



Project Website

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* Please indicate the dissemination level using one of the following codes:

PU = Public,

PP = Restricted to other programme participants (including the Commission Services).

RE = Restricted to a group specified by the consortium (including the Commission Services).

CO = Confidential, only for members of the consortium (including the Commission Services).



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Project Abstract

Biodiversity protection and restoration are critical for maintaining ecological balance and ensuring the planet's sustainability. In the absence of sustainable management and protection of natural resources, the negative impacts of climate change and other environmental issues will only increase.

Private investment can be a critical tool with the potential to play a transformative role in financing conservation and restoration efforts, as public financing alone may be insufficient to address the scale of these challenges.

By activating innovative sustainable finance solutions and incorporating technological advances within the field of geospatial analytics, private investment can be leveraged in a way that benefits the environment and secures investors' confidence.

BIO-CAPITAL is going to implement an interdisciplinary research and innovation endeavour by combining actions in the three fields of (i) biodiversity protection and restoration, (ii) biodiversity-friendly financing mechanisms and (iii) advanced space technology. Implementation will involve three key steps to leverage innovation:

- BIO-CAPITAL will analyse, understand and learn from use cases.
- BIO-CAPITAL will elaborate, monitor, and demonstrate through use cases.
- BIO-CAPITAL will co-develop, implement and amplify back to the use cases.
- BIO-CAPITAL will engage stakeholders, in order to reach shared views on these three steps and how they can be effectively combined to increase financial flows for biodiversity protection, restoration and sustainability.

Foreword

The BIO-CAPITAL project recognises the importance of a robust and accessible online platform. The deliverable report at hand serves as a cornerstone of the project's dissemination strategy, ensuring that stakeholders—from researchers and policymakers to financial institutions and the general public—can access relevant information about our work.

This document outlines the development, functionality, and strategic role of the BIO-CAPITAL website, which acts as a hub for project updates, research findings, and engagement opportunities. Designed to facilitate communication and knowledge exchange, the website plays a vital role in showcasing the project's interdisciplinary approach, integrating innovative financial mechanisms with biodiversity conservation efforts.

A key aspect of the website's development has been ensuring compliance with Horizon Europe guidelines, particularly regarding data protection, accessibility, and open science principles. By providing a user-friendly interface and interactive resources, the platform fosters collaboration among key stakeholders and encourages broader participation in biodiversity finance initiatives.

The BIO-CAPITAL website is a dynamic tool that amplifies the impact of our work, supports knowledge sharing, and strengthens the connections between science, policy, and investment in biodiversity. We invite all users to explore the website and engage with our mission to mobilise financial flows for environmental sustainability.

List of participating organisations

Participant No.	Participant Organisation Name	Country
1 (Coordinator)	CESKA ZEMEDELSKA UNIVERZITA V PRAZE	CZ
2	GEOSYS	FR
3	AGROSOLUTIONS	FR
4	PRATENSIS	SI
5	INSTITUTUL DE CERCETARE PENTRU ECONOMIA AGRICULTURII SI DEZVOLTARE RURALA BUCURESTI	RO
6	AGCURATE BV	NL
6.1	AGCURATE BILGI TEKNOLOJILERI ANONIM SIRKETI	TR
7	GND TECHNOLOGY	LT
7.1	GND ADVISORY	LT
8	ON YEDI SURDURULEBILIRLIK HIZMETLERI DANISMANLIK AS	TR
9	UNIVERSITE CATHOLIQUE DE LOUVAIN	BE
10	FORUM PER LA FINANZA SOSTENIBILE ENTE DEL TERZO SETTORE	IT
11	JSC ONE S.R.L.	IT
12	Carbone 4	FR
13	AGRI SUD OUEST INNOVATION	FR
14	AARHUS UNIVERSITET	DK
15	OIKOPLUS GMBH	AT
16	COLLABORATING CENTRE ON SUSTAINABLE CONSUMPTION AND PRODUCTION GGMBH	DE
17	WESTCOUNTRY RIVERS TRUST LBG	UK

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Change Log:

Version	Date	Description
v0.1	23.08.2024	Creation of draft version
v1.1	05.09.2024	Creation of version tbc by project coordinator
v1.2	18.02.2025	Uploading corrected version

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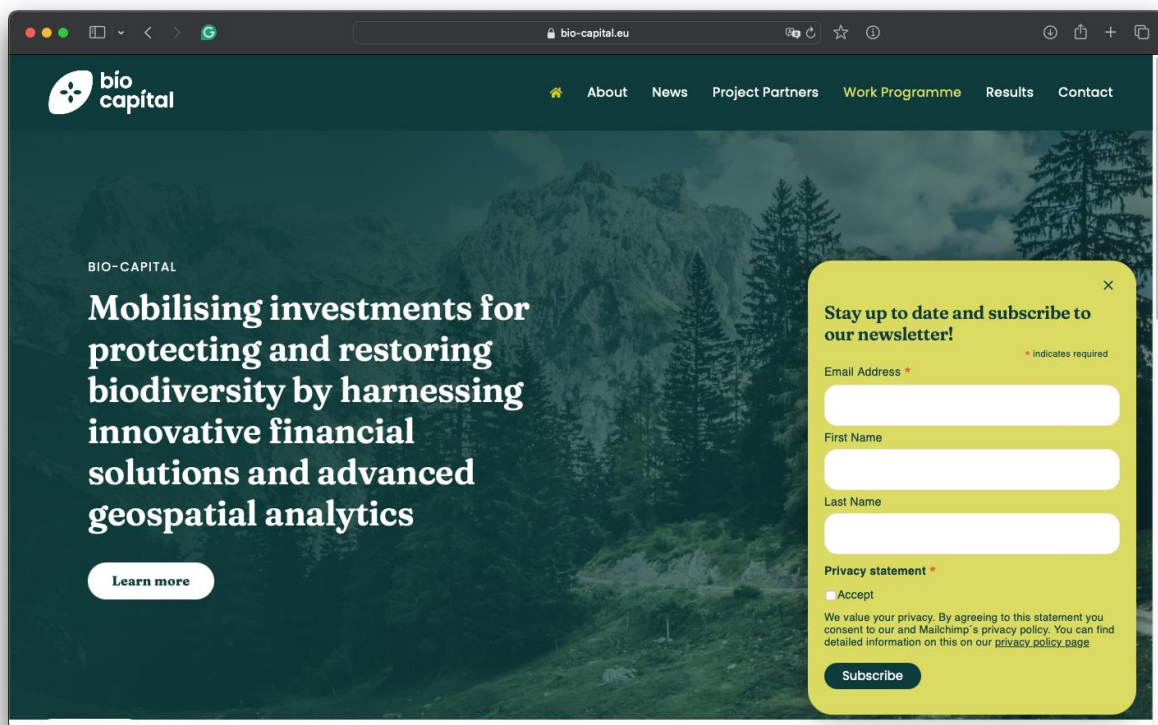
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Definitions and Abbreviations

Abbreviation	Meaning
CA	Consortium Agreement
CICES	Common International Classification of Ecosystem Services
CMS	Content Management System
CSS	Cascading Style Sheets
D.	Deliverable
DoA	Description of Action
EC	European Commission
EU	European Union
ESS	Ecosystem Services
GDPR	General Data Protection Regulation
HTML	HyperText Markup Language
IPBES	International Panel on Biodiversity and Ecosystem Services
PU	Public
SEEA	System of Environmental-Economic Accounting
SEO	Search Engine Optimization
KPI	Key Performance Indicator
WP	Work Package
UC	Use Case

1. Introduction

The purpose of this deliverable report is to provide a detailed overview of the development and functionality of the official website for the BIO-CAPITAL project, accessible at <https://www.bio-capital.eu>. The website serves as a key communication and dissemination tool for the project, which is part of an EU-funded Research & Innovation Action under Horizon Europe.



A user-friendly and informative website is crucial for EU-funded projects like BIO-CAPITAL as it ensures effective outreach to diverse stakeholders, including researchers, policymakers, industry professionals, and the general public. The website promotes transparency by making project results accessible, fosters collaboration by providing up-to-date information on progress and activities, and supports the project's impact by engaging users through interactive features and resources. Moreover, it plays an essential role in meeting the dissemination obligations set out by the European Commission.

This report outlines the development process, key features, compliance with Horizon Europe guidelines, and the plan for maintaining and promoting the BIO-CAPITAL website throughout the project lifecycle.

2.Objectives of the Website

The development and ongoing maintenance of the project website serve as critical components of Work Package 6 (Communication, Dissemination, and Exploitation). The website supports the project's goals by acting as a central platform to communicate the research outcomes and foster collaboration across diverse stakeholder groups, including the scientific community, finance professionals, policymakers, and the general public.

The primary objectives of the website are as follows:

Raise Awareness and Create Impact:

The website plays a key role in raising awareness of the project's research at the intersection of economics, finance, and biodiversity. By presenting complex scientific content in an accessible and engaging manner, the website enhances visibility, increases public engagement, and promotes lasting impacts across Europe.

Facilitate Communication and Networking:

It serves as a communication hub, promoting dialogue among various stakeholders, such as scientists, private finance professionals (e.g., banking, insurance, private equity), and the general public. The website helps create opportunities for knowledge exchange and collaboration by providing up-to-date information on project activities, news, events, and publications.

Disseminate and Exploit Project Results:

Through the open-access dissemination of research findings, the website ensures compliance with the FAIR (Findable, Accessible, Interoperable, Reusable) principles. By making project results freely available to the public and relevant sectors, the website supports the wider use and application of innovative biodiversity research, diagnostic tools, and sustainable finance solutions.

Provide Efficient Information Management:

- The website includes both public and private areas. The public section offers project background information, news, events, results, and access to expert opinions. The private area, restricted to consortium partners and EC officials, facilitates internal management and ensures timely access to essential project documents and data.

Engage and Educate Stakeholders:

The "Ask the Expert" section that will be added at a later development stage will provide an interactive feature where visitors can pose questions related to the project. This engagement helps bridge the gap between experts and the public while fostering an understanding of how innovative financial solutions can address biodiversity challenges across Europe.

3. Technical Features

The BIO-CAPITAL website has been designed and developed to serve as an informative and accessible platform that meets both the project's communication objectives and the technical requirements of modern web infrastructure. Below is an overview of the technical features and functionalities implemented in the website's development:

Development Platform and Framework

The website is built using the **WordPress Content Management System (CMS)**, which provides a flexible and scalable foundation. It is based on the Avada theme, a highly customisable WordPress theme that has been extended and modified with additional customisations. These customisations were made using:

- CSS (Cascading Style Sheets) for styling and design adjustments.
- HTML (HyperText Markup Language) for structuring content.
- JavaScript (JS) for interactive elements and enhanced user experience.

The visual layout and user interface were initially designed in Figma, ensuring a streamlined development process from design to implementation.

Newsletter Subscription and Email Marketing

To foster engagement with project stakeholders and disseminate updates, the website integrates a newsletter subscription feature powered by Mailchimp. The Mailchimp platform enables efficient management of subscribers, targeted email campaigns, and analytics for monitoring newsletter performance.

Privacy and GDPR Compliance

Compliance with EU privacy standards is a top priority for the BIO-CAPITAL website. The following plugins ensure full adherence to the General Data Protection Regulation (GDPR):

- **Complianz:** This GDPR plugin ensures a compliant cookie setup, presenting visitors with a customisable cookie consent banner. It allows users to control their consent preferences and ensures synchronisation with cookiedatabase.org, a comprehensive database of cookie-related information regarding data extraction and retention.
- A dedicated privacy policy is accessible via a link at the bottom of every page, outlining the data collection processes, cookie usage, and data storage in accordance with EU regulations.

Security Measures

The security of the BIO-CAPITAL website is safeguarded by several layers of protection:

Wordfence: This plugin ensures robust website security by monitoring login attempts, detecting bot activities, and alerting administrators of potential threats. To prevent unauthorised access, two-factor authentication (2FA) is required for logging into the WordPress administrative panel. A time-sensitive code, which changes every 30 seconds, is sent to a separate account for identity verification, significantly reducing the risk of unauthorised access.

Hosting and Server Infrastructure

The website is hosted on the servers of Easyname, a reliable and well-established Austrian web hosting provider. The decision to use Easyname is based on OIKOPLUS's longstanding positive experience with the company. The website is part of an existing web hosting package that is

independent of the BIO-CAPITAL project, ensuring a cost-effective and proven hosting environment.

Traffic Analytics

Google Analytics has been implemented to monitor the website's performance and user engagement. The suite provides valuable insights into visitor behaviour, such as the most visited pages, the average time spent on the website, and the overall number of site visitors. To ensure compliance with GDPR, the integration of Google Analytics is managed through the Complianz plugin, which only activates data tracking if users opt-in for tracking consent. Furthermore:

- IP addresses are anonymised, and no data is shared with other Google products.
- Data is stored for a maximum of two months for analytical purposes, ensuring privacy while providing sufficient insight for improving the website.

In summary, the BIO-CAPITAL website incorporates a modern and secure technological stack that supports the project's goals of communication, engagement, and dissemination. From its robust security measures to its GDPR-compliant infrastructure, the website offers a seamless and secure experience for visitors and partners alike.

4. User Experience (UX)

The BIO-CAPITAL project website offers a clean and intuitive user experience, aligning well with its goal of fostering communication and engagement with various stakeholders, including researchers, finance professionals, and the general public. Here is an overview of its structure and usability.

Website Structure

- The website is well-organized, with a clear top navigation bar that provides access to the main sections, including:
- About: Information about the project's objectives, partners, and key fields of research.
- News: Regular updates on project developments and activities, making it easy for visitors to stay informed.
- *Work Programme: Detailed breakdowns of the different work packages, which helps stakeholders and the public understand the structure of the project.
- Results: A dedicated section where project outcomes and publications will be made available for public access.
- Contact: Information for visitors who wish to engage directly with the project team.

This logical structure ensures that all critical areas of the project are easy to locate, providing a seamless browsing experience for both technical and non-technical users.

Ease of Use

The website is highly user-friendly and self-explanatory, with intuitive navigation. Each section is clearly labelled and contains concise, informative content that explains the project's goals and progress. For example, the About section offers a straightforward explanation of the project's interdisciplinary approach to biodiversity protection, finance mechanisms, and space technology. The content is accessible without requiring advanced knowledge of the subjects, ensuring it caters to both experts and laypersons.

Interactivity and Accessibility

To engage users, the website includes interactive elements such as a **newsletter subscription**, which is integrated through Mailchimp. Visitors can easily subscribe to receive updates about project milestones and events. Furthermore, the privacy features, such as the GDPR-compliant cookie management system, are easily accessible and customisable, giving users full control over their data preferences.

Aesthetics and Responsiveness

The design, based on the **Avada theme**, is visually clean and professional, with a focus on readability and functionality. The use of CSS, HTML, and JavaScript enhances the visual experience while ensuring fast load times and responsiveness across different devices.

In conclusion, the BIO-CAPITAL website effectively combines a well-organized structure with user-friendly design and interactivity, making it an essential tool for the project's communication, dissemination, and stakeholder engagement goals.

5. Compliance with Horizon Europe Guidelines

The BIO-CAPITAL project website adheres to the Horizon Europe guidelines in several key areas, ensuring proper acknowledgement of funding and alignment with the program's visibility and dissemination requirements.

Funding Acknowledgment

The website prominently displays the European Union's funding contribution, as required by Horizon Europe. At the bottom of every page, a **clear acknowledgement** of the project's financial support is made, including the EU emblem and the statement: **"Funded by the European Union."** This complies with the Horizon Europe mandate that all publicly funded projects must visibly attribute the EU's contribution, ensuring transparency for visitors and stakeholders alike.

Dissemination and Open Access

The website includes a dedicated section for **Results**, where project outcomes will be shared publicly. This open-access approach aligns with Horizon Europe's principles of making research results broadly accessible to maximise the impact of publicly funded research. In addition, the site's structure supports the dissemination of knowledge and engagement with both specialised and general audiences, a key requirement for Horizon Europe projects.

GDPR Compliance

To meet European data privacy regulations, the website incorporates GDPR-compliant cookie management through the **Complianz** plugin. This ensures that visitors can manage their

privacy preferences in alignment with EU data protection laws, further demonstrating adherence to Horizon Europe's legal and ethical guidelines regarding user data handling.

By fulfilling these requirements, the BIO-CAPITAL website not only complies with Horizon Europe's rules on funding acknowledgement and dissemination but also strengthens its role as a transparent and accessible platform for stakeholders across Europe.

6. Metrics and KPIs

The overall objective is to reach at least 10,000 views during the project span, as was stated already in the submitted project proposal, ensuring broad dissemination and a strong impact within the research community, the finance industry, and European society.

7. Conclusion

The development and launch of the BIO-CAPITAL project website mark a significant step in the project's communication and dissemination. Built on a robust technical foundation and fully compliant with Horizon Europe guidelines, the website ensures transparency, accessibility, and engagement with diverse stakeholders. By offering open access to project results, providing clear funding acknowledgement, and incorporating GDPR-compliant features, the website serves as an essential tool for raising awareness, fostering collaboration, and maximising the impact of BIO-CAPITAL's research outcomes throughout Europe. Ongoing maintenance and updates will ensure the website remains a dynamic and effective platform throughout the project's duration.