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ESNII Plus Public website

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Summary

The ESNII public website was designed and developed as a minisite within the new SNETP Portal, with the aim to address the key questions that external visitors are expected to have, including:



- What the project is about
- What the project is delivering, and why, including its vision
- Who the partners of the project are
- What the past and present related projects in the field are
- Where to find more information on the topic or related topics

This minisite includes a page dedicated to ESNII Plus which provides information on the project, the activities and the partners.

Google Analytics was implemented to monitor the statistics of the website and make changes to the content architecture if necessary.

The ESNII website was officially launched in August 2014. It will be continuously updated and will evolve with the lifecycle of the project.

Approval

Rev.	Date	First author	Project Coordinator	
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Distribution list

Name	Organisation	Comments
All beneficiaries	ESNII plus	

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1. Introduction

The general communication objectives of Work Package 5 in the ESNII Plus project are to improve and structure the communication of ESNII internally and towards international partners and organisations (i.e. OECD, IAEA).

It was thus decided to integrate the ESNII website into the new SNETP platform that was redesigned mid-2014, to allow the project to benefit from SNETP's visibility and audience. Although it is part of SNETP, its domain name is www.esnii.eu. A page dedicated to ESNII Plus has been created and included where visitors can find information on the project, its activities and partners.

The ESNII minisite is the main tool to support the wide communication and dissemination of results and activities of both ESNII and ESNII Plus.

This document outlines the main sections and technical characteristics of the website.

2. Accessibility

From the SNETP homepage, the ESNII minisite is accessible through the top menu under the tab “Pillars” and through the infobox entitled *ESNII: European Nuclear Industrial Initiative*, which contains a short description of the project, as shown in the screenshot below.



SNETP Portal homepage with access links to ESNII minisite

3. Content

The public minisite will enhance and promote ESNII's international visibility, promote the progress achieved and disseminate the results stemming from the project.

In order to make available useful and relevant information for visitors it was decided that the website should address the needs and the questions that would most likely interest external stakeholders or visitors, such as:

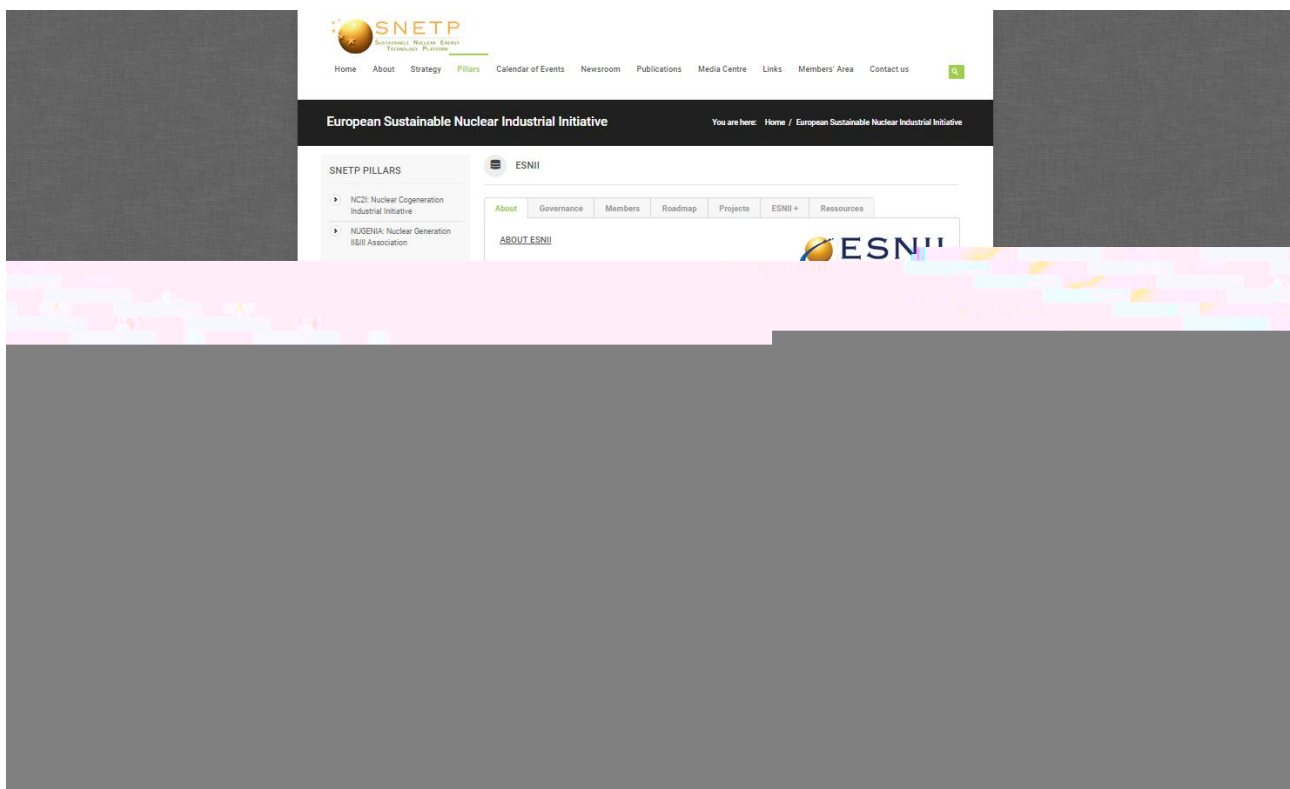
- What the project is about
- What the project is delivering, and why, including its vision
- Who the partners of the project are
- What the past and present related projects in the field are
- Where to find more information on the topic or related topics

In addition, the following ESNII publications are available at the bottom of each page: ESNII Concept Paper and two versions of the ESNII brochure.

The content was drafted in a non-expert language in order to be comprehensible for the general public.

3.1. Homepage: About ESNII

The ESNII homepage introduces the project and its objectives. The launch press release and presentations are also available for download.



3.6. ESNII+

The ESNII Plus page gives information on the project, its activities and its partners. An infobox with related events or those sponsored by ESNII Plus has also been included.

The screenshot displays the ESNII+ website interface. At the top, the SNETP logo is visible alongside navigation links: Home, About, Strategy, Pillars, Calendar of Events, Newsroom, Publications, Media Centre, Links, Members' Area, and Contact us. Below this, a banner reads 'European Sustainable Nuclear Industrial Initiative'. The main content area is titled 'ESNII+' and includes a sub-header 'Events (click to open)'. It lists several events, such as '6 February 2015: Online registration for European Nuclear Gen II, III, IV Days now open' and '24 September 2014: NUGENIA launches its Pilot Competitive Call for Research Proposals'. A section titled 'ESNII Publications' shows three brochures: 'ESNII Concept Paper (October 2010)', 'ESNII Brochure (May 2010)', and 'ESNII Brochure (May 2010, trifold version)'. The left sidebar contains a 'SNETP PILLARS' section with links to NC2i, NUGENIA, and IIRII Association, a 'MEDIA CENTRE' with links to Press Corner and SNETP TV, and a 'LATEST NEWS' section with recent updates. An 'UPCOMING EVENTS' section is also present at the bottom of the sidebar.

3.7. Resources

The 'Resources' page was provided to give access to documents that provide additional information on the project, such as communication material (brochures/flyers), as well as documents on the results produced in the project, public reports from past or ongoing related activities and related links. This section will be updated as these documents are made publicly available.

This screenshot shows the 'Resources' page of the ESNII+ website. The layout is consistent with the previous page, featuring the same header and sidebar. The main content area is titled 'Resources' and includes a sub-header 'ESNII Publications'. It displays three brochures: 'ESNII Concept Paper (October 2010)', 'ESNII Brochure (May 2010)', and 'ESNII Brochure (May 2010, trifold version)'. The left sidebar remains the same, providing navigation links for SNETP Pillars, Media Centre, Latest News, and Upcoming Events.

4. Other considerations

4.1. Browser compatibility

The website is compatible with the common web browsers on all common operating systems. These include various versions of Internet Explorer, Firefox, Safari, Opera and Chrome.

The layout of the website is also responsive: it adjusts the design display based on the screen size of the device it's viewed on, regardless of whether it is viewed on a desktop, tablet or mobile.

4.2. Google analytics

To understand how the website is used by visitors, a Google Analytics account was registered for SNETP, which includes ESNII. The monthly reports will give a clear idea on:

- How many users are visiting the site
- Which pages are the most viewed
- The geographic location of visitors

5. Conclusion

The ESNII website will be updated regularly and will remain a flexible tool, content and structure may evolve if necessary.