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## Description of the website

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# Prototypical Policy Impacts on Multifunctional Activities in rural municipalities

A collaborative project under the  
EU Seventh Framework Programme



## DESCRIPTION OF THE WEBSITE

Deliverable no. Do.2

Baptiste Hautdidier

Partners: Cemagref

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Environment (including climate change)

Collaborative project (Small or medium-scale focused research project)

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PRIMA aims to develop a method for scaling down the analysis of policy impacts on multifunctional land uses and on the economic activities. The scoped policies will include the cohesion policy (ERDF, ESF, CF), the enlargement process (IPA) & the rural development policy (EAFRD) of the European Commission, with a special focus on agriculture, forestry, tourism, and ecosystem services. The approach will: rely on micro-simulation and multi-agents models, designed and validated at municipality level, using input from stakeholders; address the structural evolution of the populations (appearance, disappearance and change of agents) depending on the local conditions for applying the structural policies on a set of municipality case studies. Involving eleven partners, the project is coordinated by *Cemagref*.

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## GENERAL INFORMATION

Task(s) code(s): Do.4

Input from (Task codes): none

Output to (Task codes): none

Related milestones: Mo.4

## CONTACTS

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## EXECUTIVE SUMMARY

This report describes briefly the main features of the project's website. Based on an open-source framework, it serves as: a communication tool, a repository for the outputs of the project, a collaborative tool for PRIMA members. The report presents:

- The structure and the content of the website
- Internal and external rights and use
- Processes for internal communication and dialogue



# 1 IN A NUTSHELL...

The PRIMA website is accessible since the 1<sup>st</sup> month of the project at: <https://prima.cemagref.fr>

## 1.1 The rationale

The website of the project PRIMA fulfills a triple objective: (i) a communication tool for the general public and the stakeholders involved in the research process; (ii) a repository for the public deliverables, milestones and related publications of the project; (ii) a collaborative tool for the members of the project.

## 1.2 The implementation

Eric Maldonado and Sylvain Guyonneau, IT specialists based in the Grenoble center of Cemagref, have adapted the Plone framework into a generic product that can be easily finetuned for the specific needs (communication and collaborative tools) of research projects led by Cemagref, and implemented the website on a Cemagref server.

The content, structure and general ergonomoy of the website were under the responsibility of Baptiste Hautdidier.

## 1.3 How it looks

The homepage, tested with major browsers (Mozilla Firefox, Internet explorer 6 & 8), can be adapted to differents screen resolutions (beginning with 800 × 600, but best viewed with 1280 × 1024, as shown in fig. 1)

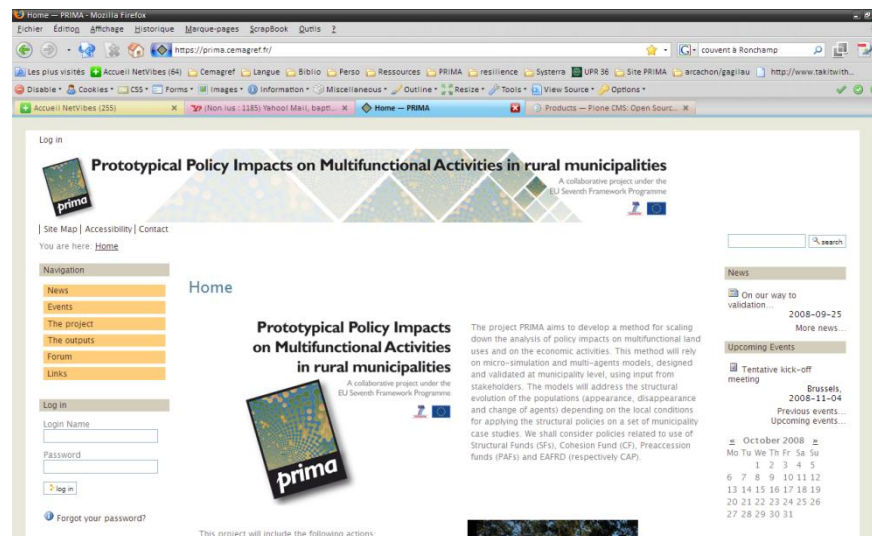


Fig. 1 | The PRIMA homepage



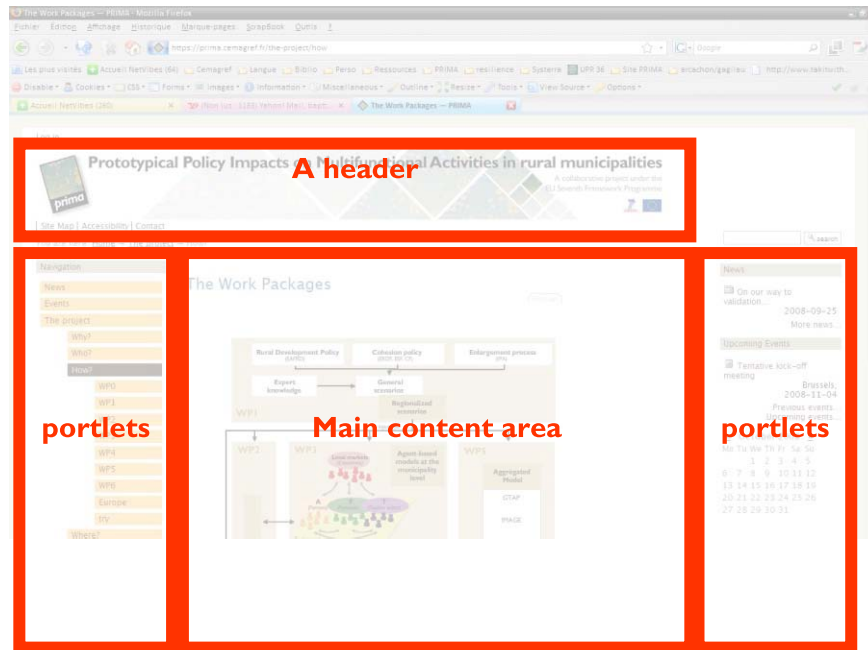


Fig. 2 | Functional areas of the homepage

As depicted in fig. 2, the homepage is divided into four main areas. The header remains virtually unchanged during browsing, with only a reminder of the location of the current page in the structure of the website

Two portlets, located on both sides of the page, display dynamic contents: on the left is a hierarchical menu, with a reminder of latest changes in the website below. On the right are displayed the latest news and events that are related to PRIMA.

The website enables the identification of PRIMA members. Once the login completed, contextual menus appears (Cf. fig. 3) that allow the user, depending on his/her level of rights granted by the webmaster, to read or edit specific contents (fig. 4).

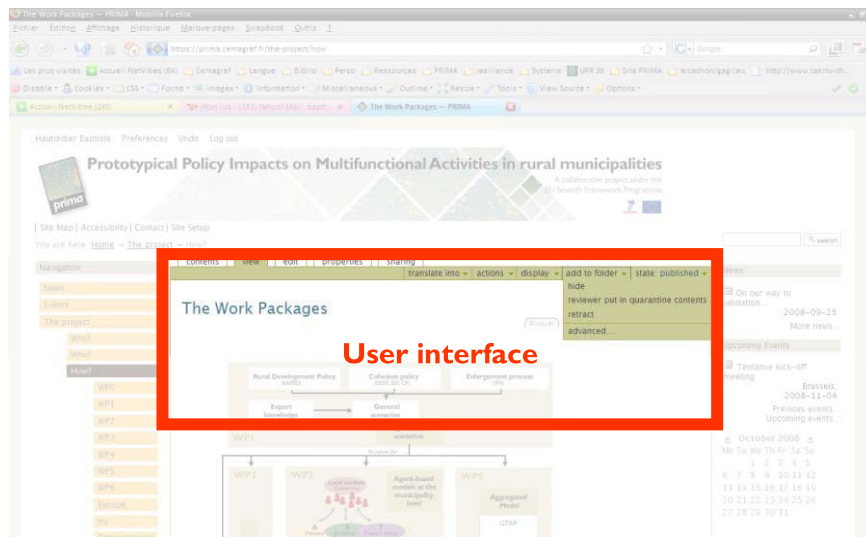


Fig. 3 | The user interface

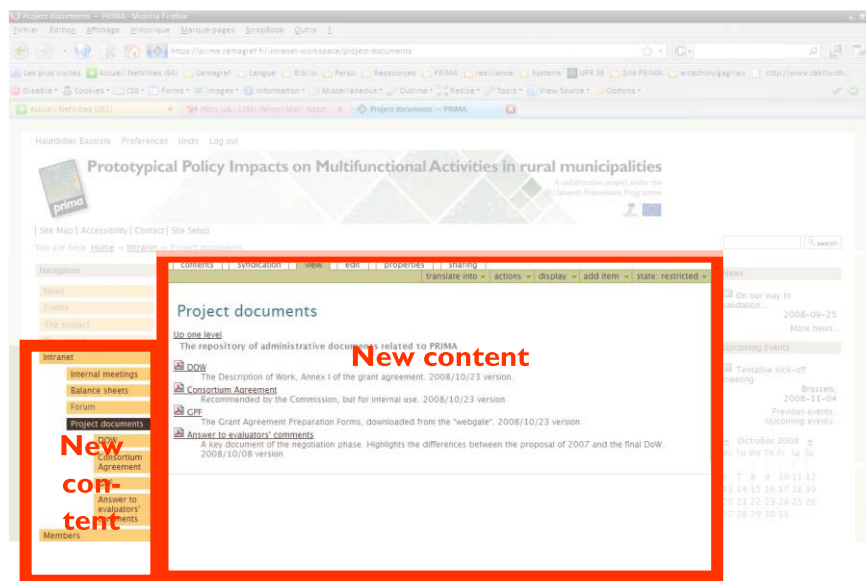


Fig. 4 | Specific contents accessible to logged users



## 2 TECHNICAL DETAILS

### 2.1 The Plone CMS

#### 2.1.1 A CMS, what for?

A content management system<sup>1</sup>, or CMS, is a web application designed to make it easy for non-technical users to add, edit and manage a website.

CMS can also: (i) Automatically generate navigation elements; (ii) Make content searchable and indexable; (iii) Keep track of users, their permissions and security settings, (iv) and more...



Fig. 5 | An overview of managed contents

#### 2.1.2 The advantages of Plone

Free and open-source, relying on a large community of users, handling a wide list of contents (Cf. fig. 5), easily fine-tuned, open to multilingual supports, highly secure, the Plone CMS appears as a relevant choice.

The Plone framework rely on the libraries of Zope (on which it comes as a high-level layer, Cf. fig. 6) and the Python scripting language.



Fig. 6 | The Plone architecture, seen as an onion<sup>2</sup>.

### 2.2 The implementation

#### 2.2.1 Site Setup

Two interfaces are available to the content manager: (i) the general setup (Cf. fig. 7), within the Plone interface, that allow *inter alia* for the enabling of installed add-ins: (ii) the lower level 'Zope Management Interface' (Cf. fig. 8), that allows for an explicit handling of script files and their contents.

<sup>1</sup> Adapted from <http://plone.org/about/what-is-a-cms>

<sup>2</sup> Adapted from [http://www.lugod.org/presentations/McMahon\\_Zope/LUGOD\\_Talk.ppt](http://www.lugod.org/presentations/McMahon_Zope/LUGOD_Talk.ppt)

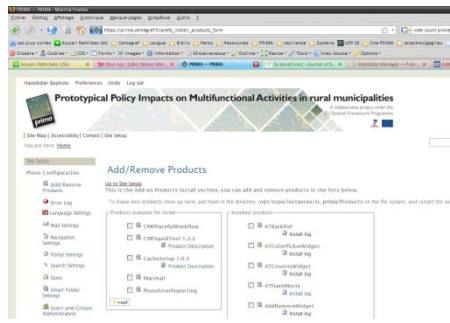


Fig. 7 | Site setup in the Plone interface

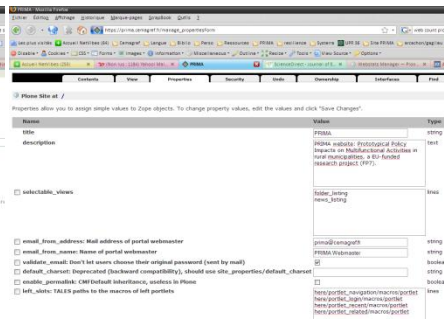


Fig. 8 | The Zope Management Interface

## 2.3 Workflows

### 2.3.1 Workflows

As illustrated by figure 9, the notion of workflow is important for a CMS such as Plone. Between the first creation of a given content and its full publication, it may experience several intermediate statuses, depending on the inputs of several actors in the process. In this respect, the nature of the publication (timing, target...) and the functions attributed to each link of the publishing process are key elements in the design of the website.

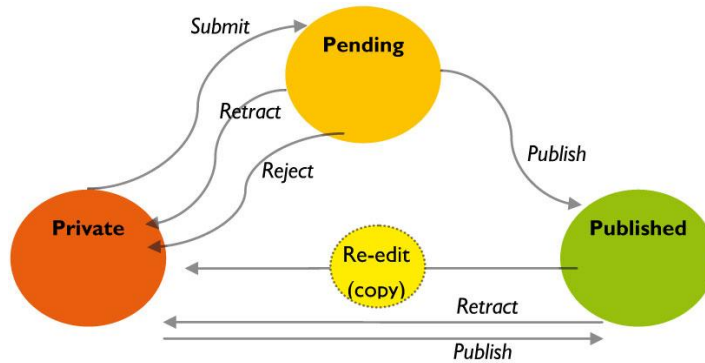


Fig. 9 | A typical workflow in Plone.

Adapted from [http://www.ilrt.bris.ac.uk/publications/conf/IWMW2004/plone\\_slides.ppt](http://www.ilrt.bris.ac.uk/publications/conf/IWMW2004/plone_slides.ppt)



### 2.3.2 Groups and Roles

#### Definitions

Groups are logical collections of users, such as departments and business units. Roles are collections of permissions that are granted to users and groups.

#### Implementation for PRIMA

The defined roles in PRIMA are:

- Administrators
- Intranet members
- Reviewers
- Authors
- Intranet authors
- Members

group name	roles					
	author	contributor	member	reader	reviewer	manager
Gestionnaires	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Intranet	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Modérateurs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Auteurs	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Auteurs intranets	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Membres	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

apply changes

Fig. 10 | Roles in the PRIMA website

These roles have to be thought in relation with workflows: a *reviewer* is for example able to decide whether a pending content created by an *author* is to be published and thus made available for the general internet user - or kept in restricted mode, to be seen only by PRIMA members.

#### Local roles

A bottom-up attribution of roles can be made for any file or folder. Users defined as ‘owners’ can submit items for publication. They are free to add and delete subfolders and items within folders. An item can be hidden by its owners from other members.

contents syndication view edit properties sharing

translate into actions display add item state: published

### Current sharing permissions for Why?

You can share the rights for both entire folders and single items. These users have privileges here:

Assigned Roles for Why?

	name	type	inherited role(s)	local role(s)
<input type="checkbox"/>	Baptiste.Hautdidier@bordeaux.cemagref.fr	User		Owner
<input type="checkbox"/>	admin@cemagref.fr	User	Owner	
<input type="checkbox"/>	z.guyonneau	User	Owner	

Roles to assign to selected user(s)/group(s)

Author  Contributor  Manager

Member  Reader  Reviewer

assign selected role(s) to selected user(s)/group(s) delete selected role(s) and user(s)/group(s)

Fig. 11 | Local roles for a folder named ‘why’



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As the status of intra-workpackage discussions was deemed important in PRIMA, local roles were attributed in the collaborative space. Management roles were granted to WP leaders, with the possibility of setting specific private folders, with contents only seen and editable by the members of their WP.



## 3 STATUS OF THE WEBSITE IN MID-2009

### 3.1 Referencing and traffic

Thanks to the features of the Zope/Plone framework (metadata for every pages, compliance with web standards; automatic URL creation for each content), the referencing of the website was quickly satisfactory. While the word PRIMA is too common to get relevant answers by itself, the 'PRIMA FP7' or 'PRIMA Cemagref' requests yield the best ranks with Google, Yahoo, Bing or Exalead. Google 'webmaster tools' were enabled for the website, improving: (i) the security settings; with 'meta' tags preventing the 'googlebot' indexing software from exploring contents of the collaborative space (whose status may have been set inadvertently as 'public' by a PRIMA member); (ii) the quality of the referencing.

Due to the scarcity of available deliverables and research outputs in the first steps of the project, the traffic remains very modest but on a steady rise, with about 200 new unique visitors per month since nov 2008. (with 20 000 hits and a bandwidth of 500 Mo as monthly averages).

### 3.2 Planned improvements

#### 3.2.1 *Ergonomy/troubleshooting*

Due to security updates introduced in version 10 of Adobe Flash Player, the accessibility of Flash-based interactive contents has been hampered in several pages of the public website, requiring the implementation of a dedicated plugin in the website.

#### 3.2.2 *Multilingual contents*

For better communication and accountability towards the stakeholders involved in regional case studies, it was deemed necessary to translate partly (general purpose of the project & scope of the case study) the website in local languages. This feature is progressively implemented in the website, depending on the dimensioning and progress of each case study.



### 3.3 Structure

Below, the sitemap of PRIMA website in mid-2009 (in red, pages only seen by PRIMA members):

- News
- Events
- Past events
- The project
- Why?
  - The policies
  - The IA methods
  - Who?
  - How?
    - WP0
    - WP1
    - WP2
    - WP3
    - WP4
    - WP5
    - WP6
  - Where?
    - Derbyshire & Nottinghamshire (UK)
    - Auvergne (FR)
    - Altmark (DE)
    - South Moravia (CZ)
    - Istrian region (HR)
    - North Central Planning Region (BG)
- The outputs
  - Deliverables
  - Main results & publications
  - Symposiums, seminars & exhibitions
  - PRIMA kick-off meeting in Brussels
- Collaborative space
  - Internal meetings
    - Brussels 2008-11-04&05
    - Sofia 2009-05-26&27
    - Zagreb 2009-10-29&30
  - Administrative & financial reporting
    - Project documents
    - Reporting material
  - Deliverables (internal use only)
  - WP-private
    - WP0-private
    - WP1-private
    - WP2-private
    - WP3-private
    - WP4-private
    - WP5-private
    - WP6-private
  - Forum
    - [~ 10 forum threads]
  - Case studies
    - Altmark
    - Auvergne
    - Istria County
    - Nottinghamshire and Derbyshire
    - North Central Planning Region
    - South Moravia
  - Glossary
- Members
- Links
  - EU-funded research
  - Tools