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1. PREAMBLE

Below the team of POLICY ANSWERS outlined an anticipated structure for the website based on the currently available features. It is possible to make different suggestions.

The current website (www.wbc-rti.info) has some features that are part of our contract (e.g. we need to have a website that allows to promote news/events/calls/documents and announcements; we need to be able to generate a newsletter reflecting the announcements made; we need to visualize a mapping of stakeholders), the means to reach the outcomes are not defined and proposals how to best reach the objectives are welcome.

We envisage implementation in WordPress.

Partly, we would like to replicate the features of the current website as far as possible while also modernizing the page. We are available to discuss features that are not feasible or need excessive efforts to be enabled. For example, currently we are able to link the various items with each other (e.g. an event with an organization). We understand that there are possibilities to have an automatic process to link items, but not so easily the tailored linkages. Fine for us.

Graphics are under the responsibility of a dedicated partner within the POLICY ANSWERS project (FormicaBlu).

Hosting of the website is with the coordinator of the website (Centre for Social Innovation).

2. FRONT END STRUCTURE

Colour legend:
- Phase 1 – General website
- Phase 2 - Newsletter
- Phase 3 - Visualisation

Website[1]
- Home page shall include:
  - ⇒ Intuitive navigation bars and menus
  - ⇒ Theme of the month
  - ⇒ Focus article [related to the theme of the month]
  - ⇒ Integrated social media feed(s) of Twitter and YouTube[2]
  - ⇒ Search function (reaching a search window that allows also advanced search with various filter options)
  - ⇒ Recently added content
  - ⇒ Featured content (some "current issue" that we want to highlight)
  - ⇒ Banners related to main content / offers: Western Balkans Agenda banner (linking to an explanatory page / About Policy Context); POLICY ANSWERS banner (linking directly to explanatory pages / About / Who we are & What we do)[3]

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[1] See https://wbc-rti.info/ for the current version that needs to be replaced.

[2] If possible, we should be flexible to remove or add a feed (the project works with Twitter, Facebook, LinkedIn and Youtube).

[3] Banners addition or removal should be flexible. Could be solved as a slider.

- ⇒ Events calendar making more information accessible
- ⇒ List of "Western Balkans"[4]: when clicking on the name of the respective economy, all items listed for/related to/filtered for that economy should appear
- ⇒ Social media buttons / subscription links
- ⇒ Newsletter subscribe button/banner[5]
- ⇒ Steering Platform area[6]
- ⇒ Archive[7]
- ⇒ Footnote with EU flag, sentence on program funding and * with Kosovo disclaimer (see existing website)
- Themes [Structured based on tags with explanatory POST][8]
- About
  - ○ What we do [PAGE]
  - ○ Who we are | POLICY ANSWERS [PAGE]
  - ○ Policy Context [PAGE]
  - ○ Key priorities [PAGE][9]
  - ○ Disclaimer [PAGE]
  - ○ Contact us [PAGE]
- News
  - ○ News and Announcements [Post type][10]
  - ○ Newsletter [PAGE with newsletter archive + entry form to subscribe[11]]
- Opportunities
  - ○ Events [Post type]
  - ○ Calls [Post type]
- Resources
  - ○ Documents [Post type]
  - ○ Multimedia [Post type]
  - ○ Links [Post type]
- Stakeholders[12] + Visualisation

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[4] Albania, Bosnia and Herzegovina, Kosovo*, Montenegro, North Macedonia, Serbia.

[5] Can also just be another banner that redirects to a page with an entry form - basically the same function as the other banners listed.

[6] Link to a cloud space with restricted access for a dedicated group (password protected).

[7] Link to the archived (static) old version of the website, also password protected.

[8] Apart from the "theme of the month" we shall enable the user to also find previous themes (briefly explained and with links to the respective news/events/calls/documents). Always one of these themes is the "theme of the month" prominently on the website and then also the central theme of the newsletter. Themes are an important structural element of the website.

[9] We explain the key priorities of the project (R&I, Education, etc.) and this could be linking to the respectively categorized items.

[10] We envisage all post types to be structured e.g. related to the geographical focus or thematic domains so that the search function enables to filter accordingly. These structures are outlined below as taxonomies.

[11] Solution to be discussed. Currently we have a mailing list (listserv) to which we send a mail that is generated from the "latest entries" based on several criteria. Ideally we would be able to use the same list and the subscription would be integrated to this list. For a newsletter archive, an example could be https://wbc-rri.net/tag/newsletter/

[12] One of our activities is to map the most important initiatives / institutions / programmes (see below). We have started this activity in XLS and we have to visualize the results of this mapping.

○   Initiatives and Best practices [Post type]
○   Institutions and Organizations [Post type]
○   Programmes and policies [Post type]

3. BACK END STRUCTURE
3.1. Taxonomies / Categories[13]

For all post types:
1. Project relation
2. Geographical focus
3. Thematic domains

For specific posts:
4. Event type
5. Multimedia type
6. Organisation type
7. Document type
8. Call type

Content	Content	Features	Content	Features
Project relation	POLICY ANSWERS			Marks all items which are directly linked to our project[14]
	Western Balkans Agenda			Marks items directly linked to the policy context[15]
	Other			Any other relation
Geographical focus	International	If selected, open field to enter free text		
	Regional	If selected, open second dropdown menu with options	All Western Balkans	Marks items which are related to specific regional

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[13] We understand these as "categories" that we can assign to the respective entries (like news, events, calls).

[14] These items could then be featured below the text of POLICY ANSWERS / About / What we do.

[15] Items marked here could be featured below the text of About / Policy context

				configurations[16]
			Danube Macroregion	
			Adriatic-Ionian Macroregion	
			Balkan Mediterranean Macroregion	
			EU27+Associated countries	
			other	
	National	If either national, or sub-national is selected, open second dropdown menu	Albania	Marks items with a specific geographical focus on one WB[17]
			Bosnia and Herzegovina	
			Kosovo*	
			Montenegro	
			North Macedonia	
			Serbia	
			Other	If selected, open field to enter free text
	Sub-National			
Key priorities / Thematic Domains		[CHECKBOXES]		
	Research and Innovation	If selected, open field to enter free text		Marks items related to specific project priorities[18]
	Education	If selected, open field to enter free text		
	Culture	If selected, open field to enter free text		

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[16] These options should be filter-categories in the search function. It should be possible to find all items that are specifically for the Danube Macroregion, etc.

[17] This classification should be used for filter / search and also when the user clicks on the name of the economy on the homepage.

[18] Should be used for filter / search possibilities (it should be possible to find all items related to "education").

	Youth	If selected, open field to enter free text		
	Sports	If selected, open field to enter free text		
	Green Deal	If selected, open field to enter free text		
	Digitalisation	If selected, open field to enter free text		
	Healthy Societies	If selected, open field to enter free text		
	Underrepresented Groups and Gender Equality	If selected, open field to enter free text		

Event type[19]		[DROPDOWN list]		
	Conference/ Forum			
	Training / Workshop			
	Seminar/ Speaker Session			
	Fair/ Networking opportunity			
	Info Day			
	Other	If selected, open field to enter free text		
Multimedia type		[DROPDOWN list]		
	Audio			
	Video			
	Images / Infographics			
	Other			
Organization type		[DROPDOWN list]		
	Government			

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[19] To be discussed if the classification is needed. We should be able to mark "our own" events (see project relation at the beginning). Our own events might need additional features (e.g. registration possibility, more details about the programme and speakers).

	Academia			
	Industry			
	Civil Society/NGOs			
	International organisation			
	Other	If selected, open field to enter free text			
Document type		[DROPDOWN list]		
	Report/ Study			
	Research Paper			
	Discussion/ Policy Paper			
	Practical Advice/ Guide			
	Newsletter[20]			
	Presentation			
	Deliverable			
	Other			
Call type		[DROPDOWN list]		
	Call for proposals			
	Call for papers			
	Call for participation			
	Other			

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[20] Items in this category could go to the newsletter archive.

3.2. "Themes"

Our "Themes of the Month" are an important structural aspect of the website.
The theme is described in an entry and then the post types are linked to it. Potentially this could be solved via tagging as the themes are evolving dynamically.

Content	Features
Title	Text field
Description	Text field
Thematic domain	Taxonomy
Attachments (Add media)	Upload function for documents and images
Featured	Checkbox – to feature on homepage
Status	Preview / Saved / Online on website

3.3. Post types

1. News and Announcements
2. Events
3. Calls
4. Links
5. Documents
6. Multimedia
7. Themes
8. Programmes and Policies
9. Initiatives and Best Practices
10. Institutions and Organisations

3.3.1. News and Announcements

Content	Features
News date[21]	Date field
Title	Text field
Description	Text field

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[21] Currently we are able to set an "expiry date" for news when they go into an archive (past news). Might not be needed.

Project relation	Taxonomy
Geographical focus	Taxonomy
Thematic domain	Taxonomy
Attachments (Add media)	Upload function for documents and images
Status	Preview / Saved / Online on website
Featured	Feature in Sidebar Widgets or Slider
Theme	Tag (Link to a Theme of the Month)
Relations to other posts[22]	e.g. relations to organisations, projects, programmes, other related items

3.3.2. Events

Content	Features
Title	Text field
Start date[23]	Date field
End date	Date field
Venue / City	Text field
Country	Text field
Project relation	Taxonomy
Geographical focus	Taxonomy
Description	Text field
Website	URL field
Thematic domain	Taxonomy
Event type	Taxonomy

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[22] Create relations/tags, to link contents with each other. E.g. link the entry (news, event, project etc.) with already publicly available items in our database (other events, projects, organisations etc.). Multiple relations under each post possible.

[23] Event to appear in Calendar. List of events should be sorted starting with the upcoming events first. Possibility to also see past events.

Featured	Checkbox - Feature in Sidebar Widgets or Slider
Attachments (Add media)	Upload function for documents and images
Status	Preview / Save / Online on website
Featured	Checkbox - Feature in Sidebar Widgets or Slider
Theme	Tag (Link to a Theme of the Month)
Relations to other posts	e.g. relations to organisations, projects, programmes, other related items

3.3.3. Calls

Content	Features
Title	Text field
Publication date	Date field
Call identifier	Text field
Deadline[24]	Date field
Project relation	Taxonomy
Description	Text field
Website	URL field
Project relation	Taxonomy
Geographical focus	Taxonomy
Thematic domain	Taxonomy
Budget	Text field
Featured	Checkbox - Feature in Sidebar Widgets or Slider
Attachments (Add media)	Upload function for documents and images
Status	Preview / Saved / Online on website
Relations to other posts	e.g. relations to organisations, projects, programmes, other related items

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[24] Call to appear in calendar under its deadline date. List of calls should be sorted by upcoming deadlines. Possibility to see calls with past deadlines as well.

3.3.4. Links

Content	Features
Title	Text field
Project relation	Taxonomy
Description	Text field
Website	URL field
Geographical focus	Taxonomy
Thematic domain	Taxonomy
Featured	Checkbox - Feature in Sidebar Widgets or Slider
Attachments (Add media)	Upload function for documents and images
Status	Preview / Saved / Online on website
Relations to other posts	e.g. relations to organisations, projects, programmes, other related items

3.3.5. Documents

Content	Features
Title	Text field
Author (s) / Editor (s)	Text field
Website	URL field
Project relation	Taxonomy
Description	Text field
Citation	Text field
Document type	Taxonomy
Publication Year	Text field or Dropdown to choose a year (2000-2040)
Geographical focus	Taxonomy

Thematic domain	Taxonomy
Featured	Checkbox - Feature in Sidebar Widgets or Slider
Attachments (Add media)	Upload function for documents and images
Status	Preview / Saved / Online on website
Relations to other posts	e.g. relations to organisations, projects, programmes, other related items

3.3.6. Multimedia

Content	Features
Date	Date field
Title	Text field
Project relation	Taxonomy
Description	Text field
Website	URL field
Geographical focus	Taxonomy
Thematic domain	Taxonomy
Multimedia type	Taxonomy
Featured	Checkbox - Feature in Sidebar Widgets or Slider
Attachments (Add media)	Upload function for documents and images
Status	Preview / Saved / Online on website
Relations to other posts	e.g. relations to organisations, projects, programmes, other related items

3.3.7. Programmes and Policies

Content	Features
Title	Text field

Start date[25]	Date field
End date[26]	Date field
Website	URL field
Contact person[27]	Text field - Not publicly visible
E-mail address(es)[28]	Text field - Not publicly visible
Source of information	Text field
Geographical focus	Taxonomy
Project relation	Taxonomy
Description	
Thematic domain	Taxonomy
Featured	Checkbox - Feature in Sidebar Widgets or Slider
Attachments (Add media)	Upload function for documents and images
Coordinating institution[29]	Open text / link with organization from the database
Organisation type[30]	Taxonomy
Status	Preview / Saved / Online on website
Relations to other posts	e.g. relations to organisations, projects, programmes, other related items

3.3.8. Initiatives and Best Practices

Content	Features
Title	Text field

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[25] Not mandatory, in case information is not available.
[26] Not mandatory, in case information is not available.
[27] Not mandatory, in case information is not available.
[28] Not mandatory, in case information is not available.
[29] Not mandatory, in case information is not available.
[30] Not mandatory, in case information is not available.

Start date[31]	
End date[32]	
Website	
Contact person	Text field - Not publicly visible
E-mail address(es)	Text field - Not publicly visible
Source of information	Text field
Project relation	Taxonomy
Description	Text field
Geographical focus	Taxonomy
Coordinating institution	
Organisation type	Taxonomy
Thematic domain	Taxonomy
Featured	Checkbox - Feature in Sidebar Widgets or Slider
Attachments (Add media)	Upload function for documents and images
Status	Preview / Saved / Online on website
Relations to other posts	e.g. relations to organisations, projects, programmes, other related items

3.3.9. Institutions and Organisations

Content	Features
Title	Text field
Website	URL field
Contact Person(s)	Text field - Not publicly visible
E-mail Address(es)	Text field - Not publicly visible
Address/ Location	Text field

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[31] Not mandatory, in case information is not available.
[32] Not mandatory, in case information is not available.

Project relation	Taxonomy
Description	Text field
Geographical focus	Taxonomy
Organisation type	Taxonomy
Thematic domain	Taxonomy
Featured	Checkbox - Feature in Sidebar Widgets or Slider
Attachments (Add media)	Upload function for documents and images
Status	Preview / Saved / Online on website
Relations to other posts	e.g. relations to organisations, projects, programmes, other related items

4. VISUALISATION of DATA

The Stakeholder mapping of one of our Tasks result in the above mentioned list of
- ○ Initiatives and Best practices [Post type]
- ○ Institutions and Organizations [Post type]
- ○ Programmes and policies [Post type]

Our contract specifies that these entries are to be visualised – we aim to show also how organisations, programmes, and initiatives which include the Western Balkan economies are linked with each other.

Institutions and organisations could be presented on an interactive map (since we are collecting their addresses), i.e. marking the stakeholders as "pins" on the map (example mapping of stakeholders related to "open science" prepared by the NI4OS project; https://ni4os.eu/os-stakeholders-map/).

Visualisation of the other types of the stakeholders (programmes and policies; initiatives and best practices) is to be discussed. An elaborate example of visualisation of interconnections is here: https://ich.unesco.org/en/dive&display=domain#tabs

- something like this could be used for all three types of the stakeholders.

We are currently collecting the data in XLS. We are flexible about the visualisation as such, but some visualisation needs to be part of the website.

We already mapped 111 multilateral/regional institutions, 324 national institutions and 49 partnerships so the visualisation needs to take into account the amount of data points and ensure visibility.

Data entry: the xls files that we collect should be "imported" as far as possible.

Flexibility: it is important that we can also insert new data during the course of the project as new programmes are developed, new organisations become important, etc.

Usability: Ideally it would be possible to create downloadable excel files of the data also once it is uploaded.

5. MIGRATION of CONTENT

No current data/content will be migrated to the new website. Nevertheless, we would like to have a link on the start page called "Archive" where we could link (password protected" to a static version of the old website.

New contents or current contents will be entered manually.

The old website will stay online but will only be accessible through a password for people who request it. This is to prevent IP rights violation issues.

6. NEWSLETTER

At the moment we generate an email focused on the extract from the website "theme of the month" and then "other relevant content" (e.g. other upcoming events, open calls, recently added news, documents, etc.). This automatically generated mail is then "forwarded" to a mailing list. This mail is "formatted" and includes also pictures (illustration of the theme of the month). Ideally the new website allows an "export" of the data based on the above described logic in a nice layout.

7. GRAPHICS

FormicaBlu will take care of creating the graphic design of the website, trying to balance the technical possibilities with the communication needs.

As soon as the work will officially begin, FormicaBlu will discuss some technical aspects of the graphics with the developer and then, possibly already within the first month, a wider sharing phase will begin to define the general style of the website and the graphics of the individual pages. In the design phase, the page templates will be shared using a PDF, Adobe XD links or another tool that will also be agreed with the website developer.

8. CREDENTIALS

In order to work, you will need credentials which you will receive after the contract is signed WordPress credentials

- credentials to be able to upload files to the server (sFTP)
- credentials to access the database (MySQL)

We can provide credentials to the current version of the website to enable an analysis of the current situation.