

# WEBSITE



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<b>PRIMARY AUTHOR(S)</b>	Nesrine Rekia Ziad   SARL Leanovator Nassim Bennour   SARL Leanovator
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<b>PROJECT COORDINATOR</b>	ForMare – Polo Nazionale per lo Shipping s.r.l. (FORMARE) ( <a href="mailto:projectoffice@poloformare.it">projectoffice@poloformare.it</a> )

Contributors	
Name	Organisation
Nesrine Rekia Ziad	SARL Leanovator
Nassim Bennour	SARL Leanovator

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3.0	18/01/2024	SARL Leanovator Forum Oceano	Second Digital Draft after the Consortium Meeting open discussion and collection of output from all partners and WP5 co-leader contribution
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5.0	15/02/2024	SARL Leanovator	Third Digital Draft after the Consortium Meeting open discussion and collection of output from all partners and WP5 co-leader contribution

<b>6.0</b>	19/02/2024	Formare	Final Revision and Validation
<b>7.0</b>	20/02/2024	SARL Leanovator	Final review and adjustments. Deliverable ready for submission

## Summary CallmeBLUE Project

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The role of maritime clusters is increasingly important in the process of connecting public and private entities working in all transversal sectors related to blue economy at both national and Mediterranean level. Maritime clusters are indeed crucial facilitators of networking, technology transfer, internationalization and innovation between SMEs, large companies, research centres, universities etc., and they act as key actors to promote sustainable investments of the blue economy.

CALLMEBLUE aims to strengthen existing clusters alliances in the Mediterranean area to accelerate north-south regional cooperation processes towards the emerging of strategic maritime clusters in North Africa area (south-south cooperation). CALLMEBLUE will aim to create a strategic vision and transferable models of interregional cooperation.

In particular, CALLMEBLUE will aim to implement concrete actions at both local and regional level in order to raise awareness on the relevance of Maritime clusters as key actors for a sustainable blue economy policy. The project will indeed promote exchange of best practices and knowledge transfer between north and southern area, including piloting learning activities aimed at offering a transferable training “Toolkit”, addressed to future maritime clusters in the southern area in order to be prepared on the legal, structural, administrative and management aspects for a concrete creation of future maritime clusters.

CALLMEBLUE ambition is to set-up and strengthen maritime clusters alliances (North-South cooperation) – particularly targeting southern Mediterranean countries (South-South cooperation) but also allowing to enhance regional dialogue and more advanced services offered to Cluster Mediterranean ecosystem. At this aim, CALLMEBLUE offers its role as an accelerator for the policy goals set by relevant regional initiatives such as the UfM Ministerial Declaration for sustainable blue economy and the WestMED Initiative.



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## Executive Summary

The task of communicating a project and its activities and developments is crucial to assure that the project has a lasting impact on the target countries. Additionally, sharing the results and actions of a project will facilitate the transferability and replication of the results. It will encourage other entities to pursue and focus on similar topics to achieve, in this case, greater mobilization of the EU blue economy clusters to adopt greener and digitalized processes.

The present document aims to present the main objectives of the project website, while providing an overview of its design and structure (e.g., pages and components included on the website). It also provides technical information regarding the website link, its domain and hosting.

The deliverable includes also the Website Mock-ups (cfr. Annex 1) which provides a visual representation of the CallmeBLUE website's layout and design. It showcases the structure, content placement, and visual style of the site.



## Website and Structure

An online presence is the key to a project's visibility and success. In this context, the CallmeBLUE website plays a crucial role for the project visibility not only as a technical platform but also as a sharing tool. It represents the heart of the project, a virtual place to share information and keep abreast of project activities and progress.

The CallmeBLUE website will result essential, and it will aim to reach the following expectations:

- Promote the maximum visibility of the project and reach various target audiences from different geographical area.
- Ensure a direct communication with visitors by providing them with valuable information about the project.
- Define an effective marketing strategy to promote the project and expand community members through content sharing.
- Reinforce the project's professionalism and credibility.

The website can be visited at the following link: <https://callme-blue.eu>.

The website domain name has been acquired on “Namecheap” and the hosting services on “InmotionHosting”. In agreement with the consortium, the website official and exclusive language is English to ensure a global reach, enhance the accessibility, improve the visibility on search engine results pages and standardize the means of communication.

The website will be managed and maintained by the project partner Leanovator, while Forum Oceano will support Leanovator in the content management (blog & activities sections) and will have full access to the admin account.





## Breakdown of the Website

The CallmeBLUE website is divided into five main sections:

1. Home page
2. About the project
3. Activities
4. Blog
5. Contact us

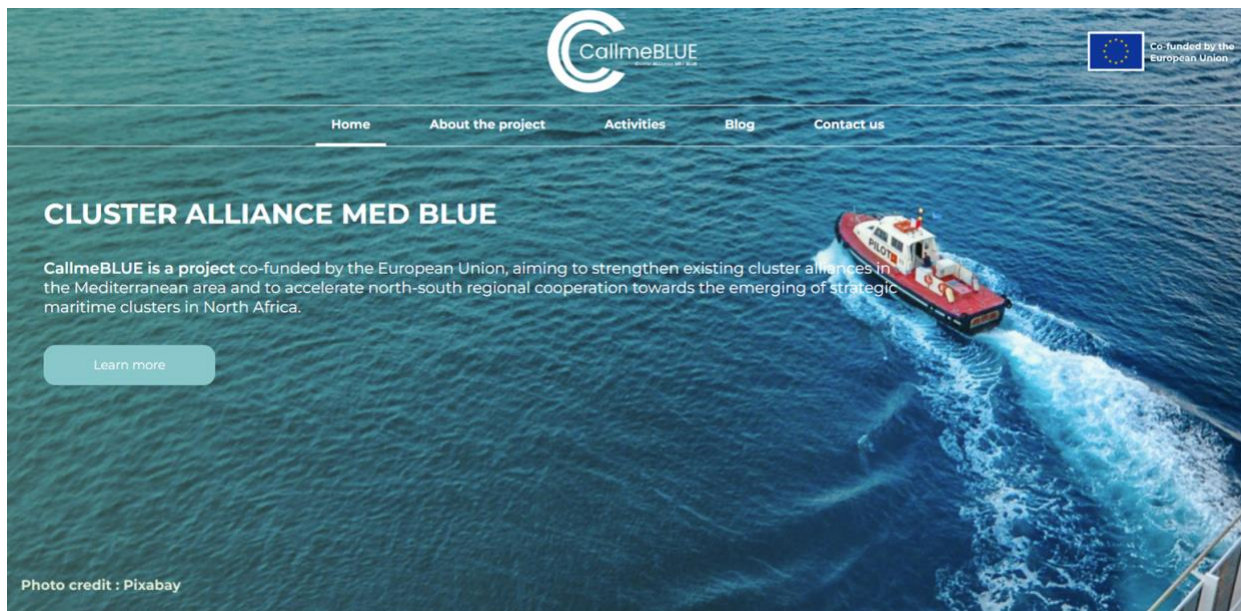


Figure 1: CallmeBLUE Website

At the bottom of all sections of the website, there is the disclaimer showed in Figure 2, which is line with the EC and Programme Guidelines. In this frame, in agreement with the art. 17.2 of CallmeBLUE Grant Agreement (GA), the EU Flag and the funding statement are displayed. The visibility of EU fund is guaranteed according to EC and Programme guidelines and in agreement with the GA (Art. 17.2).





**Figure 2: Disclaimer of CallmeBLUE Website**

The bottom of the website will provide also quick access to the project's social networks by using the icons and the direct link to the social media pages of the Project.

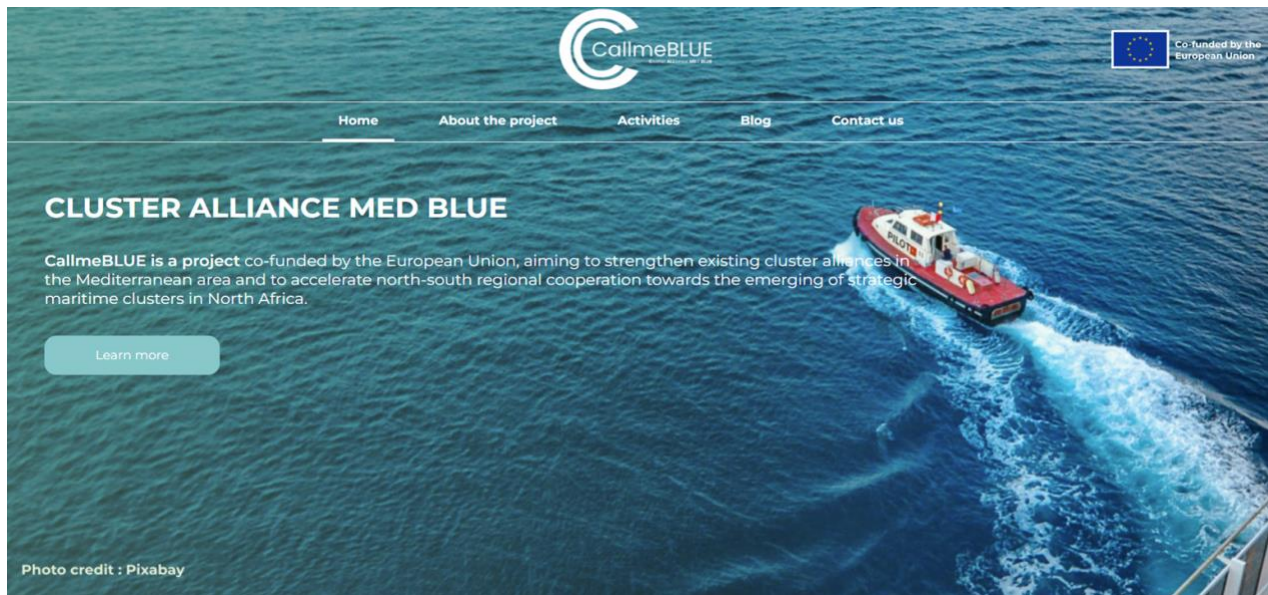
It is important to underline that the content used is completely produced within the framework of this project and respects copyright, particularly on the use of images and photos.

It follows a detailed description of each page composing CallmeBLUE Website.

## 1. Homepage

The main gateway, the first page that appears when you enter the site, is composed of 4 main components.

### Component 1 - Homepage, Project description, CTA



**Figure 3: Homepage of CallmeBLUE Website**

The first component provides a brief project description with the main and most essential information regarding the project. Below the project description there is a "learn more" button that redirects to the "About the project" page. The "CallmeBLUE" logo is clickable, and it redirects the visitors to the homepage.

## Component 2 - Objectives

### OBJECTIVES



- **Improve availability** of relevant data to identify barriers and gaps at sea basin level in the Southern Area.
- **Promote empowerment** of embryonic & emerging maritime clusters ecosystem.
- **Foster regional dialogue** processes promoting the relevance of maritime clusters at governance level.
- **Promoting sustainable** follow-up of Maritime Clusters in the Mediterranean.

Figure 4: Component 2 of the Homepage

The second component provides a comprehensive list of the project objectives.

## Component 3 - Consortium Partners & Network



Figure 5: Component 3 of the Homepage

The third component provides an exhaustive list of project partners and members of the CallmeBLUE network.

## Component 4 - Newsletter Registration



**Figure 6: Component 4 of the Homepage**

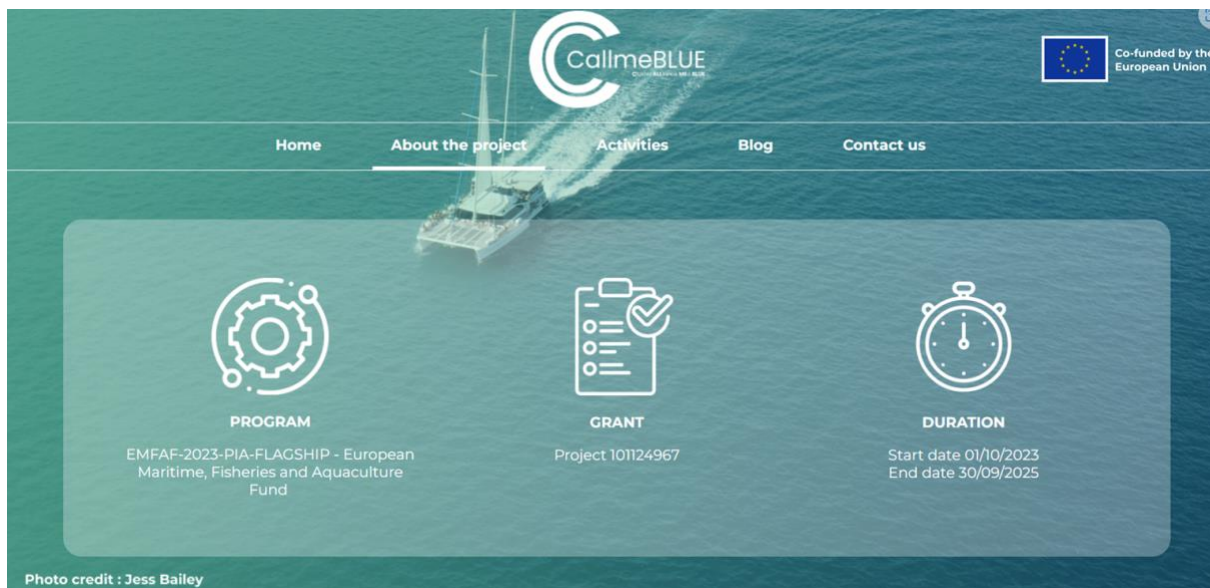
The fourth and last component provides a box where visitors can subscribe to receive the project newsletter. This component is common for all the website pages.



## 2. About the Project

This section gets into more detail about the project, with additional information and it is divided into 5 main components. It is important to underline that this section will evolve as the project progresses, updating the information accordingly to the project activities and results.

### Component 1 - Additional information about the project



**Figure 7: Component 1 of the “About the Project” Page**

The first section provides a set of additional and more detailed information about the project, as for instance the reference to the EMFAF Program, the number of the Grant Agreement, the duration of the project, including the start and end dates.

## Component 2 - The priorities of CallmeBlue



Figure 8: Component 2 of the “About the Project” Page

The second section lists the main priorities of CallmeBLUE project.

## Component 3 - Overview of Expected Results from the project



Figure 9: Component 3 of the “About the Project” Page

The third section provides a comprehensive list of the expected results.

## Component 4 - About Consortium Partners



Figure 10: Component 4 of the “About the Project” Page

The fourth section focuses on the consortium partners. This section includes the logos and a brief description of each partner organization and the links to their website and social media pages.

## Component 5 - Newsletter Registration

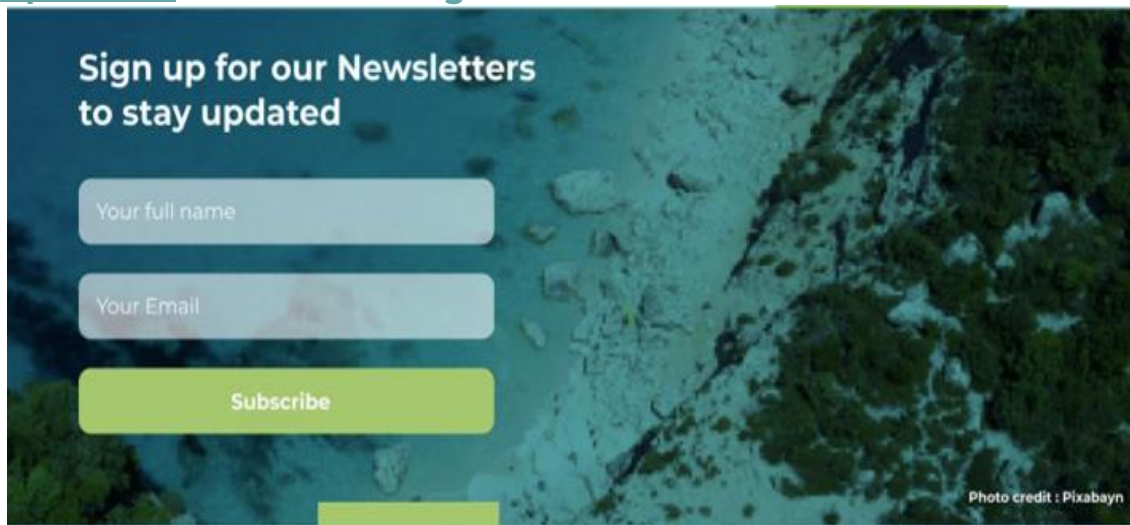


Figure 11: Component 2 of the “About the Project” Page



The fifth and last component provides a box where visitors can subscribe to receive the project newsletter.

This component is common for all the website pages.



C1 - Internal use



### 3. Activities

The page “Activities” is dedicated to sharing the project's various activities, from regional to local event, upskilling sessions, and the actuality of CallmeBLUE, sorted from the most recent to the least.



Figure 12: Example of Activity included in the “Activities” page.

Each activity includes: a title, a photo, the date and a "read more" button that redirects to a more detailed description of the activity's content.

### NEWSLETTER

Get more in-depth insights by reading our newsletter !

CallmeBlue latest newsletter

CallmeBlue December newsletter

CallmeBlue November newsletter

CallmeBlue October newsletter

Figure 13: Newsletter Section

This page also includes a summary section of all newsletters produced within the scope of the project. Anyone wishing to find out more about the newsletters can consult them in this section which functions as archive of project newsletters published throughout the whole lifetime of the project.



C1 - Internal use



#### 4. Blog

This section is dedicated to informative content shared by the partners in the form of articles on key topics in the blue economy, maritime clusters and more, sorted from the most recent to the least.



Figure 14: Blog page

Each article is in the form of a clickable label that redirects to the content, which includes: a photo, a title, publication date and CTA to the full content.

Also in this page, there is a summary section of all newsletters produced within the scope of the project.

## 5. Contact Us

This page provides a registration form for anyone wishing to get in touch with consortium partners. The requests will reach the project dedicated email ([info@callme-blue.eu](mailto:info@callme-blue.eu)) and will be available on the website administrator access. Both Leanovator and Forum Oceano have access to this email address and website administrator.

The screenshot shows the 'Contact us' page of the CallmeBLUE website. The header features the CallmeBLUE logo and a navigation menu with links: Home, About the project, Activities, Blog, and Contact us. A European Union flag icon with the text 'Co-funded by the European Union' is in the top right. The main content area has a background image of sailboats on the water. Overlaid on this is a registration form with the text 'Reach out by filling in the form, we'll be happy to hear from you !'. The form contains four input fields: 'Name', 'Organization', 'Email', and 'Message'. Below these fields is a green 'Send' button. At the bottom left of the form area, it says 'Photo credit : sebastian-coman'.

Figure 15: "Contact us" registration form.

## Conclusions

The current deliverable is intended to present the major components of the project website, and it provides a comprehensive vision of the website structure and design. It is important to underline that the website will be constantly updated during the whole duration of the project. Although it might encounter some changes, they will not affect or alter its main structure and purpose.



## Disclaimer

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## Abbreviations

Term	Definition
<b>EC</b>	European Commission
<b>GA</b>	Grant Agreement
<b>CMB</b>	CallmeBLUE

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## Annexes

This deliverable includes one annex.

### **Annex 1:** CallmeBLUE Website Mock-ups



## Annex 1

### CallmeBLUE Website Mock-ups

The Annex 1 – CallmeBLUE Website Mock-ups provides a visual representation of the CallmeBLUE website's layout and design. It showcases the structure, content placement, and visual style of the site.

This Annex consists in a separate pdf file, namely “Annex 1 – CallmeBLUE Website Mock-ups”, that is not included in this report in order to maintain its quality and not affect its functionality.

It is possible to consult the Annex at the following link: [Annex 1 – CallmeBLUE Website Mock-ups](#).





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