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RESERVOIR

Sustainable groundwater RESources managEment by integrating eaRth observation deriVed monitoring and flOw modelIng Results

PRIMA

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RESERVOIR

DELIVERABLE D8.2

Website and Social Media

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Participant	Name	Country
UNIPV	Università degli studi di Pavia	Italy
UNIPD	Università di Padova	Italy
IGME	Instituto Geológico y Minero de España	Spain
UA	Universidad de Alicante	Spain
DEU	Dokuz Eylul University	Turkey
UJ	The University of Jordan	Jordan
CER	Consorzio di Bonifica di secondo grado per il Canale Emiliano Romagnolo	Italy
RSCN-AWR	Royal Society for the Conservation of Nature - Azraq Wetland Reserve	Jordan

GLOSSARY

Acronym	Description
PO	Project Objectives
WP	work package
D	deliverable
M	month of the deliverable
CMS	Content Management System
EO	Earth Observation
RG	ResearchGate
GRM	Groundwater Resource Management

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1. INTRODUCTION, GOAL AND PURPOSE OF THIS DOCUMENT

Developing a website and social/professional networking profiles is among the key dissemination activities for RESERVOIR which will certainly contribute to promote and communicate the project strategy, activities, findings, and other relevant information to a large audience of stakeholders and interested professionals/ researchers. Internet presence of the project is of paramount importance to complement other dissemination face-to-face and virtual activities such as workshops, conferences, meetings, etc., and increase their visibility.

This report highlights the work accomplished to establish a web presence for RESERVOIR project through a dedicated website and social/professional networking profiles on different platforms such as ResearchGate, Facebook, LinkedIn, etc. This is in fact one of the deliverables of WP8 “Dissemination, Exploitation and Communication” which is led by UJ while all partners are participants.

2. Aim and Objectives of RESERVOIR

The aim of the RESERVOIR project is to provide new products and services for a sustainable groundwater management model to be developed and tested in four water-stressed Mediterranean pilot sites and then be applicable in other regions via an interdisciplinary approach.

The specific Project Objectives (PO) are the following:

PO1. Develop an innovative methodology for the hydrogeological characterization of large-scale aquifer systems using low-cost and non-intrusive data such as satellite-based Earth Observation (EO) techniques.

PO2. Integrate advanced EO techniques into numerical groundwater flow and geomechanical models to improve the knowledge about the current capacity to store water and the future response of aquifer systems to natural and human-induced stresses.

PO3. Enhance the knowledge about the impacts of agricultural and tourism activities on the water resources by quantifying the ground deformation during the monitored periods.

PO4. Engage water management authorities and provide models for optimal management of the aquifer systems. We have engaged water authorities in different countries. The water authorities will be involved in the conceptualization and design of guidelines for Groundwater Resource Management (GRM). Best practices of water management for agricultural and tourism purposes will be developed taking advantage of the knowledge and methodologies from the outputs of PO1, PO2, and PO3.

PO5. Dissemination and exchange of the generated knowledge among the experts and the managers in charge of land and groundwater management in the pilot sites to strengthen the aquifer resilience.

The four pilot sites are:

1. The coastal aquifer of Comacchio in Italy;
2. The Alto Guadalentín aquifer in Spain;
3. The alluvial aquifer of the Gediz River basin in Turkey;
4. The Azraq Wetland reserve in Jordan.

3. RESERVOIR's website

Project's website is one of the key dissemination channels which will considerably increase the visibility of the project activities and facilitate the communication and exchange of knowledge with relevant stakeholders. RESERVOIR's website is envisioned to convey information on the projects objectives and desired outcomes, status and progress, news and activities, and other necessary knowledge. Moreover, the website may function as a virtual meeting place for professionals and researchers in the water resources management field in order to address the water challenges in the partner countries as well as other countries, and to ultimately propose sustainable solutions which will strengthen the resilience against climate change and water scarcity challenges in the future. Hence, the website design and development will take into consideration the ease of accessibility and surfing aspects and the smooth operating and updating of content regardless of the electronic device used.

The project website was initially intended to be delivered at the end of M3; however, the governmental lockdown in Jordan due to the COVID-19 pandemic has restricted UJ's ability to proceed with the procurement process. Therefore, the website delivery was modified to the end of M6. The desired technical specifications for the website were prepared by UJ's Computer Center, and a list of qualified vendors were invited to submit their technical and financial offers for the design, development, and maintenance of RESEROIR's website. Those vendors were selected based on their proven credentials, past experience, and capacity in similar assignments. Furthermore, UJ's Computer Center has emphasized that the invitees possess outstanding graphic design and art direction as well as versatility in working and developing websites on different operating systems.

The procurement process for the website design, development, and maintenance was accomplished in accordance with the national procurement procedures in Jordan. To begin with, the needed services were defined along with the technical requirements and then the call for bids was announced by UJ's General Supply Department. After one week from the announcement of the call, it was extended for two additional weeks because the number of bidders was less than the minimum three bidders. After that, the bidding was closed and a total of two offers were submitted and those offers are currently being evaluated based on their technical and financial merits. The selected bidder will be announced within the next few days, who will

commence the work immediately and will bring the website online within six weeks. The selected bidder will also be responsible for training UJ's staff on the use of CMS and will provide ongoing warranty and maintenance support and hosting for 9 years with at least 5 email accounts. The following technical requirements have been determined and announced to bidders in the call for proposals, and the selected bidder will be strictly evaluated against these requirements:

- Have attractive design and intuitive user experience.
- Support at least two languages (Arabic and English).
- Dynamic website structure and scalable navigation for future expansions.
- Use enhanced search capability that uses intuitive options.
- Ability to run on all browsers and IOS/Android operating systems.
- Mobile responsive design.
- A fully functioning website that is easy to use, interactive, linked with social networks, such as (YouTube, Facebook, Instagram).
- Run over HTTPS.
- User-friendly CMS for multiple users than can be split by department/component and website admins (no in-house customized CMS will be accepted). A well-known open source platform will be accepted such as Wordpress, Joomla, Drupal, Magento, Blogger and any suggested CMS developed tools.
- Provide SEO friendly URLs, and SEO implementation service.
- Integrate social media with the ability to share content on social media.

4. Social/professional networking profiles

Several social and professional networking platforms were explored for their relevance and applicability in communicating and disseminating RESERVOIR's activities and other project information to the target audience. Facebook is possibly the most viral social networking website in the world, and it is widely used by a socio-demographically diverse crowd globally. RESERVOIR's presence on Facebook was created using the "Page" feature, and this page was shared with the consortium members and through UJ's network of students, researchers, and instructors. UJ team currently uses the project Facebook page to post project updates and communicate different project aspects and receive feedback from interested parties. Moreover, the Facebook account will be linked to an Instagram account where the posts and activities posted on the Facebook page will simultaneously be shared on the Instagram page. The project Facebook page can be accessed through this link https://web.facebook.com/Reservoir-Project-104777871209651/. Figure 4.1 portrays the project Facebook page and the most recent posts and updates.

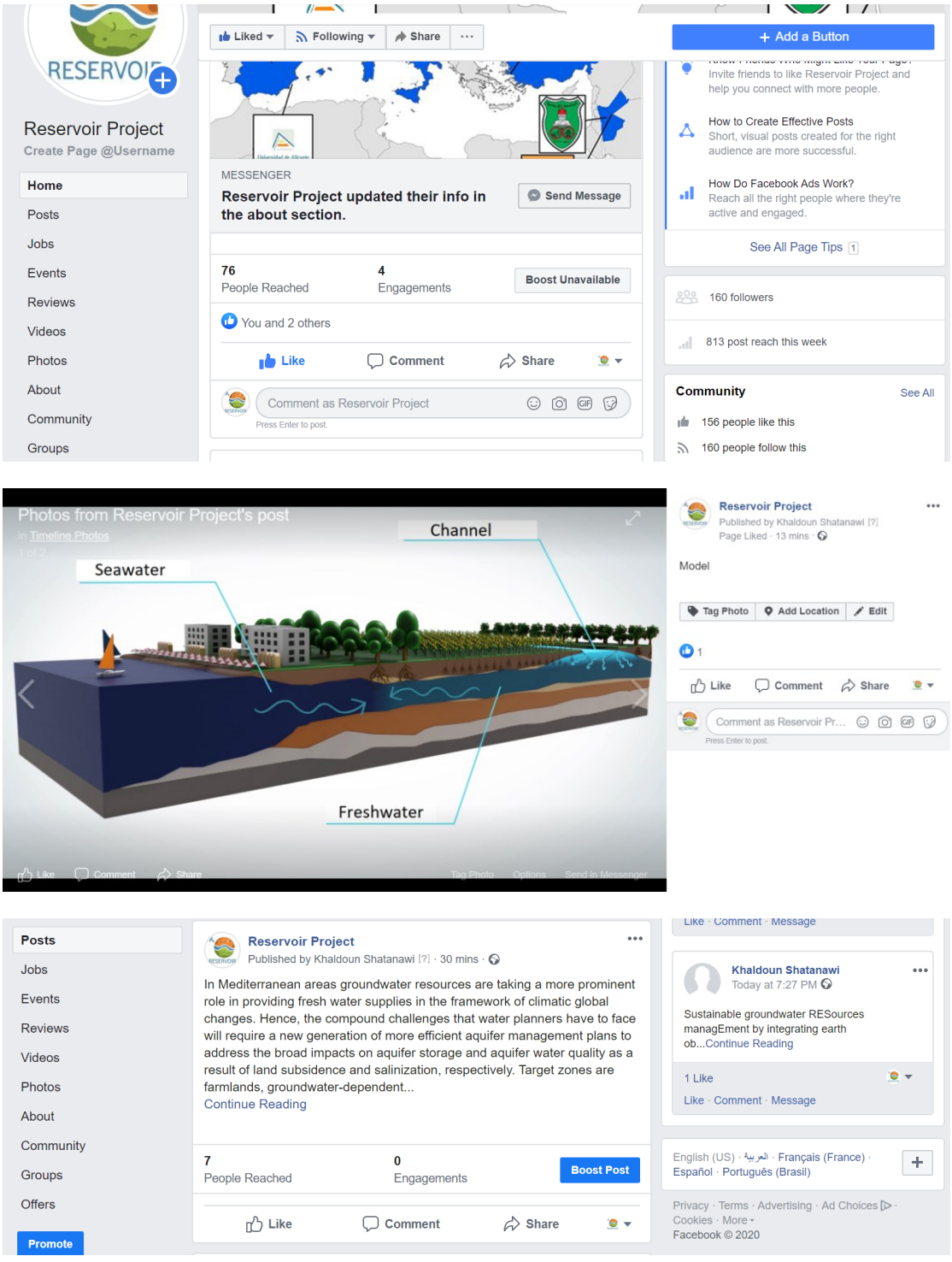
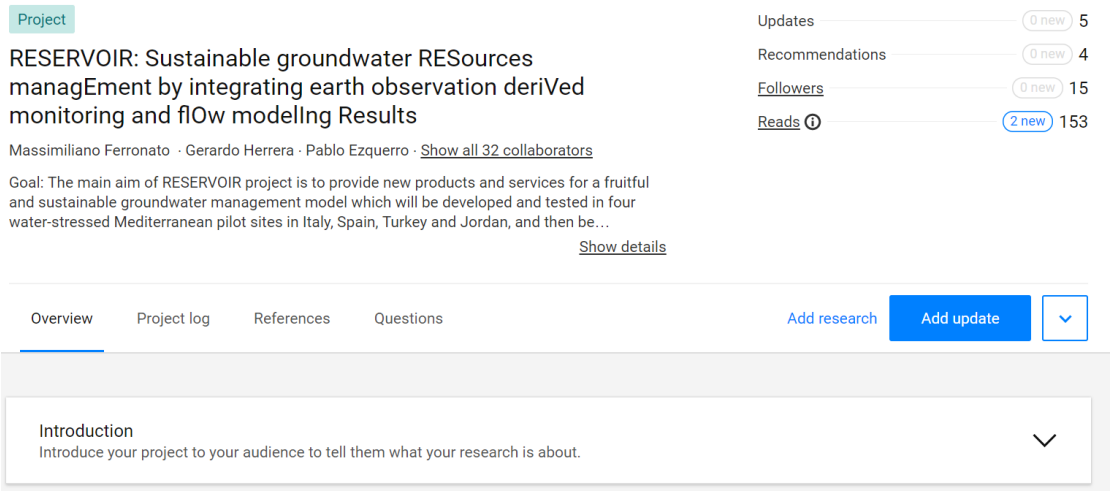


Figure 4-1 RESERVOIR's Facebook page and recent posts.

ResearchGate (RG), on the other hand, is one of the most popular and established professional networking websites which is used by professionals and researchers globally to exchange knowledge and experience. This platform has proven itself as an excellent and attractive one to bring together researchers, scientists, and professionals from all over the world, and to create small networks of members based on common research interests and experiences. ResearchGate was indeed one of the first platforms which we targeted for the dissemination and exploitation of the RESERVOIR project. A project profile was created on ResearchGate via the "Project feature" as shown in Figure 4.2. All partners were invited to join as collaborators through their personal ResearchGate account, which helped increase the visibility of the created profile. As of the time of this report, there are 32 collaborators, 15 followers, 4 recommendations, and 153 reads recorded on the account statistics summary. The project ResearchGate account can be accessed through this link https://www.researchgate.net/project/RESERVOIR-Sustainable-groundwater-RESources-managEment-by-integrating-earth-observation-deriVed-monitoring-and-flOw-modelIng-Results. Several posts and updates were shared on the ResearchGate account such as the projects kick-off meeting, methodology, and recent publications as shown in Figure 4.2. A research article titled "Vulnerability Assessment of Buildings due to Land Subsidence Using InSAR Data in the Ancient Historical City of Pistoia (Italy)" by IGME and UA researchers and in collaboration with researchers from the University of Florence (Italy) and CTTC (Spain) was recently published in the open access journal Sensors (Ezquerro, P., Tomás, R., Béjar-Pizarro, M., Fernández-Merodo, J. A., Guardiola-Albert, C., Staller, A., ... & Herrera, G. (2020). Improving multi-technique monitoring using Sentinel-1 and Cosmo-SkyMed data and upgrading groundwater model capabilities. Science of The Total Environment, 703, 134757). The authors acknowledged the support by the PRIMA program under grant agreement No 1924 (project RESERVOIR). The abstract has been shared on the project's ResearchGate profile.



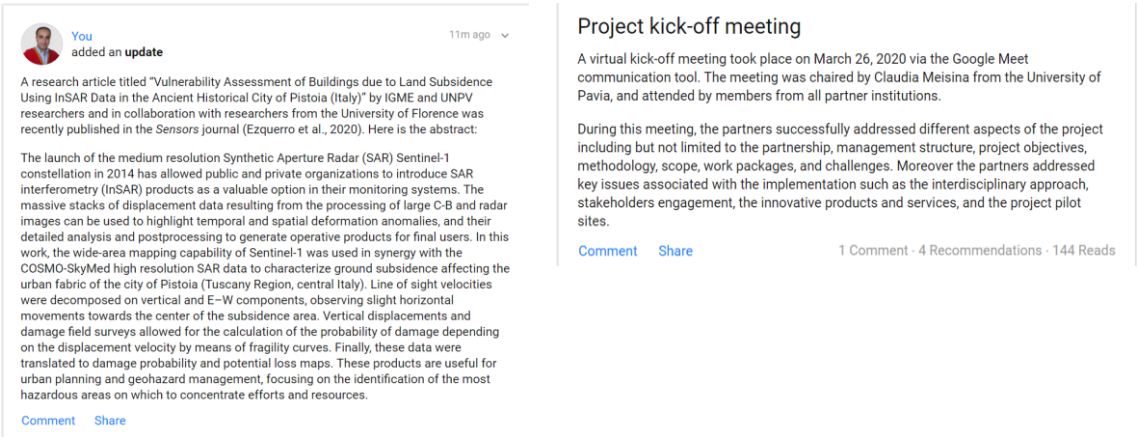


Figure 4-2 RESERVOIR's ResearchGate account and recent updates.

UJ's team will create other social and professional networking profiles (e.g. LinkedIn, Twitter) once the project website is developed and in service. LinkedIn is also one of the key professional networking platforms which is used worldwide primarily for recruitment purposes. Hence, RESERVOIR's presence on LinkedIn will also contribute to delivering its message and outcomes to the target professionals in the water resources management field. A project page will be created rather than creating a personal profile and this page will be linked to the project's website. This will in fact be more efficient for sharing and increasing the visibility of this account.