



## MedSTACH project



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Project full title:	Eastern Mediterranean Science and Technology Center of Excellence for Archaeology and Cultural Heritage
Project acronym:	MedSTACH
Work Package	WP4
Deliverable	D4.1 (Project website)

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Project acronym:	<p><b>MedSTACH</b></p>	
Work Package (WP):	<p><b>WP4</b></p>	
Deliverable (D):	<p><b>D4.1 (Project website)</b></p>	
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<b>CO</b>	Confidential, only for members of the consortium (including the Agency Services)	

<b>Document Sign-off</b>				
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## Summary

The present document reports on the MedTACH's project website design and function. Also, the deliverable 4.1 (Project website), comments on the utility of the website, both for the project's dissemination and also for management purposes.

The project's website is considered one of the most important dissemination tools. The website was designed in such a way, aiming to be simple, functional and intuitive for the project stakeholders' and different types of audience.

The content of the website includes information presenting the project per se (i.e. brief description of MedSTACH' s objectives, information about the project consortium members), and also project activities and events (i.e. publications and newsletters).

The presentation of MedSTACH project and the Centre's activities in the specific conferences served the networking with key and relevant associations, stakeholders, private agencies, archaeological missions, and universities at a local and international level.

The website has been also exploited as a project management tool, via the "Members' area" (i.e. Intranet), solely accessible by the consortium members.

The website has been systematically updated during Phase 1, in order to keep up with the project's progress.

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## 1. Introduction

A project's website is one of the most essential dissemination tools. The website must be functional and user friendly as it contains information for different types of audiences. The Medstach project has developed its own web site, which can be accessed at [www.medstach.eu](http://www.medstach.eu) Through the website, users can find information relevant to the project, documents and other important material such as results and outcomes of the project's various activities.

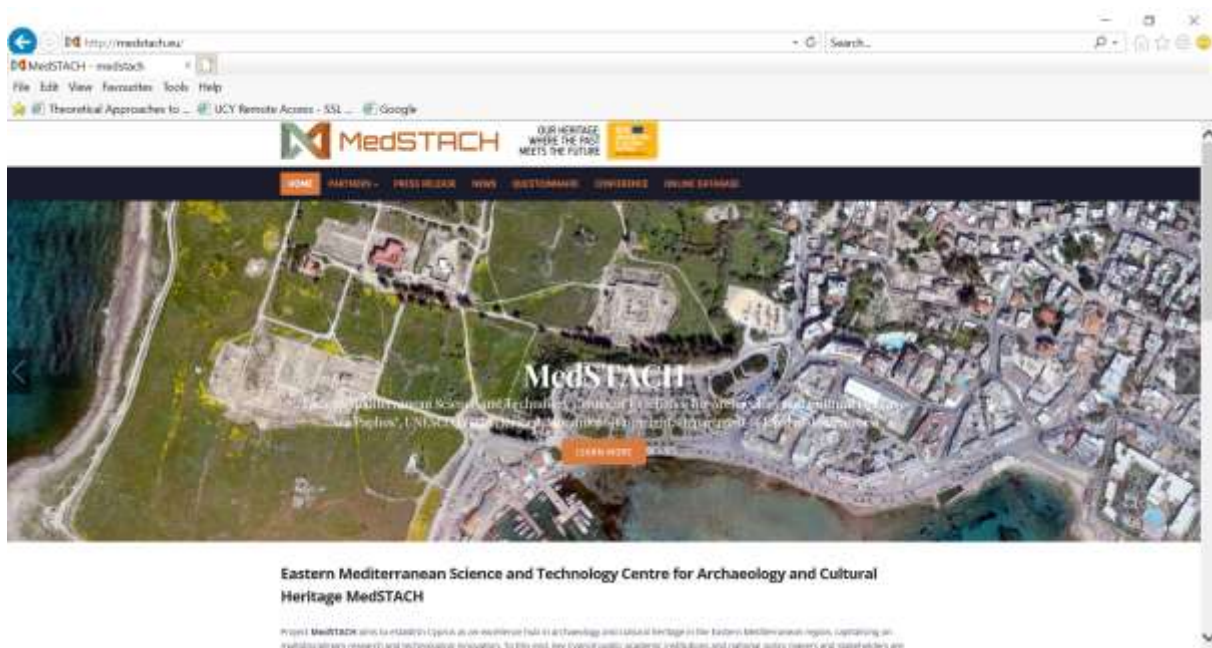


Figure 1: MedSTACH's website front page

## 2. Website Design

The website consists of seven (7) thematic areas on the main menu, reproducing all necessary information for the MedSTACH project. These areas are as follows:

- **Home:** Brief introduction on the project's scope, mission and concise description of the MedSTACH project main characteristics (i.e. call under which the proposal has been submitted, ranking, funding, partnership scheme). Also, a slide show with relevant pictures and the project's promotional video are constantly display on the top of the page.

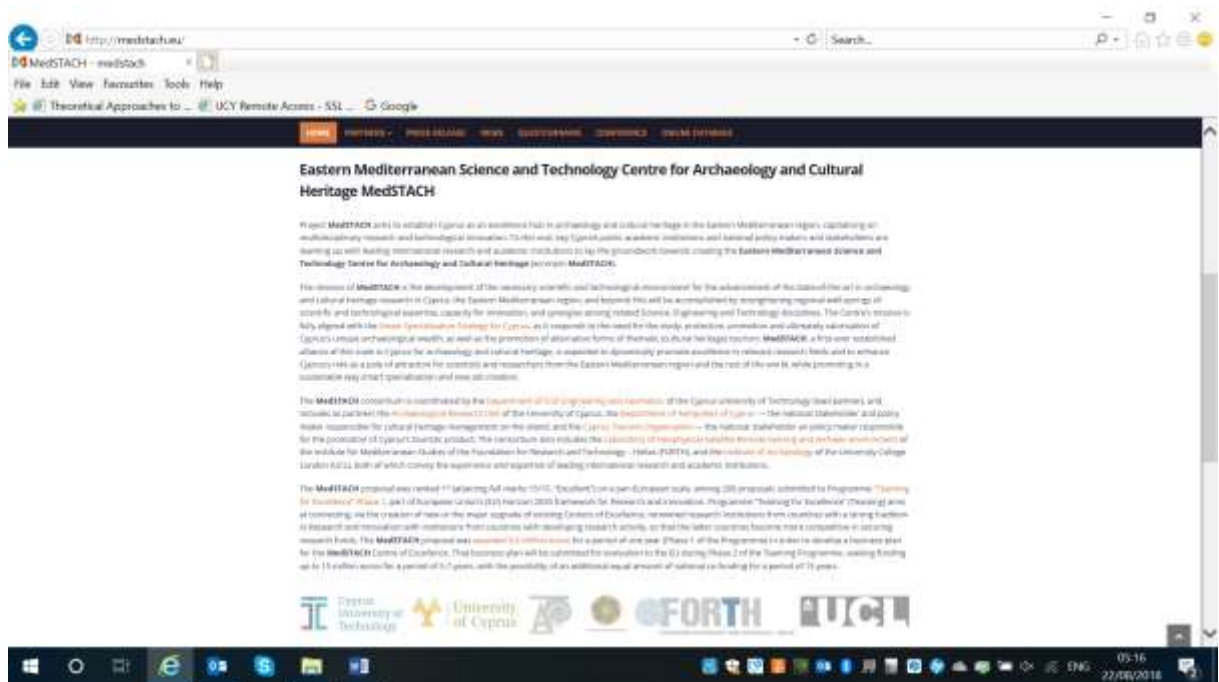


Figure 2: MedSTACH’s website front page

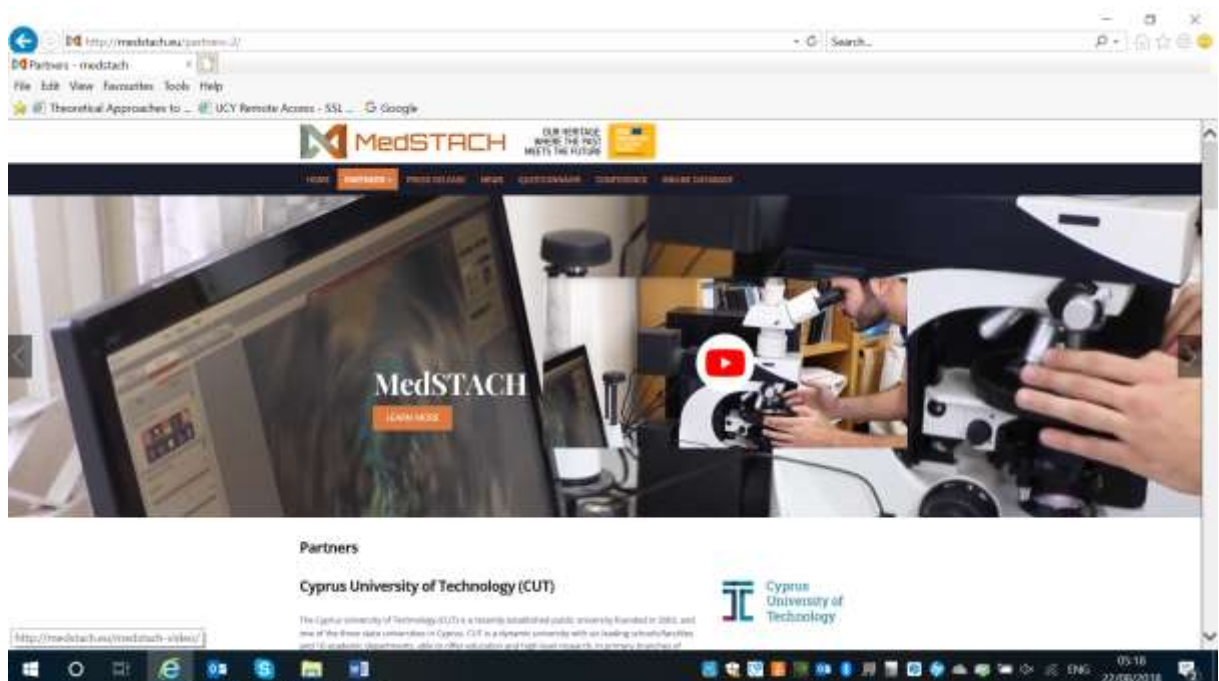
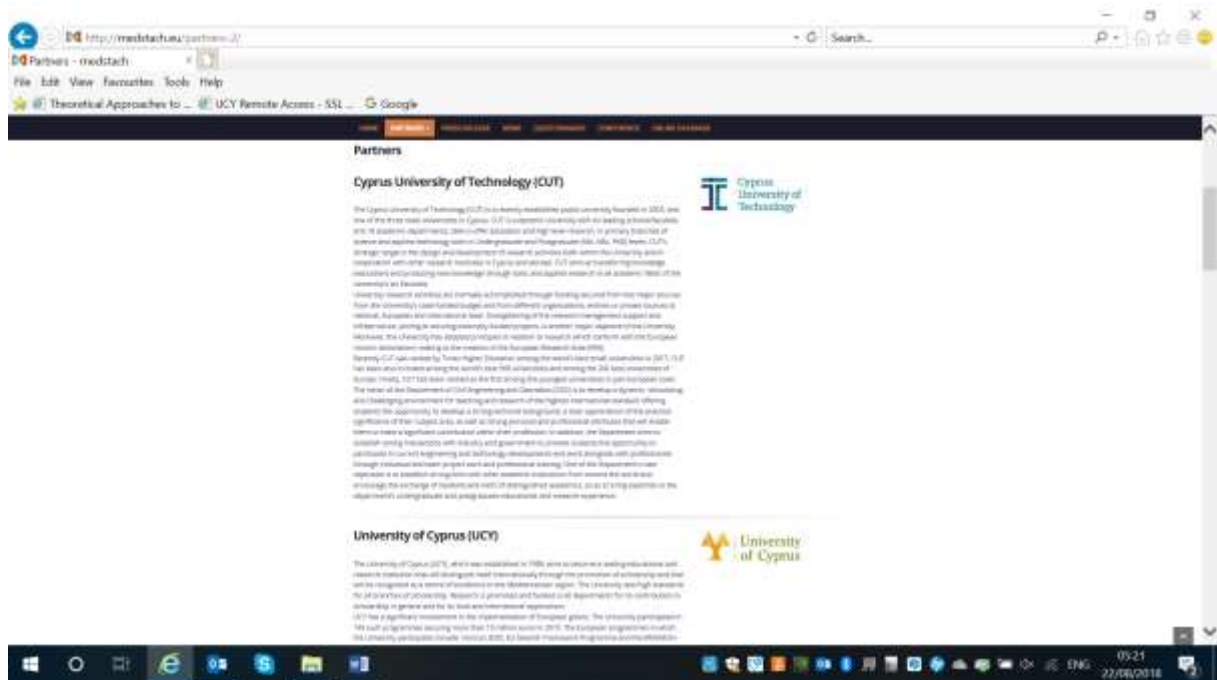


Figure 3: MedSTACH’s website front page

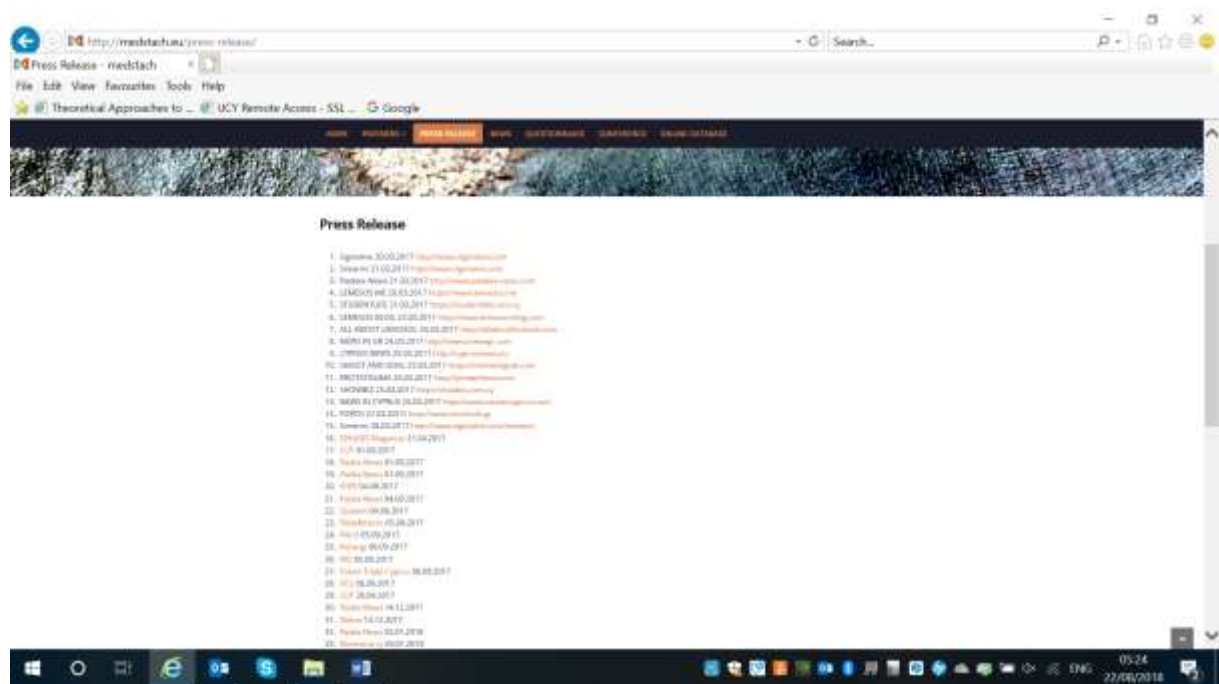
- Partners:** Information about the partners involved in the project is initially presented here. The drop down of the partner’s area includes mainly three different types of actions: Forum; Files and Webmail, opening in separate pages, and are related to an area exclusively accessible by registered users, specifically, the consortium members. This intranet area has been used mostly for managerial purposes, such as exchange



and update of various documents, deliverables, yet not published, along with the regular email exchange.

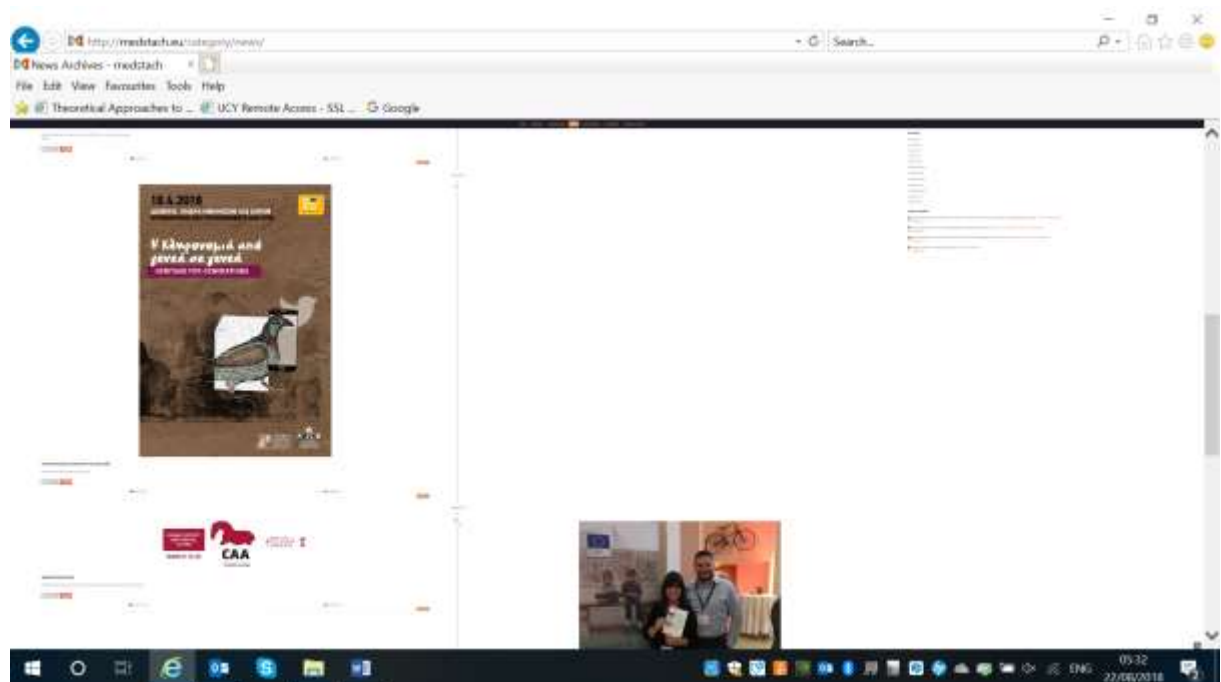
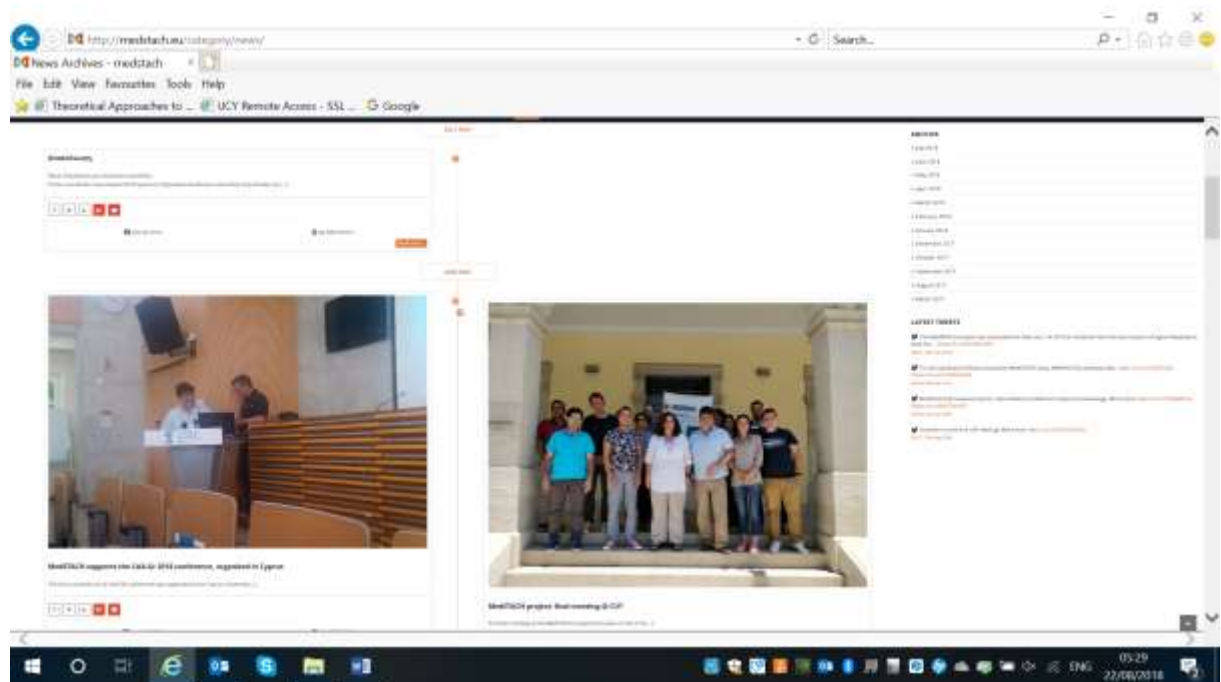


- **Press Release:** All press releases issued during Phase 1 of the project are presented in this section. These documents concern exclusively dissemination of the project through local and European press media. They are presented in numerical numbering, followed by the publisher, under a chronological order. Each one is linked directly with the text of the document, either in pdf format or diverging directly to the publishing website.

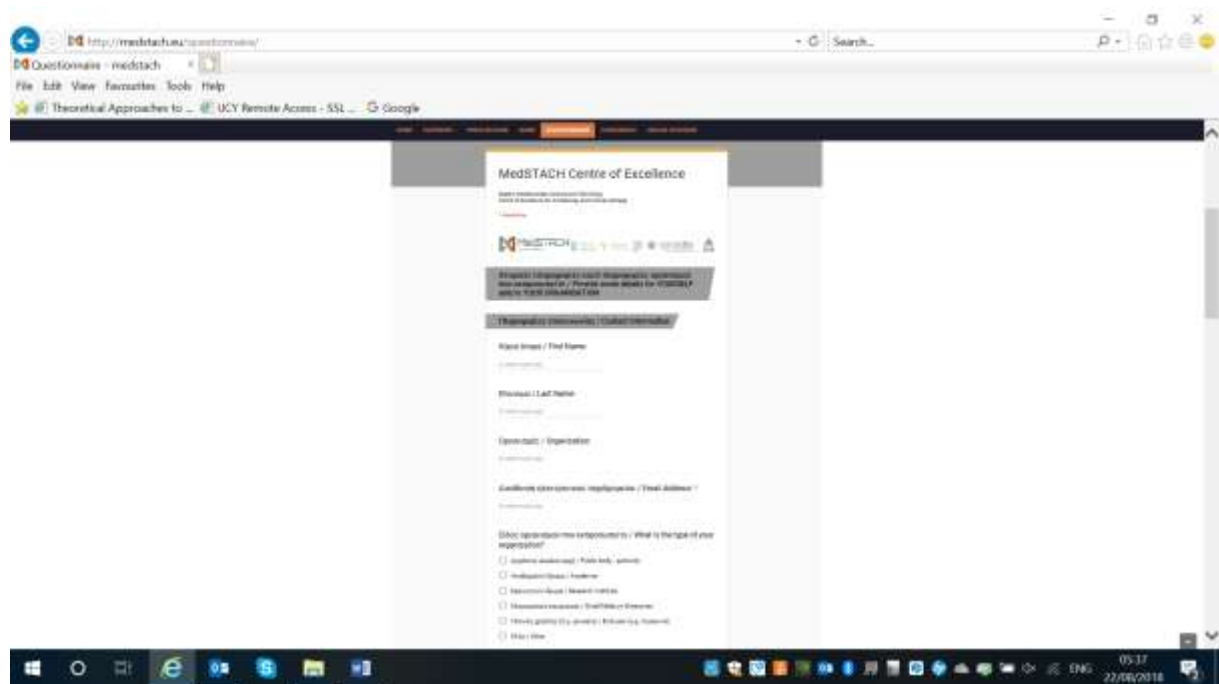


- **News:** This page includes all important news of the project, being short announcements, events, activities to which MedSTACH consortium members, together or individually have been participated, such as meetings, conferences etc.

The news is displayed by chronological order, showing the most recent one on the top. Opening a news event, photographic material and text, provide further details. An archive, based on a monthly calendar, is displayed on the side menu of the News webpage, for faster search.



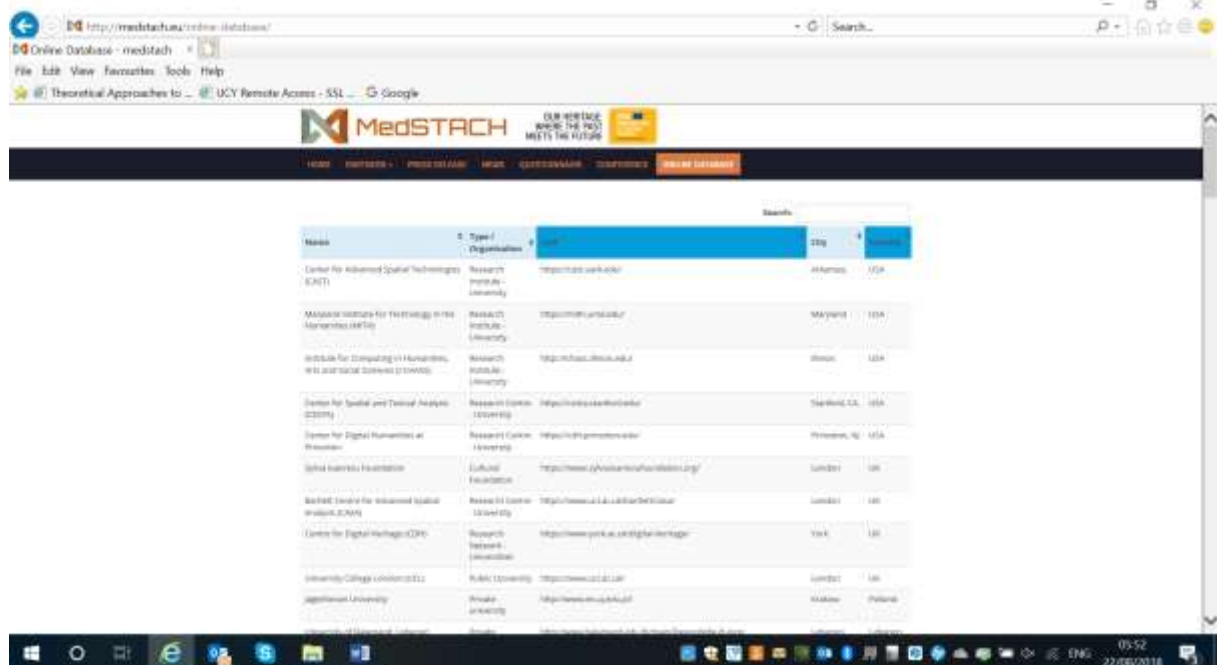
- **Questionnaire:** An electronic questionnaire is provided in this webpage. The questionnaire is simple and easy to fill out. Its scope is to gather data from interested parties (such as companies, academia, individuals), their field of interest and/or expertise related to cultural heritage.



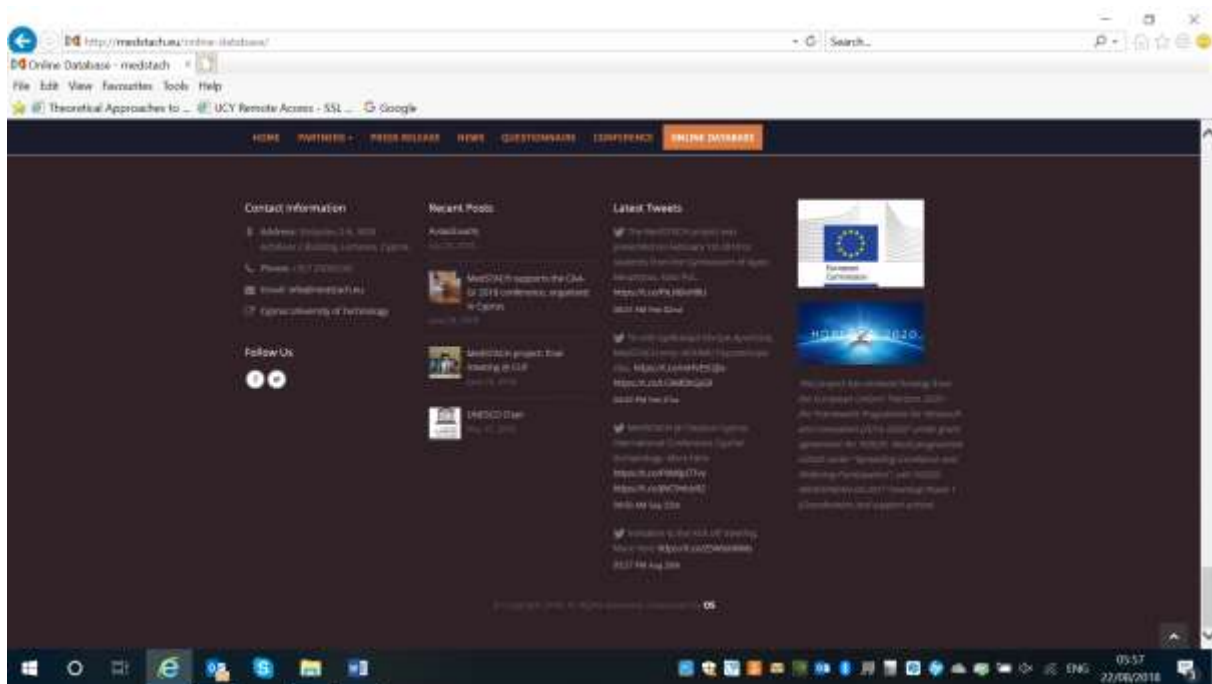
- **Symposium:** The symposium page is dedicated to the final project conference providing details regarding the program and the relevant material. Within the context of the MedSTACH project, the Department of Antiquities of Cyprus, in collaboration with the other MedSTACH consortium partners, organized a one-day symposium entitled: Designing a Cross-Institutional Science, Engineering and Technology Centre of Excellence for Archaeology and Cultural Heritage in the Eastern Mediterranean: Prospects, Opportunities and Challenges. The objective of the symposium was to present the progress of the MedSTACH Teaming Phase 1 project to date, as well as to facilitate the exchange of thoughts and experiences from institutions in Cyprus, Greece, the UK, Egypt, Lebanon and Jordan pertaining to the prospects, opportunities and challenges related to such a Centre of Excellence. The symposium took place in Room B108, University House “Anastasios G. Leventis” University of Cyprus (1 Panepistimiou Avenue, Aglantzia, Nicosia) on Friday August 31, 2018, and consisted of 15-minute long presentations (in English) followed by a round-table discussion. The program of the symposium was open to the public.



- Online database: An online database is provided here and includes all major institutions in Europe, eastern Mediterranean and few in an international level, which are thematically connected to the MedSTACH Center of Excellence. The database provides the following information for each entry: name, type of organisation, link to its website, city and country.



- **Contact us:** At the bottom of each page, a friendly communication area between the website’s visitors and the MedSTACH members is provided.



### 3. Update and maintenance of the website

The website was launched from the early beginning of the Phase I of the project. Due to the confidential character of most of the deliverables of Phase I the website news and updates were partially updated. It should be stressed that during the first year many other info days and meetings have been made either in form of round tables or face to face discussions which will be presented as Letters of Support in the proposal of Phase II. The partners will continue to update and maintain the material of the website after the end of the project Phase I (i.e. 31<sup>st</sup> Aug. 2018). The website (along with the rest of the Public Deliverables of the Project) will be also included in the Open Repository of the local universities (i.e. KTISIS and /or LEKYTHOS from CUT and UCY respectively).

### 4. Statistics

Despite the limited material and general information provided for the activities of the MedSTACH project (at this stage due to the confidential character of most of the deliverables), the summary statistics for website link were very encouraging. More than 2000 users have visited the website, spending at least 2 minutes of the material uploaded there where the average page views were almost 6 (i.e. 6 pages view per viewer). This demonstrates that these users have in purpose search for further details of the MedSTACH project and its activities. The most visited page view was the home page, while the news and the press release has also attracted the interest of the users.

Almost 30% of these unique visitors were from Cyprus (633 viewers) indicating the local interest that the project generated from the various discussion with the local society, end-users, SMEs, private sector and policy makers. The regional scale of the project is also highlighted by the visitors from Greece, Turkey, Egypt, Israel, Jordan etc. counting another 30% of visitors. It is interesting also to show the countries below Cyprus, and Greece (2<sup>nd</sup>):

3<sup>rd</sup> - France 268

4<sup>th</sup> - Azerbaijan 215

5<sup>th</sup> - United States 204

6<sup>th</sup> - United Kingdom 120

In total more than 70 countries all around the world (e.g. USA; China; Australia etc) were reported as location for the more than 2000 unique users of the Website.

The majority of the visitors (61%) have directly visited the website based on the link ([www.medstach.eu](http://www.medstach.eu)) while one fourth were re-directed from other websites (referral). Another one fourth of the users visited the website from search engines and social media.