



CLiCAM



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THE CLiCAM PROJECT - 101120555

Cultivating Leaders for Innovative Coatings and Additive Manufacturing Applications

Project Acronym	CLiCAM
Project Name	Cultivating Leaders for Innovative Coatings and Additive Manufacturing Applications
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Deliverable D7.3 – Project Website

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Description
Report on Project Website

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Content

Deliverable information.....	2
Abbreviations.....	3
Executive Summary.....	4
1.1 The website's importance.....	5
1.2 The website goals.....	5
1.3 The website Structure, visual appearance, and content	5
1.3.1. Structure	5
1.3.2. Visual appearance.....	6
1.3.3. Website content	6
1.4 The website's technical infrastructure.....	7
Conclusion	7

Deliverable information

Deliverable D7.3 – Project Website

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Task	T7.1 External communication and engagement
Deliverable lead	Alexander Dubcek university of Trencin (TNUAD)
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v.1	30/04/2024	Version for submission

Abbreviations

Abbreviation	Full version
TNUAD	TRENCIANSKA UNIVERZITA ALEXANDRA DUBCEKA V TRENCINE
BUT	VYSOKE UCENI TECHNICKE V BRNE
IPP	Ústav fyziky plazmatu AV ČR, v. v. i
WUST	POLITECHNIKA WROCLAWSKA
Lithoz	LITHOZ GMBH
Treibacher	TREIBACHER INDUSTRIE AG
Interpane	INTERPANE ENTWICKLUNGS- UND BERATUNGSGESELLSCHAFT MBH
3D Center	3D CENTER SP. Z O. O.
PMG	OUEST COATING
Castolin	CASTOLIN SP ZOO
ZOZ	ZOZ GMBH

Executive Summary

The CLiCAM website was crafted to serve as a modern and dynamic digital hub, shifting from a mere repository to a central online destination for all CLiCAM content. It will showcase articles, infographics, videos, and news, which will be shared and promoted by consortium members on social media using the hashtag #CLiCAM to reach a wider audience, all while driving traffic back to the site.

The website's layout is designed to align with the project's ultimate objectives, emphasizing the accomplishments of ERA Talents. The "NEWS" section is particularly active, providing updates on all CLiCAM activities. By sharing news articles on social media platforms and linking them to the website, the visibility of both the site and projects is maximized.

To ensure a seamless user experience, the site utilizes the WordPress publishing platform, renowned for its user-friendly interface and compatibility with mobile devices.

1.1 The website's importance

The CLiCAM website serves as a key reference point for the project's external communication. A well-designed and informative website is vital for various reasons:

Online Representation: A website acts as the project's online face, serving as the initial interaction point for those seeking information. A professional and engaging website helps in creating a positive impression and establishing credibility.

Communication Channel: Websites are effective communication tools, enabling project managers to engage with stakeholders, team members, policymakers, and the public. It facilitates collaboration and interaction with individuals interested in the project.

Marketing Platform: Websites are essential for marketing projects to a wider audience. By optimizing the website for search engines, we can attract individuals interested in the project's topics and goals.

Information Hub: Websites serve as a central repository of project information, allowing users to access project goals, objectives, milestones, and updates on project progress.

Accessibility: Websites are accessible round the clock, enabling stakeholders to access project information at any time. They are also accessible globally, facilitating communication with a wide audience.

In conclusion, a well-crafted website is crucial for a project as it establishes an online presence, enhances communication, functions as a marketing tool, provides information, and is easily accessible to stakeholders and the public.

1.2 The website goals

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- *Tell CLiCAM story and highlight the experience related to the **ERA Talents** from widening countries in coatings and additive manufacturing research area through their **secondments** at industrial partners.*
 - *Highlight the **dedicated team** behind CLiCAM to **build trust** with citizens and stakeholders, establishing credibility through their intent, integrity, and proven track record of delivering results.*
 - ***Engage with the community** by regularly communicating news and updates on project achievements and overall progress.*
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1.3 The website Structure, visual appearance, and content

1.3.1. Structure

The layout of the CLiCAM website promotes easy navigation and intuitive browsing. The menu bar and individual pages are set up in a simple manner, while ample white space prevents visitors from feeling overwhelmed by dense content. The dynamic presentation of elements enhances the viewer's experience, encouraging them to stay longer and explore the website further.

Overall, the structure effectively communicates the background, goal, and approach of CLiCAM clearly and concisely. The website is divided into specific pages that address each aspect of the organization.

About: information about the objective, approach, solutions, and impacts of the project as well as about the project teams.

Project results: serves as a repository for ERA Talents introduction, secondments stories and reintegration actions, publications, video, virtual test bed, and leadership program, and info-material produced by CLiCAM.

News & Events: provides the latest news and information on upcoming events of CLiCAM

Contact: provides contact information of the project coordinator, project manager, and communication manager. This will make it easy for media representatives to inquire about information.

1.3.2. Visual appearance

The objective was to create a website that embodies modern aesthetics while adhering to the project identity. The website serves as the initial point of contact for users, making it essential to establish a positive first impression conducive to user engagement.

A well-crafted website enhances user experience, prolonging user interactions. Easy navigation and clear, concise information aid visitors in locating desired content swiftly and effectively.

In addition to fostering trust and credibility, a professional website reinforces CLiCAM's authority in coatings and additive manufacturing research area and promotes intersectoral cooperation.

Moreover, an aesthetically pleasing design can boost SEO rankings, as search engines like Google prioritize websites with good user experience. This serves to further amplify project visibility.

The visual aesthetics of the website align closely with the project's established identity, incorporating the designated color palette and elements from the logo. This creates maximum visual recognition among target audiences.

1.3.3. Website content

The current website provides an overview of the goals, expected outcomes, and potential impacts of the CLiCAM project. As the project progresses and results are achieved, the website will be updated and maintained by the project management team with input from project partners.

The information displayed on the website is designed to be easily comprehensible to a general audience, requiring minimal specialized knowledge. By breaking down the intricate details of the project into clear and engaging language, the website aims to reach a wide audience. Additionally, visual aids such as photos, infographics, and icons are (Will be continuously added) included to enhance the overall appeal of the website and facilitate a better understanding of the key concepts of CLiCAM objectives and results.

1.3.3.1 About

This section of the website contains comprehensive information about the project's background and objectives to be accomplished. It is organized into subsections to address these key components. The following subsections are included:

The project Objective

Consortium members – with a link to the home page of each member

Governance of the project

Acknowledgments

1.3.3.2 Project results

This section of the website contains comprehensive information about the project results that led to the fulfillment of the objectives. It is organized into subsections to address the results as planned in the work packages:

Secondments – introduction of each ERA Talent, information related to the training at industrial partners.

Reintegration activities – description of the reintegration activities of the ERA Talents

Leadership Programme

Project achievements – such as publications, virtual test beds, posters, video, etc.

1.3.3.3 News & Events

In this part of the website, all project news and upcoming events will be published. The events are highlighted with **Bold word** – “**Event:**”

1.3.3.4 Contact

The contact details are available at this part of the website.

1.4 The website's technical infrastructure

The obtained URL is <http://www.clicam.eu/>. The website was created using WordPress, a widely used content management system. The technical setup enables easy updates and adjustments as more content is added during the project. The Project Management Team (FunGlass) will be responsible for these updates and will also monitor website analytics, such as views, visits, and location, using Google Analytics.

Conclusion

The website is designed with user-friendliness in mind to reflect the project's identity and effectively communicate its vision in a thorough yet persuasive manner. Regular updates will be made to the website to provide the latest results, news, and events as they arise. Our objective is to maintain CLiCAM's website as a dynamic and constantly evolving resource throughout the entirety of the project, ensuring it remains a valuable source of up-to-date information rather than a static repository. Visitors seeking resources and news will find easily accessible and current information on the website.