



# D8.5 Project website

WP8 – Dissemination and communication of tracking for cycling and walking promotion

Deliverable number: D8.5

Author(s): Aude Labaste

Author'(s)' affiliation (Partner short name): POLIS



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# 1. Executive summary

The TRACE website (deliverable D8.5) is the project's main gateway to the outside world. It provides information on TRACE objectives, partners, methodology, tools, results, publications, news and success stories. The website mainly addresses the expert audience of urban transport practitioners, policy and decision makers.

The updating process is user friendly and does not require specialised skills and the content management system allows for the easy creation of new pages, inclusion of new text and image content.

The website also includes links to dedicated TRACE pages on social media, i.e. LinkedIn, Twitter, and Flickr.

The TRACE website domain name is: [www.h2020-trace.eu](http://www.h2020-trace.eu)

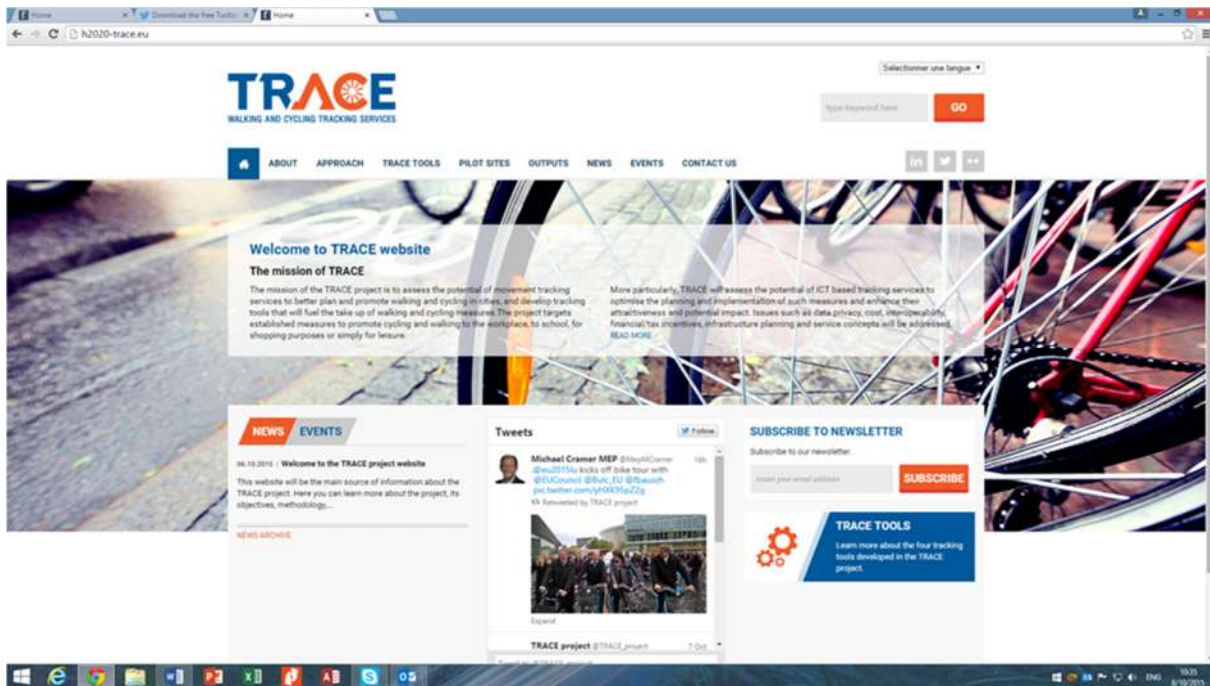
This short document briefly presents the layout of the website, its structure and main features.

## 2. Website content and structure

### 2.1 Home page

The homepage of the TRACE website follows the following structure:

- Menu linking to the website's respective pages
- Links to social media: LinkedIn, Twitter, Flickr
- A paragraph presenting the mission of the TRACE project and a link toward more information
- Latest news and events
- Twitter feed which shows TRACE latest tweets
- Possibility to subscribe to the newsletter
- A box below the twitter feed to showcase the TRACE tools (with a direct link to the TRACE tools section) as they are an important feature of the project.
- The EU flag and the following text: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 635266" appears on all the pages of the website.



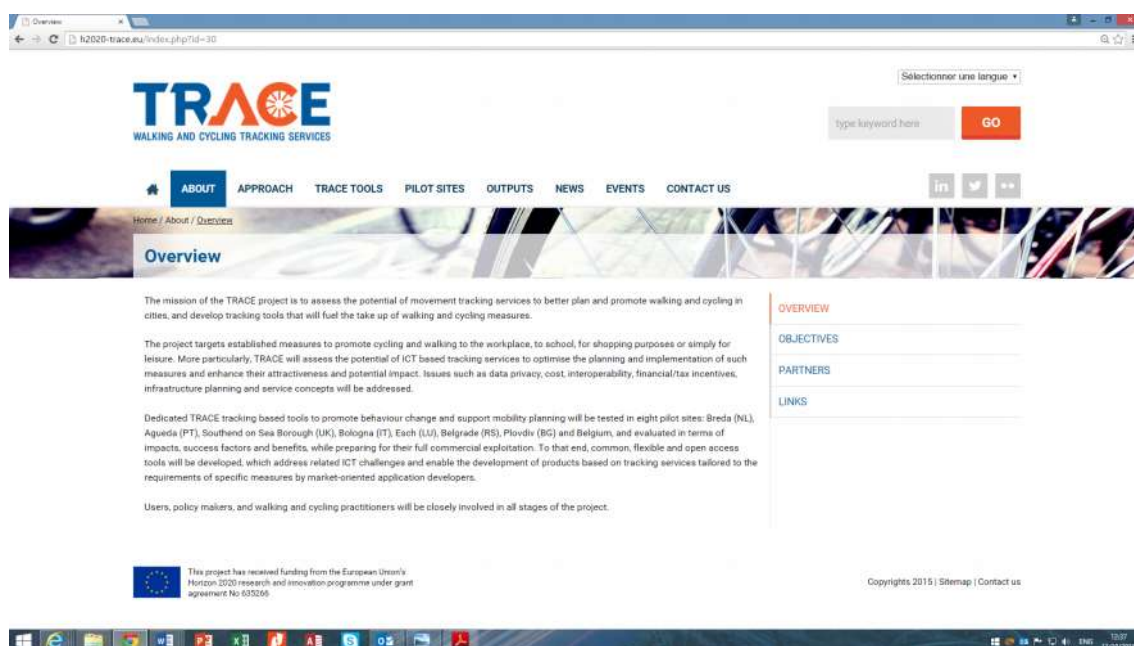
*TRACE website homepage*

## 2.2 Website content

The navigation bar includes the following headings:

### About TRACE

This section introduces the TRACE project, its missions, objectives and partners. It also comprises a link section with links toward other EU project thematically related to TRACE and toward the INEA website.

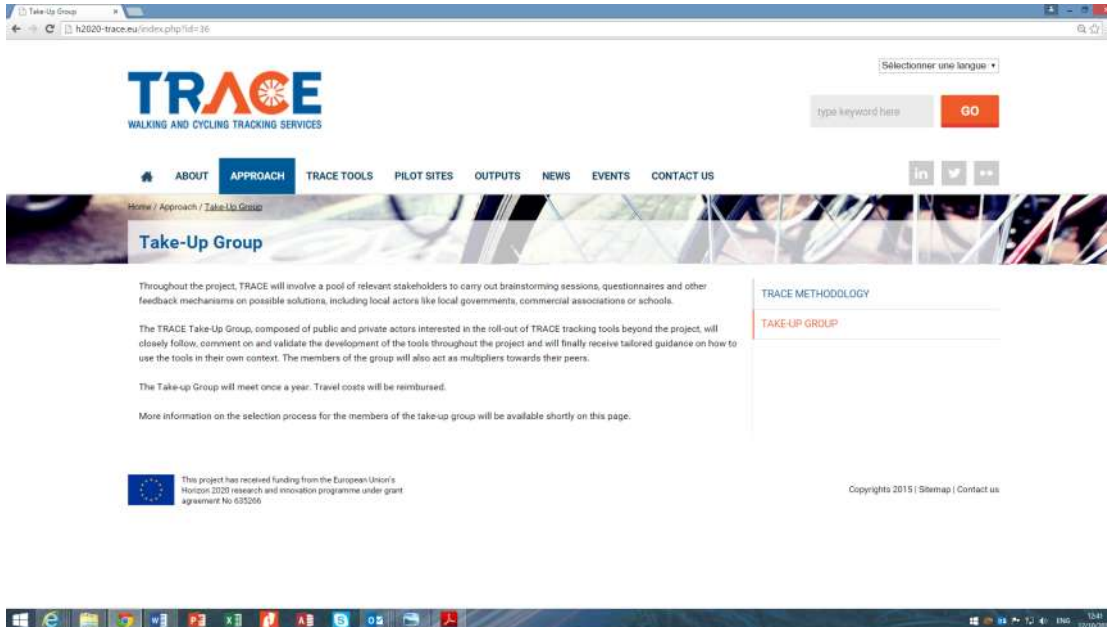


### ABOUT section – Overview

[www.h2020-trace.eu](http://www.h2020-trace.eu)

## Approach

This section gives readers more information on the project methodology and on the project Take Up Group. The Take Up Group page will be updated with more information on the selection process of the members if the group once the call is released.

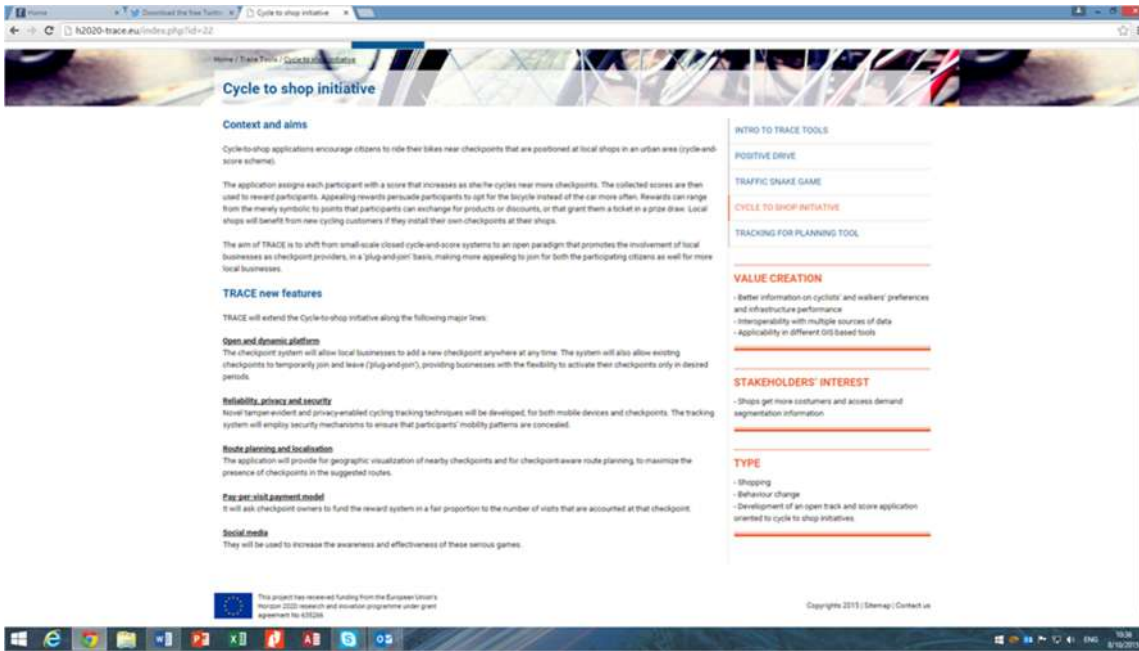


### Approach Section – Take Up Group page

## TRACE Tools

This section includes a subsection that gives readers an overall presentation of the TRACE tools and four other subsections dedicated to each of the TRACE Tools.

These dedicated subsections include a presentation of the tools and their aims as well as a brief description of the new features that will be added by TRACE. Further information are available on the right column of the pages, notably the value creation of the tools and the type of stakeholders that they target.

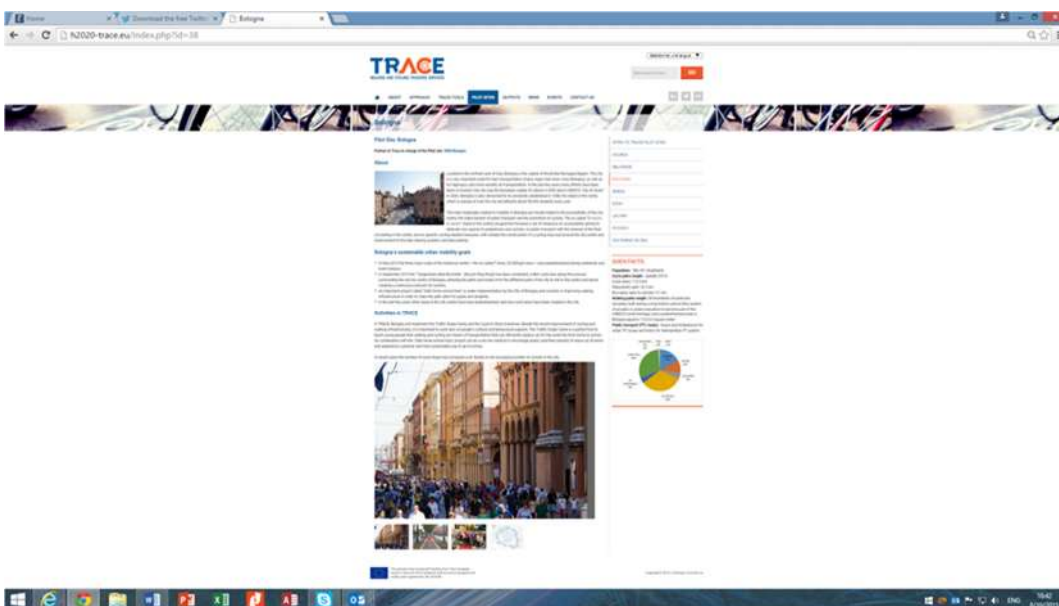


## TRACE Tool pages – Cycle to shop initiative

## Pilot Sites

The TRACE Pilot sites section of the website comprises a short introduction to the pilot sites as well as a page per pilot site. In order to give some homogeneity to this section, all the pages follow the same template: a short presentation of the pilot site, its goals and accomplishments in sustainable mobility and its activities in the TRACE project.

The right column of the page shows some quick facts about the pilot site and a pie chart on its modal split. To make this pages more appealing a picture gallery has been added at the bottom of each pages. Further pictures will be added during the testing of the TRACE tools by the pilot sites.

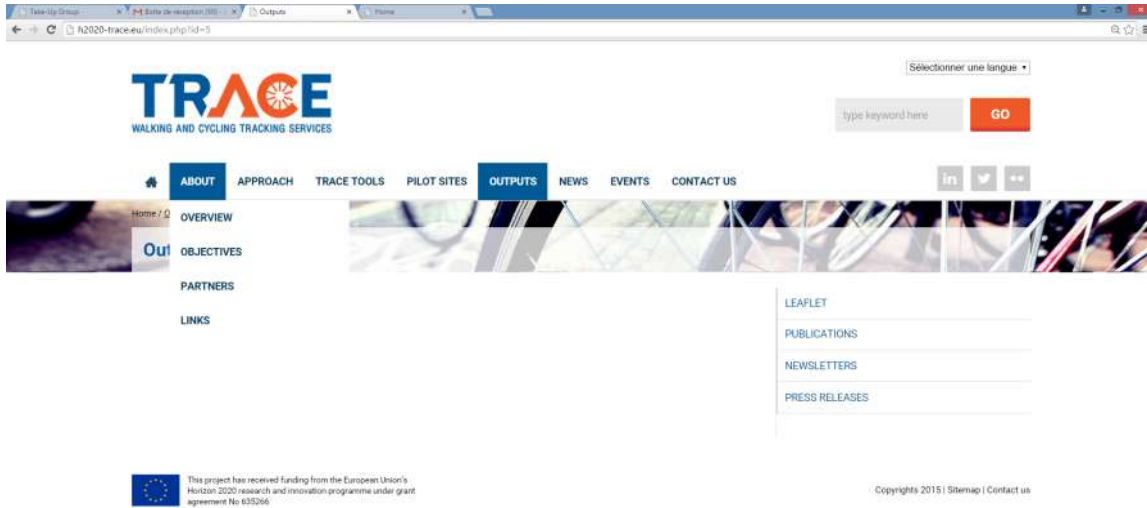


## TRACE Pilot sites - Bologna



## Outputs

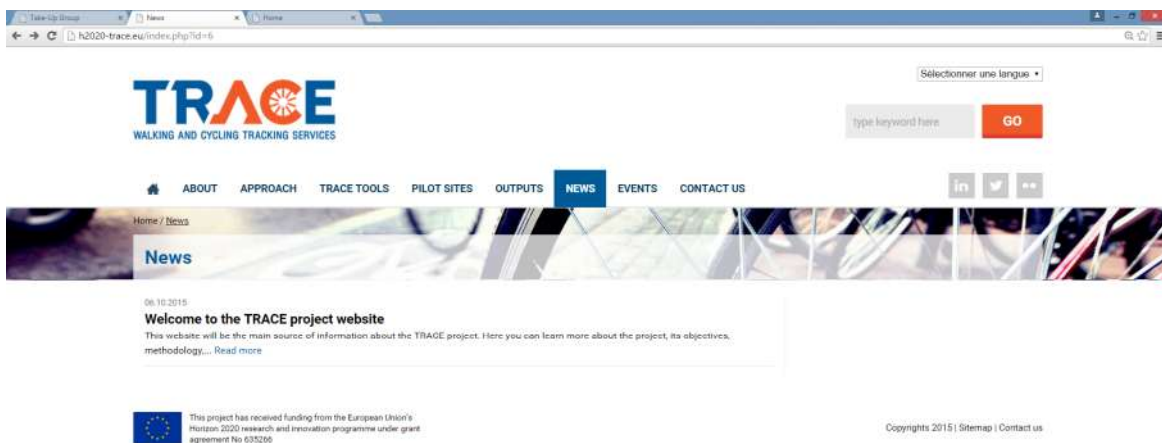
This section will be used to make documents such as the project leaflet or newsletter, as well as the project deliverables freely available to download in .pdf format.



### OUTPUTS section

## News

This section will include the news about the project, news items will be added to this section throughout the project whenever it is relevant. The latest news are also showcased on the homepage of the website

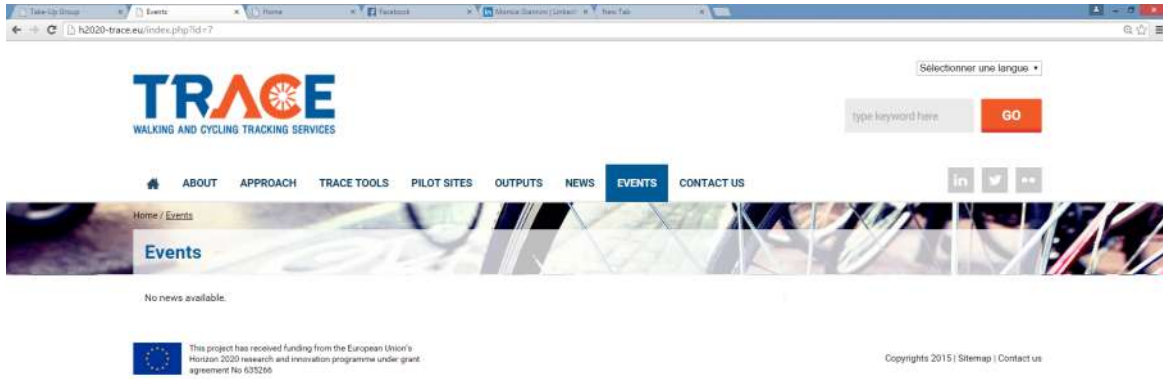


### News section

[www.h2020-trace.eu](http://www.h2020-trace.eu)

## Events

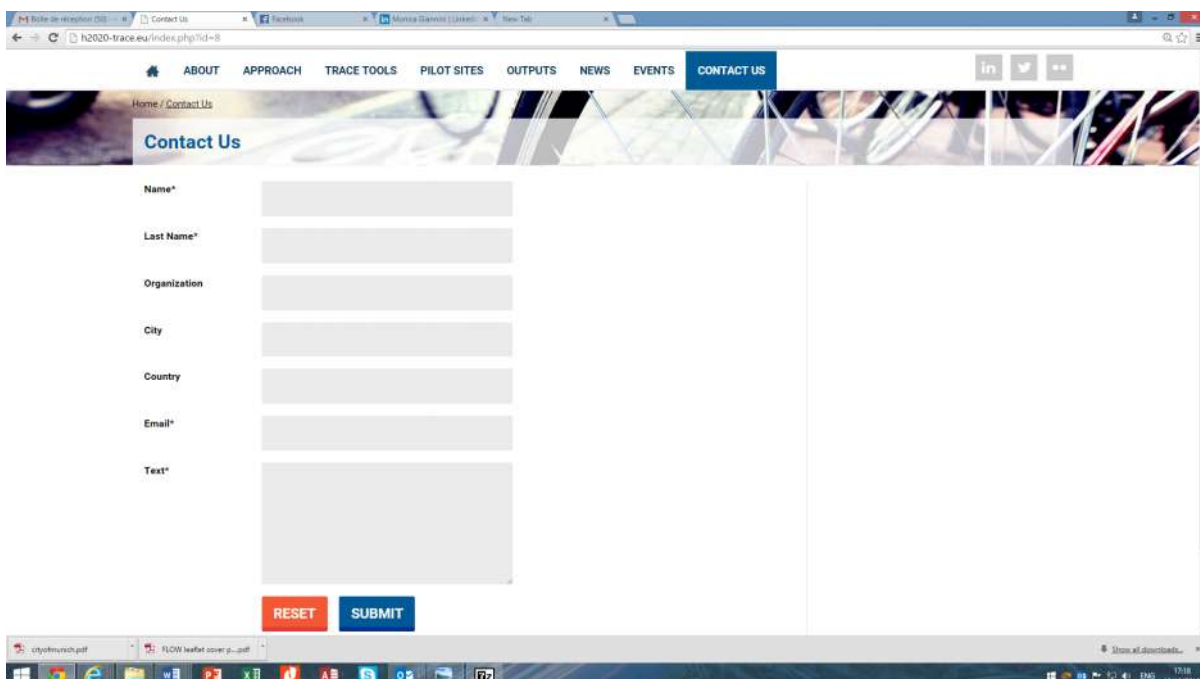
This page will feature relevant events including the project webinar, the mid-term seminar and the Take Up Group meetings.



## Events section

## Contact us

Readers can contact the TRACE project via an online form. The question or comment submitted via the form is then sent to the project coordinator and to the project dissemination managers.



## Contact us – Online form

[www.h2020-trace.eu](http://www.h2020-trace.eu)