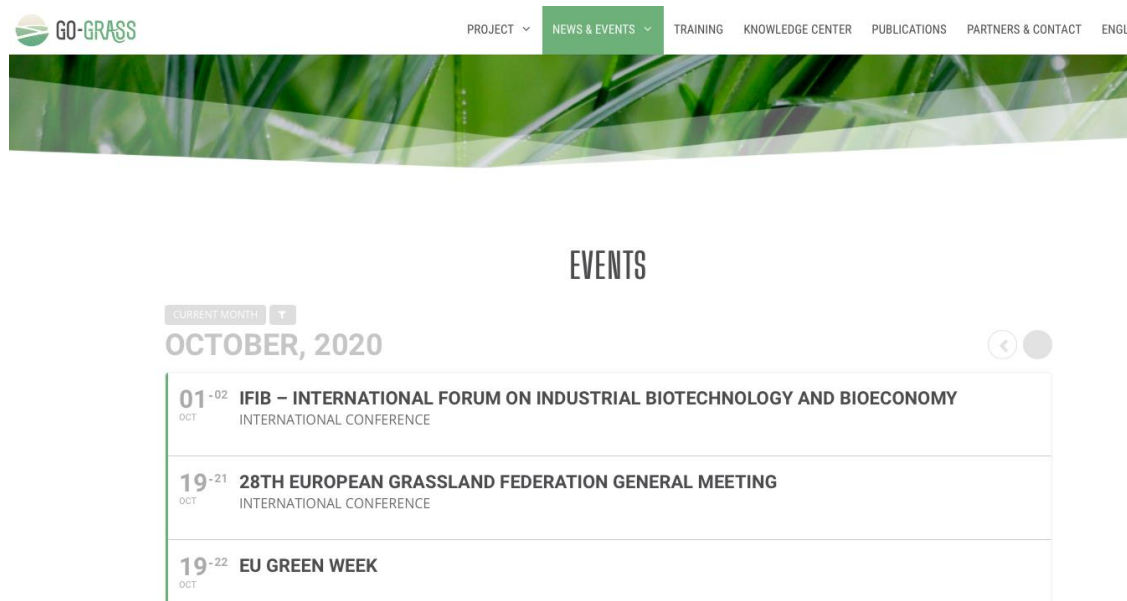
Figure 6 - Events subsection

3.4. Training

The training page will be the main landing page for stakeholders interested in replicating GO-GRASS solutions. Currently, it includes a short description of the training and capacity building activities planned within the GO-GRASS project, and features **news and events related to such activities**. Nonetheless, the page will be further developed and adapted to become particularly rich in content as resources from the GO-GRASS projects become available. Training materials will be provided various forms, including documents, videos, recorded webinars, tutorial or courses on relevant topics.
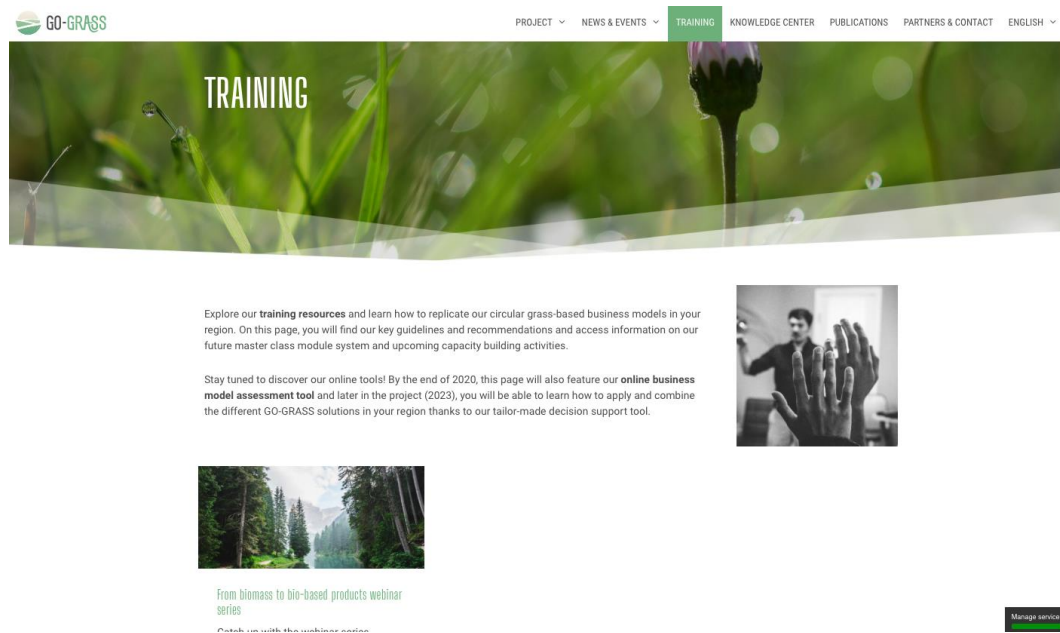

Figure 7 - Training page (September 2020)

In the future, this page will thus feature all **training material and activities** offered within the GO-GRASS project and, whenever relevant, by other projects and initiatives, upon prior approval from these projects. Training material will include the **"How to get started and succeed manual"**, to be published at M28 (January 2022), as well as the final **training kit**, to be developed by M48 (September 2023) in collaboration between G2G, ESCI, and G!E. Furthermore, the training courses, as well as the master class modules delivered by the project will also be promoted heavily on this page when available, to attract more users and potential replicators.

Finally, this page will also feature, **two main online tools** to be created within the project: The *G2G on-line Business plan tools* for which a test version will be available at M12 (September 2020), and the **decision support tool for flexible integration of value chain components**, to be developed later in the project and published at M42 (March 2023) by G!E. More information on training resources is provided in Section 4.3 of this deliverable.

3.5. Knowledge center

This page (Fig. 8) will feature on its own one of the project's tools: the **GO-GRASS interactive map**. This map will be developed progressively throughout the project, integrating results as they become available. Through **different filters**, users will be able to locate the GO-GRASS DEMOS, with their main actors identified through the stakeholder mapping. The map will also display a general picture of grassland environments across Europe, going from the different types of grassland and their availability, to the socio-economic context and state of development of various related indicators. This map will be used as a tool to present as much as possible from the GO-GRASS project results in a user-friendly manner. More information on the map is provided in Section 4.1 of this deliverable.

Once the map is be integrated to the online platform, G!E will consider whether adding further content to the 'Knowledge center' section is relevant or not.
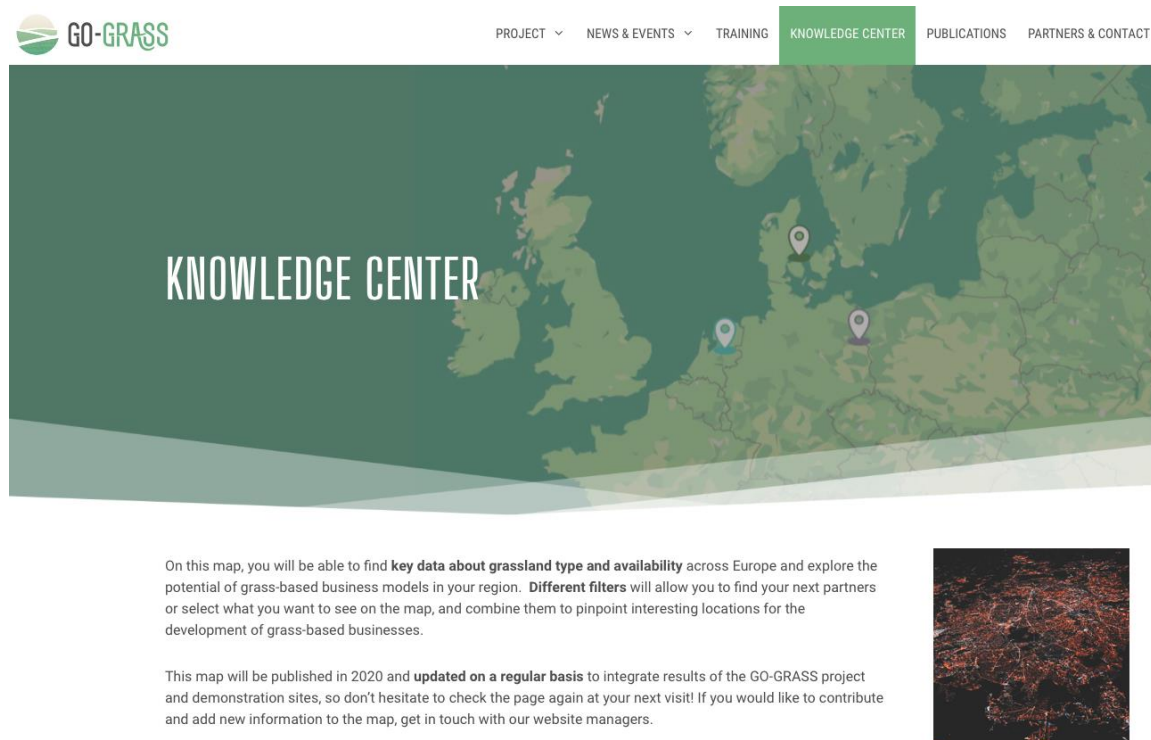
Figure 8 - Knowledge center page (September 2020)

3.6. Publications

The publications section (Fig. 9) is divided into three subsections, providing access to **Communication and Dissemination Material**, **Public Reports and Deliverables**, as well as **Scientific Publications**. The deliverables that have not been reviewed by the European Commission will always be published upon prior approval from the project coordinator and lead partner in charge of the deliverable, and indicate clearly that the deliverable is still under review.
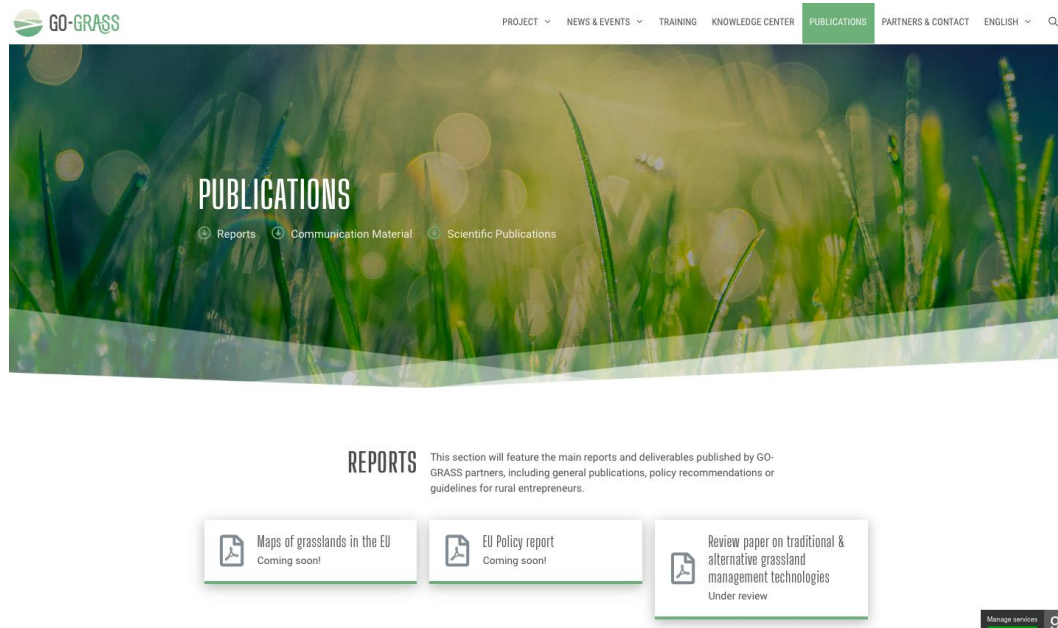
Figure 9 - Publications page (September 2020)

3.7. Partners and contacts

Contact details for the project co-ordinator and communications leads are indicated on the page, to enable stakeholders to reach out to the consortium.
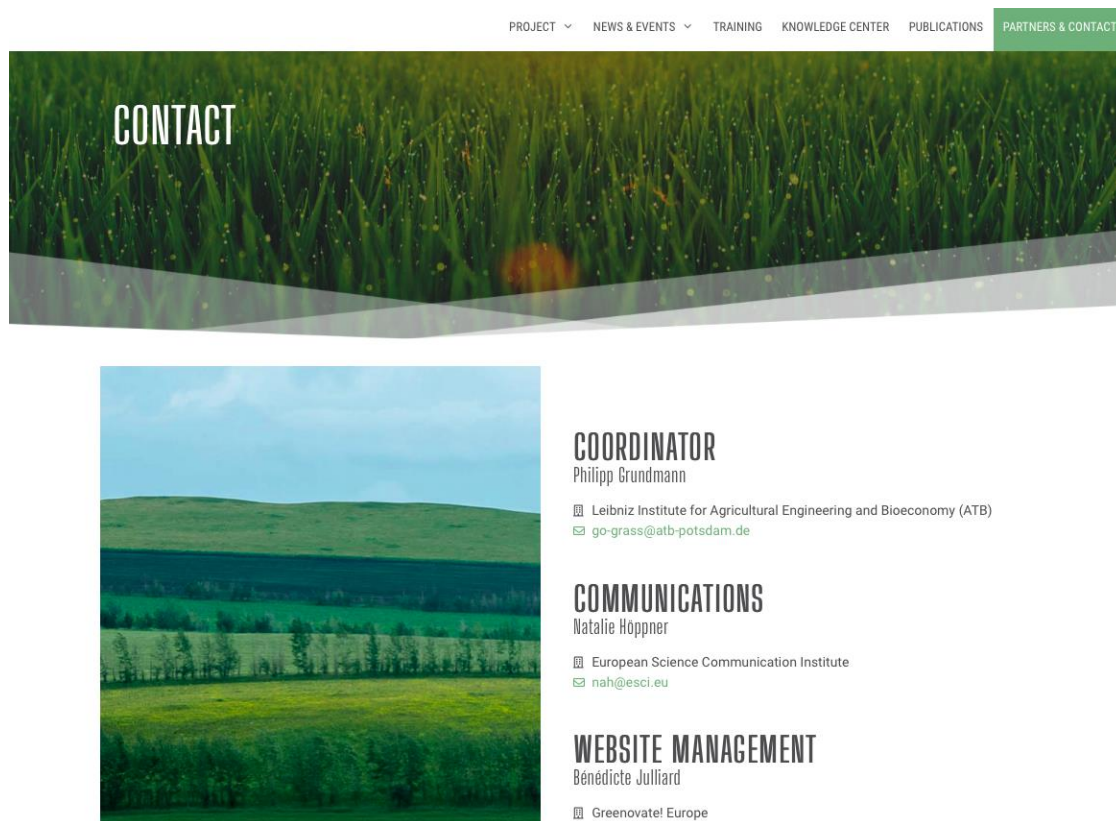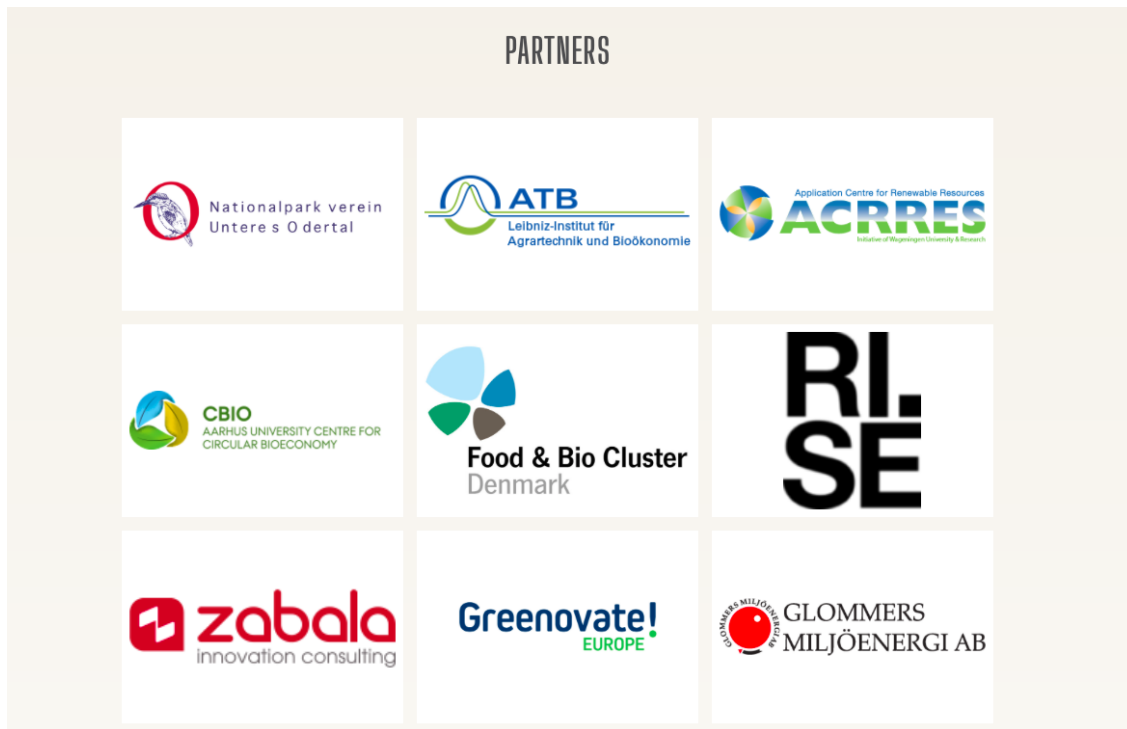
Figure 10 - Contact and Partners page

In addition, this section presents the GO-GRASS **consortium** (Fig. 10), providing a short description of the role of each partner in the project, and linking to partners' own websites for further details (Fig. 11).
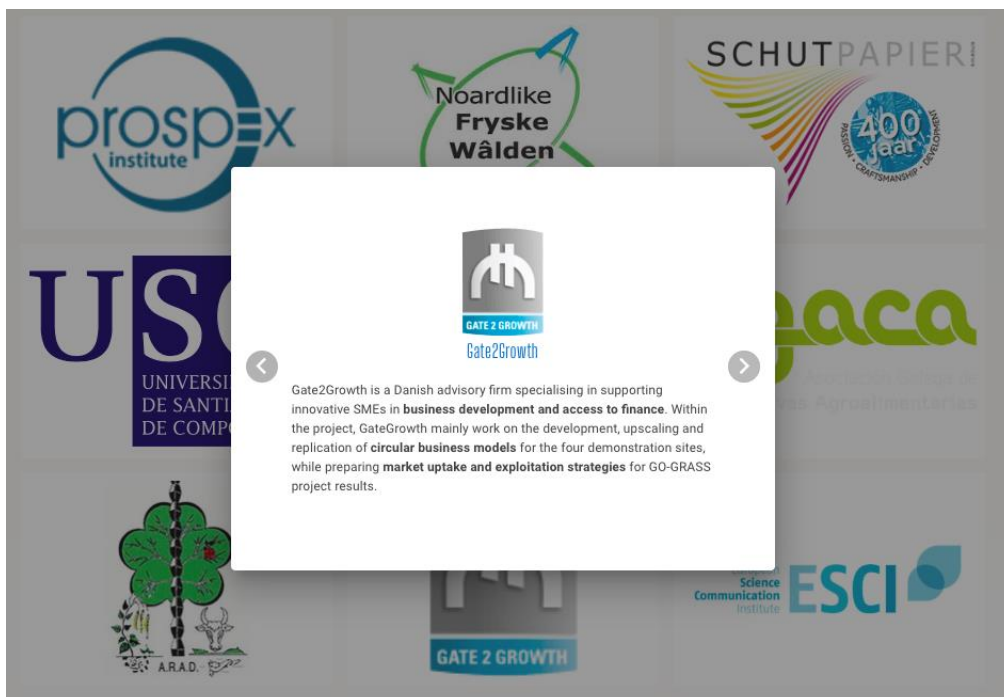
Figure 11 - Individual partner description (Gate2Growth)

4. Translation

The website has been translated into **five different languages**, based on the needs of local demo partners and followers (Fig. 12). The languages include Spanish, German, Dutch, Romanian and Hungarian. The translation covers only the 'static' pages of the website, and not the news and events', nor the documents in the 'Publications' sections, that will remain in their English version for the wide majority.
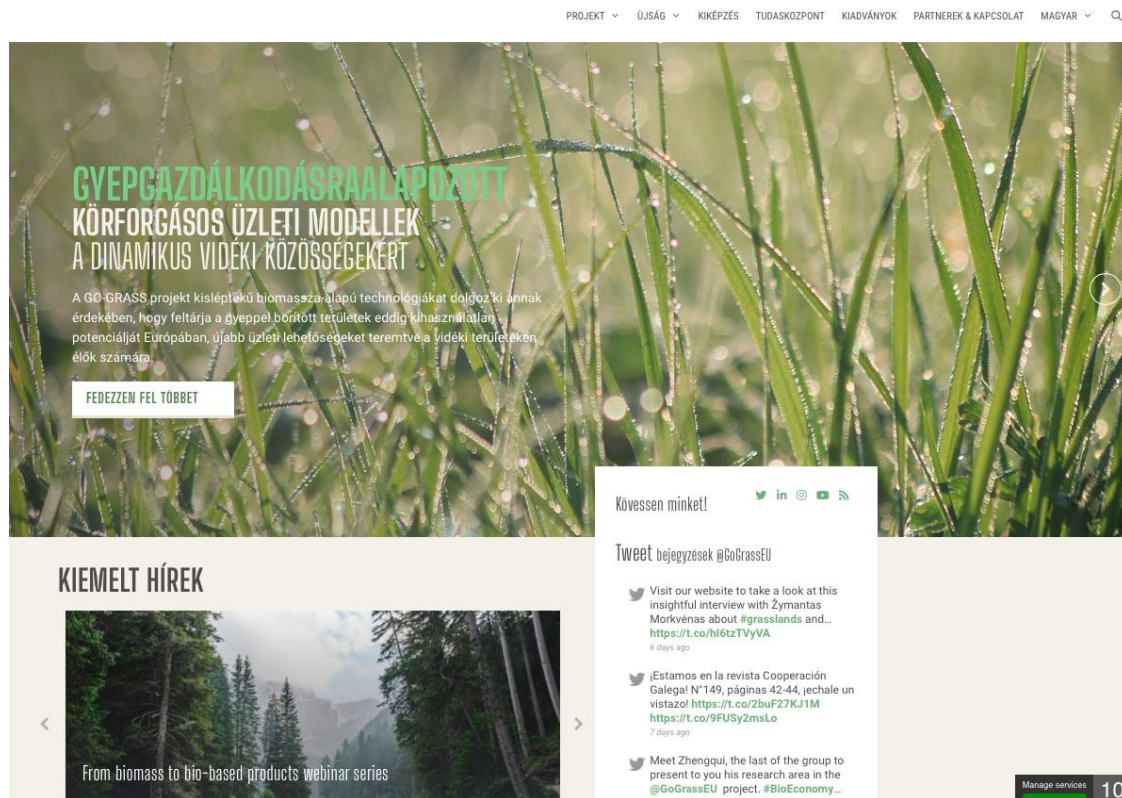
Figure 12 - GO-GRASS Homepage in Hungarian language

Nonetheless, selected pieces of news or interviews and feature articles might be translated based on the topics addressed and the needs and language skills of stakeholder audiences targeted. In those cases, the translation of the article will also be uploaded in the relevant language version of the website. If partners or external stakeholders wish to write and feature news related to GO-GRASS in their national language, those news will be integrated as well in the relevant language version of the website, but whenever possible and if the article is indeed relevant for the project and other European audiences, G!E and ESCI will always seek to publish the article in English in parallel, to make the content available to a wider audience.

5. Online tools

The GO-GRASS online platform will be the 'digital anchor' for the project's online tools and resources. The main tools to be featured on the platform will include:

- **An interactive map of Europe;**

- **Online tools for business case assessment and funding;**
- **Training and capacity building resources;**
- **A decision support tool for flexible integration of value chain components.**

Each of these tools will be described briefly in the sections below.

5.1. Interactive map of Europe

Following from the task 9.4 GO-GRASS online platform, an interactive map of Europe is currently under development with the goal of displaying the results coming from other work packages in an integrated and easily understandable way. The basis of the interactive map will be built upon the research conducted for deliverable D1.1, which aimed at describing the current EU maps and policy definitions of **permanent and temporary grasslands** by using European databases. Given the quantity of maps provided in deliverable D1.1, only the most relevant maps with most recent statistics will be visualised in the interactive map tool. The maps will be **displayed as categories of layers** allowing the users to choose and cross select which maps to display. The following maps from D1.1 were preselected as the first category of layers/filters for the interactive map tool:

- EU Grassland percentage at (2018)
- EU Permanent grassland percentage (2018)
- EU Temporary grassland percentage at (2018)
- Evolution of Grasslands in the EU (2009-2018)
- Evolution of permanent Grasslands in the EU (2009-2018)
- Evolution of temporary grasslands in the EU (2009-2018)
- Abandoned grassland as percentage of total grassland (2018)
- Evolution of abandoned grassland as percentage of total grassland (2012-2018)
- Unmanaged natural grasslands (2018)
- Evolution of unmanaged natural grasslands as percentage of total grasslands (2012-2018)
- Bovines, sheep and horses per kilometer in the different regions of Europe (2016)

Building on top of the base layers displaying different grassland statistical data, the most relevant results from tasks 1.3 and 1.4 in Work Package 1 will be also introduced into the map defining the Key Performance Indicators for the successful implementation of grass-based business model in Europe and bio-based industry development per region. Furthermore, the best practice cases identified in this work package will be contacted and, upon their agreement, displayed on the map together with their description and link to their website together with the GO-GRASS DEMO cases.

The results coming from the KPI research will be reviewed to select data that are compatible with the interactive map format, combining it with relevant desk research and statistical data found on Eurostat showing different filters for data related to socio-economic context.

Work carried out in Work Package 7, related to **identification of relevant GO-GRASS stakeholders** (task 7.1 – Mapping of stakeholders along the value chains), will be integrated as a part of the interactive map as well, creating a filter for each type of stakeholder. The process of contacting each stakeholder will also be carried out in line with GDPR, requesting the following information:

- Name of the organisation
- Address of the organisation (this will be used to create a marker on the map)
- Link to the website

Information is being collected by Prospex Institute, through the registration form that is being distributed for the organisation of the first Stakeholder Board meetings.

Finally, initiatives and projects **relevant to GO-GRASS**, as well as **GO-GRASS project partners** themselves are going to be displayed on the map as pins, with a name, a short description and a link to their website.

The interactive map will be available in the 'Knowledge center' section of the online platform.

5.2. Online tool for business case assessment and funding

Based on existing tools for business plan assessment and funding developed by the European Commission or other European projects, Gate2Growth is currently developing a powerful **online tool** merging existing resources and adapting it to the needs of GO-GRASS stakeholders to facilitate the development of **new circular grass-based business plans**. This tool will be used in the framework of the capacity building activities carried out with follower regions, and made available on the **'Training' section** of the website for external stakeholders.

As the tool is being developed by Gate2Growth, it will not be hosted directly on the GO-GRASS online platform, but will be **featured prominently** on the website through a dedicated explanatory box, with a button allowing to access the tool. The button redirecting to the online business case assessment and funding tool will open the link in a new page, to allow visitors to stay on the GO-GRASS website at the same time.

The online tool for business case assessment and funding is described in details in **Deliverable 8.1** (Adapted on-line business plan assessment and funding tools) to be submitted at M12 (September 2020).

5.3. Training and capacity building resources

A wide range of training and capacity building tools and resources will be made available in the **'Training' section**, addressing various stakeholders, from potential replicators to intermediaries. Those training resources will include:

1. **Training documents:** a variety of training documents, coming from the GO-GRASS projects and whenever relevant from other relevant projects and initiatives, will be made available on the training page. This will include for instance:

    a. The **"How to get started and succeed" manual** to be developed by Gate2Growth at M28 (January 2022). The manual will provide guidelines on how to adapt business cases to key preconditions in local frameworks. Concrete cases will be presented to inspire entrepreneurs, providing tailor-made advice to develop successful business models;

    b. The **training kit**, to be developed by G2G, G!E and ESCI, and made available towards the end of the project. This kit may combine existing training documents from the GO-GRASS project, slideshows, recorded online seminars, or training videos, as well as relevant infographics to explain complex concepts in an easily understandable way.

2. **Various training courses** will be developed for different audiences, including entrepreneurs from Follower Regions, but also intermediaries, with a dedicated **'train-the-trainer' module**. Material from these training courses will be made available, whenever possible, on the **'Training' section** of the website, and when courses will be opened to the public, they will also be promoted in this section of the website and on the homepage. News reporting on the progress made during training or coaching sessions may also be posted in the 'Training' section.

3. **Master class modules** will be designed for existing and future rural entrepreneurs, supporting them in the development of key skills for establishing and developing their own business. Several thematic modules will be developed, focusing on different aspects of business development, including for instance economic, legal, and financial requirements, as well as collaboration and networking tips. Whenever relevant, materials from these modules, such as videos, online seminars, or documents, will be featured prominently in a dedicated section of the **'Training' page**.

Other resources and tools developed by the GO-GRASS project or other relevant initiatives, such as the **evaluation sheet** to compare different business cases (D5.5, M46), **guidelines** on the development of favourable conditions for the deployment of innovative business models (RUBIZMO project), **White Paper** on Grassland opportunities (D9.6, M36), or **toolkits** for clustering and networking (RUBIZMO project), that may be used as training material may also be uploaded in the 'Training' section.

5.4. Decision support tool for flexible integration of value chain components

Based on the results from work package 6 and the replication strategies from work package 8, GO-GRASS will develop a **database** of possible scenarios for the development of grass-based business models. The database will combine various value chain components from different GO-GRASS demos, and the related framework conditions for their implementation, including type of grassland and grassland availability, business environment, and possible partnering models.

This database will be used for the development of an **online decision support tool** enabling entrepreneurs to build their own business model based on different value chain elements from GO-GRASS demos and beyond, considering their own key framework conditions and preferences.

This tool will be hosted directly on the GO-GRASS online platform, if possible, and featured on the **'Training' section**. The data filled in by the end user will be linked to geographical representation in the interactive map to exploit synergies between the two tools. To complement this data, G!E and GO-GRASS partners will define a list of essential criteria to be determined by the end-user to better identify their framework conditions and preferences, including for instance related challenges that they would like to overcome in their region.

Based on the selection made by the end-user, the tool will identify the **most suitable business model(s)** to be replicated in the selected region, indicating critical factors whenever the selection made by the end user does not reflect what can be defined as an optimal replication scenario for GO-GRASS business models (i.e. limited grass amounts available, or limited infrastructure available, etc.). When possible, the tool will also offer **guidance** on how to overcome the challenging aspects identified.

The tool will be made available on the GO-GRASS online platform at **M42 (March 2023)**, and updated whenever necessary based on end-users' feedback.

6. Social media

The GO-GRASS online platform is closely connected to the project's **social media channels**. The **Twitter feed** of the project is integrated both on the homepage, in the news and events page, and on each individual news page. In addition, links to other social media channels, such as **LinkedIn, Instagram and YouTube**, are provided on the homepage through dedicated icons, and at the bottom of each page through the same icons.

Videos hosted on the GO-GRASS YouTube channel, such as Video News Release and explanatory videos on each of the DEMOs produced by ESCI will also be integrated on dedicated pages of the online platform when available, including for instance the DEMO subpages and the 'Training' section.

GO-GRASS social media channels are updated frequently, linking back and promoting the content available on the GO-GRASS online platform to increase its **visibility**. Whenever relevant, content created for social media platforms such as GIFs, banners, or postcards, will also be used on the website to make the content as **interactive** as possible.

7. Search Engine Optimisation

SEO (Search Engine Optimisation) is a set of techniques and processes used to maximise the visibility of a website's content on search engines and drive more traffic to the website. SEO methodologies have been considered when developing the GO-GRASS website, and will be applied in the future to enhance the website's visibility. The techniques applied include for instance the following:

- **The GO-GRASS online platform is indexed on Google.** This is the first and necessary step for the website to appear in a Google search.

- **The design and architecture** of the website have been conceived to optimise the experience of end-users and facilitate their navigation throughout the website. The design integrates images, infographics, and maps, alternating with texts, and links for more information to facilitate the understanding and allow the users to dig deeper if they are interested in a specific topic. In addition, the GO-GRASS website has a responsive design, adapted to computers, mobile phones and tablets, thus making its content available to a maximum of end-users. These techniques have been used both for the sake of an efficient project communication, and for SEO, as search engines take into account the users' experience in their ranking, and tend to penalise websites with higher bounce rates, on which users stay only for a few seconds.

- **Keywords** used by stakeholders to search information related to grasslands and related rural agro-food systems, circular business models, rural entrepreneurship and a wide variety of topics on which GO-GRASS can provide relevant input, have been identified and integrated in the website text and URLs. The list of keywords will be updated on a regular basis and integrated in website news and updates, to improve the website referencing on search engines.

- **Unique and relevant content is posted regularly** on the GO-GRASS platform, to optimise the website referencing on search engines. Google and other search engines attribute better ranking in searches to websites offering original content, while they rank lower the websites duplicating content from other websites.

- **Internal SEO plugin**, YoastSEO, has also been installed on the website, providing advice to optimise referencing with the use of keywords and other techniques when new content is being posted.

- **Backlinking** is also a key element to improve the ranking of GO-GRASS website on search engines. The more links to the GO-GRASS website are integrated on external websites, the better the GO-GRASS website will be ranked on search engines. In that sense, partners have been asked to publish links to the GO-GRASS website on their own websites and social media channels, and online content, in the form of press releases or journalistic articles posted on established websites with built-in audiences

and good referencing, will always integrate links to the GO-GRASS website to improve the platform's backlinking profile, and thus its ranking on search engines. In addition, GO-GRASS internal social media channel also link regularly to relevant website content, thus increasing its visibility to external end-users.

- **Internal links** are also integrated to the website content whenever relevant, inviting the users to visit external websites. A reasonable amount of relevant links to external websites will also boost GO-GRASS referencing on search engines and enhance its visibility.

8. Privacy policy

Statistics on the GO-GRASS website visits are collected through **Google analytics**. Visitors, subscribers and clicks will be monitored through this tool during the project lifetime, providing information about:

- **User count;**
- **Average visiting time;**
- **Language and location of visitors;**

Google Analytics is a simple, easy-to-use tool that helps website owners to measure how users interact with website content. Google Analytics gives the ability to track the **visitor interactions** by using first-party cookies that can record information about the time and the page a user has seen, for example the URL of the page, and "remember" what a user has done on previous pages or any interactions with the website. Google Analytics tracks and traces the website visitors IP address to identify the visitors by providing their geographical location. Nonetheless, Google Analytics does not collect any personal information about the website users it reports **website trends** without identifying individual visitors.

The GO-GRASS consortium shall not use and shall not allow any third party to use this website to record, collect or upload any data that identify an individual (such as for example name, email address, IP address, billing information) or other data that can be reasonably linked to such information by Google.

When the user visits the GO-GRASS website for the first time, a dedicated banner appears at the bottom of the page - without preventing the user from visiting the website - to **inform the user** that the website is using 'cookies' to collect information about its visitors (Fig. 13). The user can then click on the button 'Manage services' to indicate its preferences in terms of data collection.

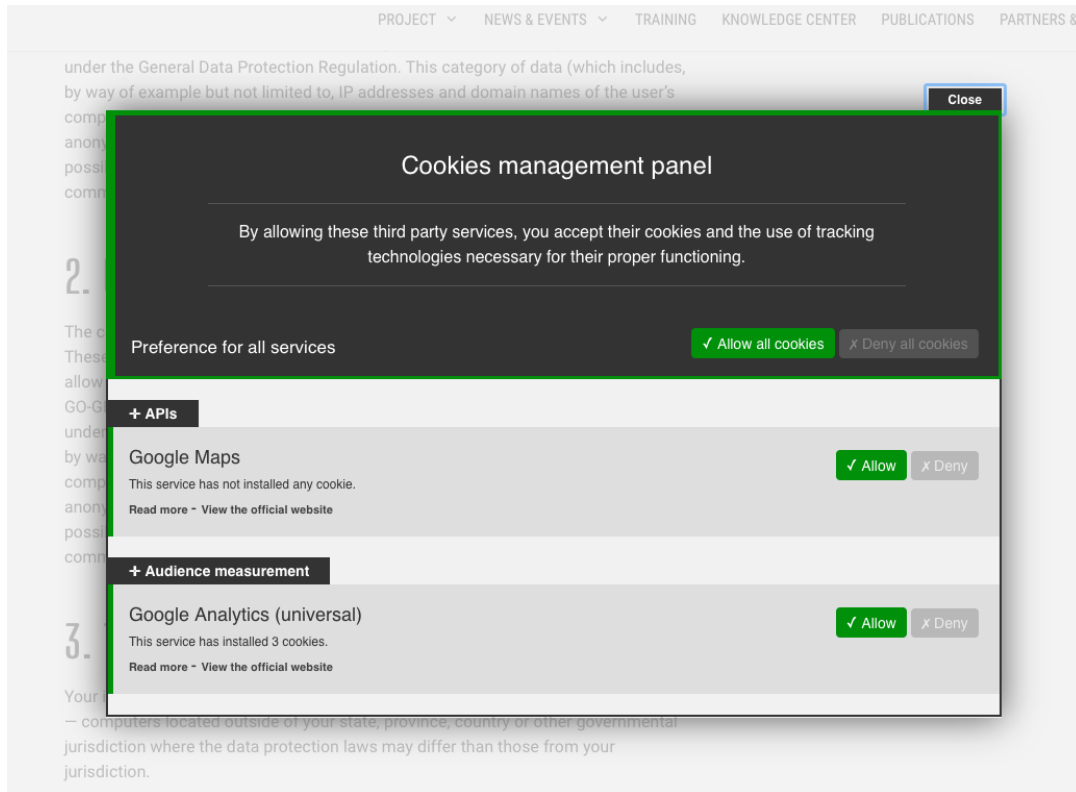More detailed information on the type of data processed and its uses is provided in the **Privacy Policy page**: https://www.go-grass.eu/privacy-policy/

Figure 13 - Cookies management panel for visitors