



Website and a Skeleton Website

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SUMMARY

The SIAM dissemination takes a central role. One of the most important parts of the dissemination strategy is the SIAM website. It is an electronic tool for both external and internal communication. The external communication ensures the spread of information and findings generated during the project to relevant actors, such as researchers but also to policy makers, infrastructure providers and other potential user of the decision support system. The main objective of the SIAM website is to increase the awareness for the decision support system in order to built networks, to multiply the project results and to gain feedback from potential users. Especially the early inclusion of potential users is essential for successful introduction of the decision support system.

The website as an internal communication tool strengthens and systematizes the cooperation between the members of the consortium.

Since April 2011 a first version of the SIAM-website is online under the following address: www.siam-project.eu . The following figure shows a screenshot of the SIAM website.



Figure 1 SIAM website

In the left frame the website introduces three general parts of the website: “Public Information”, the “Members Area” and the subscription possibility of the “SIAM Newsletter”. In the right frame all partners (also with links) are introduced by their logo. Furthermore the financial support of the European Union within the 7th framework is acknowledged.

In the ‘Public Information’ section ‘Home’, ‘General Information’, information about the ‘Work packages’ and the ‘Partners’ are summarized. Here everyone can get first information about the SIAM-project, the kind of organization and the project results. There is also being discussed to add a ‘download’ section to enable the publication of results of the project but also to establish a platform for SIAM related research.

The ‘Member Area’ can be opened only by registered partners of the SIAM-project. The ‘Members Area’ is a tool to all partners for organization, internal communication, discussions and presentation of results. The internal section also provides a template for the deliverables to assure common standards. Furthermore there is a time schedule and the results of meetings and symposia for download or review. Even within the ‘Member area’ the information about the ‘Work packages’ can only be altered by those partners, which are involved in the work package, but can be read by all members, including the ‘Ethical Board’.

The 'Forum' should be used for general discussions between the members. This also includes finding common definitions for terms used in the project. Those definitions shall be implemented in the public accessible 'SIAMpedia'. This glossary guarantees a universal understanding of the context for all interested people.

Until the end of December 2011 the SIAM website is designed to be used primarily by the partners of the SIAM-community for internal communication. The acceptance and the content of the website have to be improved significantly. During the meeting in Newcastle (September 2011), the use of the website will be discussed and its purpose extended and improved.

Starting in 2012 the website will be ready to be presented to the interested public and the potential decision makers, the most important target group of the SIAM project.

Furthermore is the integration of an additional internal area for discussions of the SIAM-partners directly with stakeholders currently under discussion.