

Milestone 9.5: Design of the ACTRIS Innovation section in the ACTRIS website

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Introduction

This document is prepared in the context of the ACTRIS IMP project, in particular, in the Work Package 9 that deals with positioning of ACTRIS in the European innovation ecosystem with the main aim to increase the interest of the private sector towards ACTRIS as an innovation platform and to promote actions for an effective technology and knowledge transfer.

The objective of this document is to present a design proposal for a new set of pages of the ACTRIS website (“Innovation section”) to be developed by the end of the project.

The Innovation section will organize and provide informative and engaging content that encourage cooperation and actions for effective technology and knowledge transfer between ACTRIS and the private sector, with the main aim of:

- illustrating the distinctive ACTRIS offer of customized services and opportunities for innovation as well as the support services for an effective, two-way technology transfer
- demonstrating the value of the services and the benefit of cooperation and knowledge transfer
- suggesting use cases and celebrating success stories.

A snapshot of the current [Science and Innovation](#) page is reported in Chapter 2. It was published in the ACTRIS website in December 2020 to outline in general terms the impact of scientific activities and the offer of customized services and opportunities for innovation that could be provided to the private sector. The current “Science and Innovation” page will no longer exist as dedicated space will be given to the different topics through the Science section (out of the scope of this document) and the Innovation section.

The new Innovation section is presented in chapter 3. Each page of the section is presented through a schematic layout (also referred to as “wireframe”) with the specific aim to preview the structure of the page and ensure that the intended objectives can be achieved through the design while taking into consideration the user purposes.

The planned steps towards the development of the Innovation section and a provisional timeline are presented in chapter 4.

Scope of this document

This document focuses only on the Innovation section, in particular on the layout of the new pages: the content placing and prioritization, the call to actions, the features available, the navigation of the pages, etc.

Details on graphics and technicalities are out of the scope of this document as they will be considered in the development phase. To effectively and easily integrate the Innovation section in the ACTRIS website, the same branding and technical elements given with the ACTRIS website content management system (Drupal) will be used: overall page design, selection of fonts and colours, graphics, visual design of tabs and links, header and footer, behaviour of objects, etc.

The content of the new pages is laid out in this layout only with placeholders/examples. The actual content will be created in a later stage and it is out of the scope of this document.

Current “Science and Innovation” webpage



Science

ACTRIS creates excellent science in the field of atmospheric and Earth climate research. ACTRIS has roots in a decade-long European wide cooperation in large projects and it builds on efforts such as EARLINET, EUSAAR/CREATE and CLOUDNET.

In the last 10 years, ACTRIS cooperation has resulted in more than:

- 8,000 scientific papers and 100 book chapters,
- 900 Masters and PhD students carried out part of their research,
- 2,200 graduates received training in ACTRIS infrastructures.

Even more important is the impact of scientific activities: new patents, methodologies, prototypes, and instrument designs have been developed within ACTRIS frame to motivate new methods for air quality control and to improve risk management assessments.

ACTRIS data has been used to evaluate global and regional emission inventories for key natural and anthropogenic species, to measure atmospheric concentration trends, to simulate different atmospheric conditions to better quantify processes from nanoscale to macro-scale, to provide regional air-quality, numerical weather prediction, and climate models with the necessary information for assimilation or validation and testing, to complete observation from space for many different applications and to evaluate the effectiveness of public policies. For example, the equivalent of approximately 18,000 years of measurements has been delivered as a tailored service for Copernicus model validation.

The current page was developed using a simple page template and it is accessible through the simple menu item “Science and Innovation” (no dropdown).

ACTRIS data usage in a nutshell



Innovation

ACTRIS provides an enabling environment for new opportunities of innovation and transfer of knowledge with industry (including SMEs). Far from being just a provider, the industry turns into a real RI user and innovation co-developer thanks to collaborations and services accessed through the SAMU.

ACTRIS facilities can provide unique insights into new or existing products, help resolve technical uncertainties, and enable innovation, thus supporting pre-competitive and pre-commercial R&D. European, national and international businesses take advantage of experimental test sites and calibration centers for advancing their knowledge-based activities.

This leads to the development of new products and innovative services in the environmental field. A potential large market exists in Europe for improving air pollution control and monitoring, use of renewable energy, and developing cost-effective and innovative instrumentation.

Moreover, the use of ACTRIS data has a potential impact in different sectors in terms of services:

- food security,
- tourism,
- water access,
- agriculture and farming,
- public health,
- protection from risks related to climate change, and
- resilience of territories.

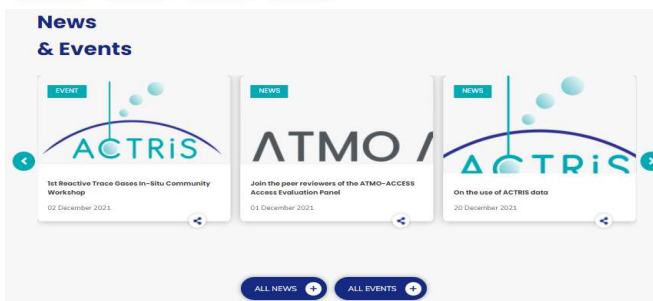
In these sectors, science and technology will intersect, and research results will be transferred to industry and converted into competitive applications, in addition to promoting new qualified ancillary industries, knowledge spillover, and industrial spin-offs.

Services offered by ACTRIS to support innovation foster knowledge transfer, which aims in the medium to long term to create both technological and societal breakthroughs and impact in said sectors and beyond. ACTRIS services for innovation include:

- training on-demand or targeting specific user groups;
- the design and co-design of instrumentation, equipment or procedures;
- exploration of instrument synergies, and new innovative research capabilities;
- joint research activities
- joint instruments testing;
- development of new observation techniques for aerosol, clouds, and reactive trace gases;
- improvement of measurement and retrieval methodologies for aerosol, clouds, and reactive trace gases.

Read more

[About ACTRIS](#)
[What we do](#)
[Our services](#)
[Our facilities](#)

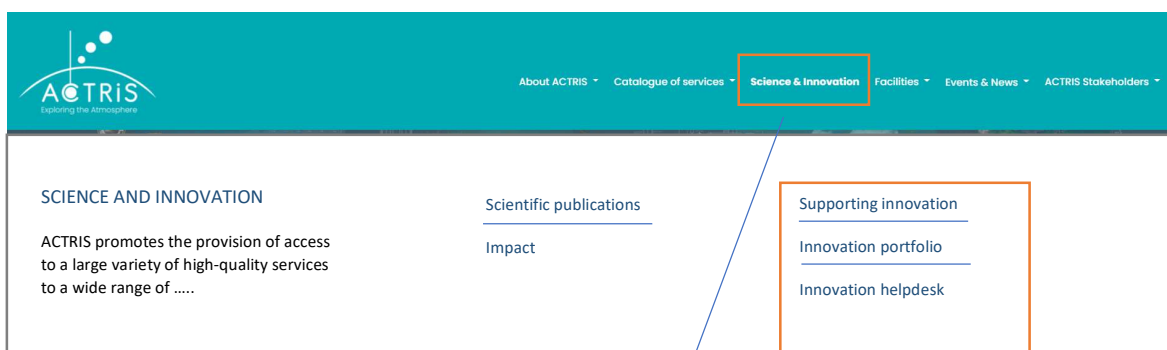


Layout of the new Science and Innovation section

The wireframe presented in the following serves as a basis to discover the Innovation section and how the information will be placed before the pages will be actually developed. The following elements are covered with the section:

1. The navigation menu “Science and Innovation”,
It is a new dropdown menu group that separates the two topics under corresponding sections.
2. The page “Supporting innovation”,
a sort of homepage of the section describing the general framework of the opportunities and services offered by ACTRIS to the private sector and reporting relevant elements and links to other pages.
3. The page “Innovation portfolio”,
that illustrates the solutions and potential application to the different industries and sectors. The most suitable layout for this page will be further evaluated to follow the progresses and development of the ACTRIS Innovation portfolio.
4. The page template that will be used to present success stories, use cases, projects, etc.
5. The page “Innovation helpdesk”,
that provides guidelines, template and useful resources for setting formal collaboration between ACTRIS and private sector.

1.1 Navigation menu group



When the users hover on the menu group a dropdown will be displayed to select and open the specific pages under each section.

1.2 Supporting innovation

ACTRIS
Exploring the Atmosphere

About ACTRIS Catalogue of services Science & Innovation Facilities Events & News ACTRIS Stakeholders

Science & Innovation

Home

ACTRIS provides an enabling environment for new opportunities of innovation and transfer of knowledge with industry (including SMEs). Far from being just a provider, the industry turns into a real RI user and innovation co-developer thanks to collaborations and services accessed through the SAMU.

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This leads to the development of new products and innovative services in the environmental field. A potential large market exists in Europe for improving air pollution control and monitoring, use of renewable energy, and developing cost-effective and innovative instrumentation.

Moreover, the use of ACTRIS data has a potential impact in different sectors in terms of services:

- food security,
- tourism,
- water access,
- agriculture and farming,
- public health,
- protection from risks related to climate change, and
- resilience of territories.

In these sectors, science and technology will intersect, and research results will be transferred to industry and converted in addition to promoting new qualified ancillary industries, knowledge spillover, and industrial spin-offs.

[ACTRIS Innovation portfolio](#)

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News & Events

EVENT
ACTRIS Science Conference
15 December 2021

NEWS
ACTRIS Norway on the national roadmap
10 December 2021

EVENT
5th Aerosol In situ community meeting
08 December 2021

[ALL NEWS](#) [ALL EVENTS](#)

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COSYS
CREGARS

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Intranet
Projects
Documents
Open Calls
Interim ACTRIS Council

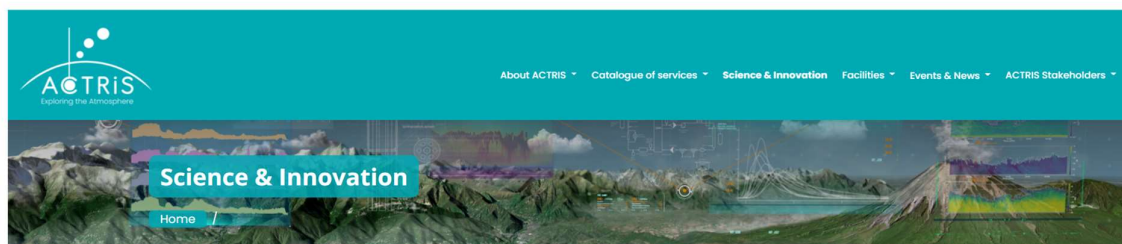
Introductory text to depict the general framework of the opportunities and services offered by ACTRIS to the private sector

A "see more" CTA here to leave the users knowing that they can still learn more about the ACTRIS innovation offer and easily navigate to the next page

CTA to join newsletter. Current form at <https://www.actris.eu/form/actris-private-sector-mailing-li>

News and events, filtered only to show those relevant to the private sector

1.3 Innovation portfolio

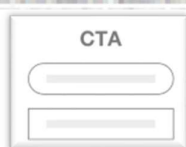


Horizontally aligned tabs to choose the different sectors and display potential solutions offered by ACTRIS.

ACTRIS is the central ACTRIS initiative supporting innovation and research in terms of services

- Cloud services
- Systems
- Water resources
- Agriculture and Farming
- Public health
- Environmental issues related to climate change and
- Resilient communities

ACTRIS is the central ACTRIS initiative supporting innovation and research in terms of services



The best format and means to publish the innovation portfolio have still to be decided. An eye-catching Call To Action here could draw attention and redirect users to any type of format of the Innovation portfolio.

Success stories



Slideshow with last 5 stories/cases

Open a new page with all the published success stories. See <https://www.actris.eu/news-events/news> as an example.

See all +


Title and image

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1.4 Template for success stories



ACTRIS
Exploring the Atmosphere

Home Open Calls

Advanced multi-laser approach to atmospheric ACTRIS facilities

Title of the success story

Image of the success story

The project aims to develop a multi-laser approach to atmospheric ACTRIS facilities. This approach will allow for the simultaneous measurement of multiple atmospheric parameters, such as temperature, humidity, and aerosol concentration, using a single laser source. The project will involve the development of new laser systems and the integration of these systems into existing ACTRIS facilities. The project will also involve the development of new data processing and analysis techniques. The project will be carried out in collaboration with the ACTRIS consortium and other relevant stakeholders.

Body of the success story

The project is a multi-laser approach to atmospheric ACTRIS facilities. It involves the development of new laser systems and the integration of these systems into existing ACTRIS facilities. The project will also involve the development of new data processing and analysis techniques. The project will be carried out in collaboration with the ACTRIS consortium and other relevant stakeholders.

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1.5 Innovation helpdesk



The ACTRIS Innovation Helpdesk provides a range of services to support the development of innovative ideas and projects. The Helpdesk is a central point of contact for all innovation-related queries and provides a range of services to support the development of innovative ideas and projects.

ACTRIS Innovation Helpdesk services include:

- Best practice guidance
- Template documents for frequently occurring documents (business plans, proposals, etc.)
- Guidance on intellectual property rights (IPR) and patent law
- Access to specialist knowledge and expertise (e.g. legal, regulatory, etc.)
- One-to-one advice (e.g. business development, innovation strategy, etc.)
- Workshops and seminars on various aspects of public-private research collaboration

Innovation Helpdesk for Technology Transfer Offices (TTOs):

Local technology transfer offices (TTOs) are a key part of innovation ecosystems and are responsible for the commercialisation of research. The ACTRIS Innovation Helpdesk provides a range of services to support the development of innovative ideas and projects.

- A number of services are available:
- Workshops and seminars on various aspects of public-private research collaboration
- One-to-one advice (e.g. business development, innovation strategy, etc.)
- Access to specialist knowledge and expertise (e.g. legal, regulatory, etc.)

However, the services available to TTOs are not exhaustive.



Accordion elements that expand/collapse when clicked on to display/hide relevant text



Direct mailing

Contact us

To find out more or apply for support from the ACTRIS Innovation Helpdesk, [email innovation@actris.eu](mailto:innovation@actris.eu). You will then be contacted by a member of our team who will assess the possibilities and provide further information.



Next steps toward the development of the Innovation section

Along with being used to map out the main features and navigation of the Innovation section, the layout sketched in the previous chapters serves as a reference to get a more practical understanding for the development and make the content creation process clear and conversion-focused.

The wireframe proposed in this document will be shared with all the parties involved in the liaison and communication activities between ACTRIS and the users from private sector (mainly the WP10 dealing with communication and the WP4 dealing with the development of the DEVU unit of the Head Office). Their feedback will be collected and considered before proceeding to the development.

The new pages will be developed and released internally (Nov 2022) as a draft to allow the testing of the functionalities and to create/edit content by means of the resources and features provided by the website Content Management System.

The content creation phase will involve all the relevant parties, including the facilities providing services and opportunities for innovation to the private sector. In this phase the specific content that is laid out in the wireframe only with placeholders/examples will be created: description of the innovation offer and the potential application to specific target sectors (also part of the Innovation portfolio development process), identification and illustration of success stories, creation of guidelines and templates, etc.

Following the release of useful documents and procedures for setting formal collaboration between ACTRIS and private sector (D9.2 set to December 2022), a first online publication of the pages “Supporting Innovation” and “Innovation Helpdesk” can be set March 2023.

The online publication of the “Innovation portfolio” page will follow the progresses made with the development of the Innovation portfolio and its possible earlier releases (deliverable set for December 2023).