



Better Contrails Mitigation - BeCoM

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Project website

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Name:	ENVISA
Contact Person:	Antoine Berthier
E-mail:	antoine.berthier@env-isa.com

AUTHORS

Participants:			
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ROLE	DATE	NAME	SIGNATURE
Project Coordinator	09/12/22	Oana Trifan/Helma van den Bos	

Abstract

This document presents an overview of the contents and features of the BeCoM website: <https://www.becom-project.eu>

The BeCoM website has an essential role in the project dissemination and the project communication of its objectives, activities and results.

A particular attention is given to the simplicity and readability of the website to facilitate the contents comprehension and an userfriendly interface. The informations given by the website are categorized into a logical and significant way and organized in a simple layout with clear sections.

The website has been developed using Webflow, ensuring flexibility, security and user-friendly interface for admins and visitors.

BeCoM website will be updated continually during the lifetime of the project and will be maintained after the end of BeCoM.

Table of content

1	<i>Introduction</i>	5
2	<i>Sitemap</i>	6
3	<i>Features</i>	7
4	<i>KPI</i>	8
5	<i>GDPR</i>	9
6	<i>Screenshots</i>	10
6.1	Home page	10
6.2	Project info	11
6.3	Home page	Fout! Bladwijzer niet gedefinieerd.
7	<i>Future evolution</i>	13

List of abbreviations

BeCoM	Better Contrails Mitigation
GDPR	General Data Protection Regulation
KPI	Key Performance Indicators
PEDR	Plan for Dissemination and Exploitation
WP	Work package

List of figures

<i>Figure 2-1 Schema of the BeCoM website</i>	6
<i>Figure 6-1 Screenshot of the Home Page of BeCoM website</i>	10
<i>Figure 6-2 Screenshot of the Project Info Page of BeCoM website</i>	11
<i>Figure 6-3 Screenshot of the Partner Page of BeCoM website</i>	12

1 Introduction

This document presents an overview of BeCoM project website, its functionality, the KPIs that will be evaluated, some screenshots of the website and the future evolution and goals. This website can be found on the following link:

<https://www.becom-project.eu>

This website is an important tool for the project as it represents a means of dissemination and communication of the projects results, projects news, projects activities, and projects objectives. It is also a way to present every partner, tasks, and the public deliverables.

This website must be user friendly, presented on a home page with the different sections clearly defined. Each section will be easy to understand with a simple layout with clear sections, texts, and pictures.

This website is designed using Webflow and will be updated during and after the project.

2 Sitemap

The home page of the website will present a short overview of the project, with the logo, a group picture (in the future) and links to the news and recent activities. The user will then be able to navigate through the website on the different section.

- About:** This section will present all the project information and the background. It will be presented the objectives, the timeline, as well as a description of each work package (WP).
- Partners:** This section will present a description of each partner, the company and its activities, as well as a short presentation of each partners members having an activity through the BeCoM project
- Documents:** This section will accumulate through the years of the project all the documents, meaning the deliverables and the communications, such as the abstracts and PPT presented at conferences or workshops.
- News:** This sections will be presented as a blog, with news regarding activities inside and outside BeCoM project.
- Contact:** This section will list the contact linked to the project, as well as all URL of the different social media.

This sitemap could evolve during the lifetime of the website. The next figure presents a schema of the current BeCoM website:

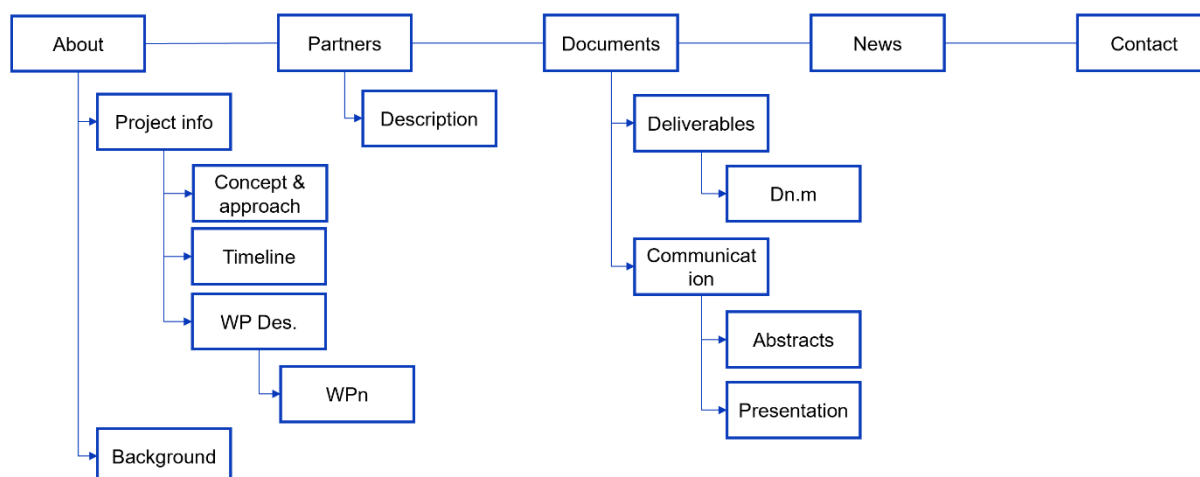


Figure 2-1 Schema of the BeCoM website

3 Features

- Blog : BeCoM website includes a blog section to communicate latest news related to the project ;
- Social media : To facilitate interaction between the project and the stakeholders and the public, BeCoM maintains a Linkedin account with a reference on the website ;
- KPI : analytics are presented in the section of this document ;
- Contacts : In order to facilitate communication of visitors with BeCoM project ;
- Security and speed :
 - Periodic backups. Automatics website backups are programmed on a weekly basis and stored on a remote secure server.
 - All imaged used are compressed.
 - BeCoM website pages are encrypted.
 - Use of a hosting specialized in Webflow to ensure its optimization.

4 KPI

The main target group of BeCoM's website is gonna be all stakeholders as well as the general public. In that way, it's important to fix key performance indicators (KPI) to evaluate the impact of the website. The following KPIs can be define:

KPI 1: Number of visits per month (with a goal of 200 by M12), to evaluate the activity of the website

KPI 2: Number of unique visitors, to evaluate the visibility and propagation of the website to the public and the stakeholders

KPI 3: Number of different countries, to evaluate the visibility and propagation at a global level

More informations about those KPIs are gonna be define in the Plan for dissemination and exploitation (PEDR)

5 GDPR

GDPR is a regulation that aims to protect the privacy of EU citizens. It provides users with more control over their personal data.

The website has a cookie notice for visitors to accept or decline. Visitors are invited to read the privacy policy.

The hosting company is using web servers based in Europe.

BeCoM does not share statistics with other parties. The analytics does not collect or send any personal data about visitors. Only IP number (to count unique visitors) are registered.

6 Screenshots

6.1 Home page



Project Goal:

The goal of the project, Better Contrail Mitigation (BeCoM), is to attempt a significant reduction (>50%) or elimination of the global mean contrail radiative forcing. As a result, the reduction in contrail formation would reduce aviation's global contribution, making the goals achievable in a shorter time horizon.

To this end, BeCoM focuses on:

Obtaining a larger and higher resolution database of relative humidity

Obtaining a larger and higher resolution database of relative humidity and ice supersaturation at cruise levels for assimilation into Numerical Weather Prediction (NWP) models

Developing a more adequate representation of ice clouds

Developing a more adequate representation of ice clouds in their supersaturated environment in the NWP models

Validation of the predictions

Validation of the predictions to determine and reduce the remaining uncertainties of contrail forecasts

Developing a policy framework for effective contrail avoidance

Developing a policy framework for effective contrail avoidance through a trajectory optimization approach. BeCoM will develop novel Artificial Intelligence (AI) algorithms to complement the assimilation and validation process.

BeCoM will predict the exact location and time of persistent contrail formation and formulate recommendations on how to implement strategies to enable Air Traffic Management to reduce aviation's climate impact. The BeCoM consortium, composed of one university, three research institutes, two companies and one international association, builds on its knowledge and expertise covering a wide spectrum from atmospheric

Figure 6-1 Screenshot of the Home Page of BeCoM website

6.2 Project info



Figure 6-2 Screenshot of the Project Info Page of BeCoM website

6.3 Partners

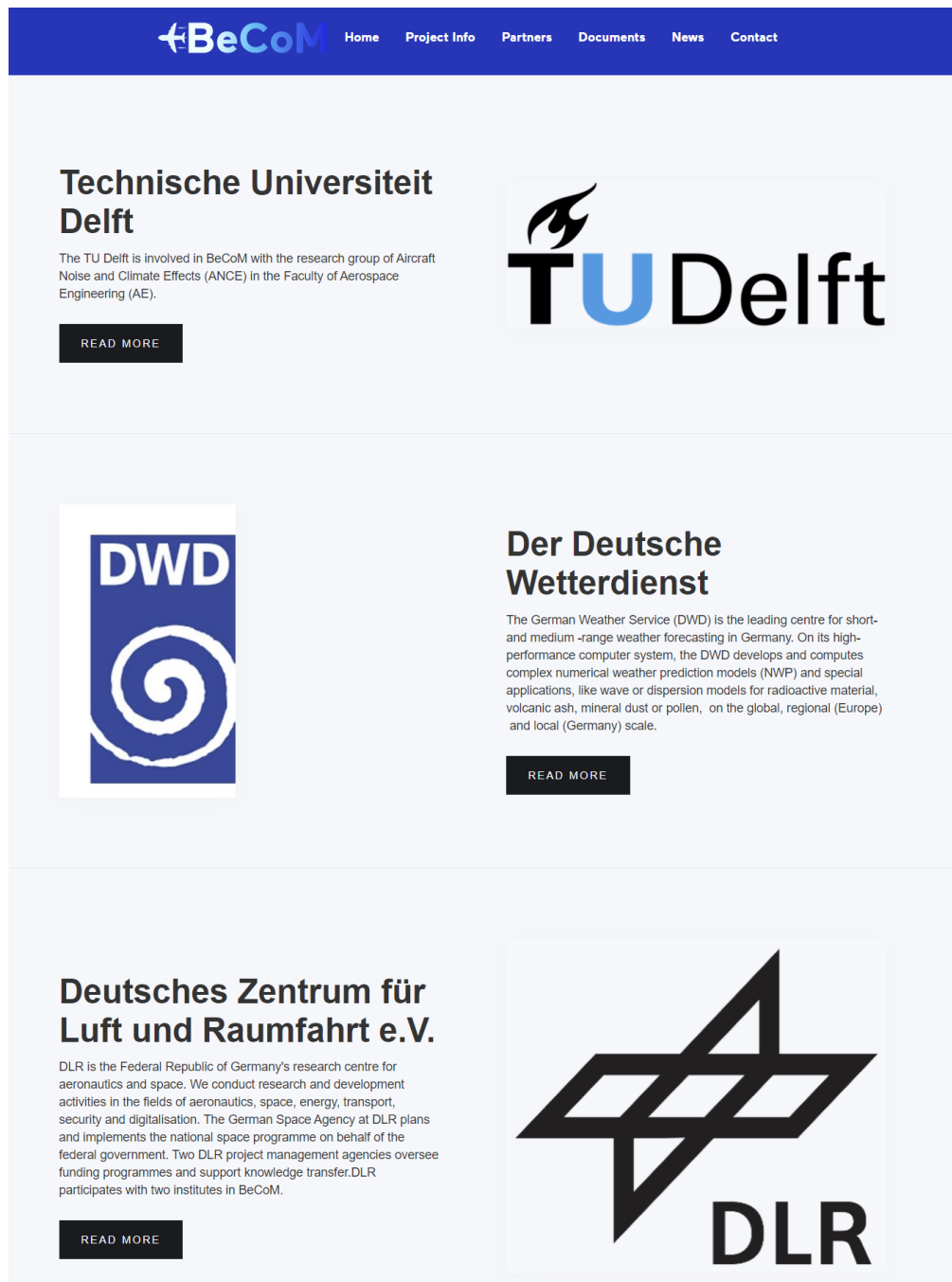


Figure 6-3 Screenshot of the Partner Page of BeCoM website

7 Future evolution

In the future, different evolutions will be added on the website :

- Improvement of the formating ;
- Addition of a main section « cluster project » ;
- New formating of the partner section (addition of informations...etc) ;
- Update of the « News » section.