



## Deliverable 10.2

### Live Value-chain Stakeholders' Forum website

<b>Project Acronym</b>	<b>BIOVALUE</b>
<b>Project Title</b>	Fork-to-farm agent-based simulation tool augmenting BIOdiversity in the agri-food VALUE chain
<b>Call</b>	SFS-01-2018-2019-2020: Biodiversity in action: across farmland and the value chain
<b>Type</b>	Websites, patents filing, etc.
<b>Dissemination Level</b>	Public
<b>Beneficiaries</b>	Lead: GFA, Contributing: All partners
<b>Contributors</b>	Goga Saatashvili, Ilia Kunchulia, Lado Basilidze, Tamara Toria, Kaxi Jashi, Natia Mskhiladze, Dali Barjadze
<b>Due date of deliverable</b>	31/03/2022

### Disclaimer

This document and its contents remain the property of the beneficiaries of the BioValue Consortium and may not be distributed or reproduced without the express written approval of the BioValue Coordinator. The information reported in this document reflects only the author's view and that the Agency is not responsible for any use that maybe made of the information it contains. The publication reflects only the authors' view, and the Agency is not responsible for any use that may be made of the information it contains.

**Cite this deliverable as:** BIOVALUE – D10.2 (2022), Deliverable 10.2 – Live Value-chain Stakeholders' Forum website, 31.03.2022



## Executive Summary

This deliverable presents the work undertaken for the construction and design of the Live Value-chain Stakeholders' Forum website as part of the Task 10.2 "Communication, Dissemination and Capacity Building" of the Work Package 10 "Communication, Dissemination and Capacity Building".

The BioValue Forum website, which is one of the most important platforms of the project, is used for research and analysis, which can be achieved by involving different stakeholders in different directions of the platform.

Members of the Forum will be in charge of assessing research-based information regarding the value chains (from sub-task 8.5.1). This information will be used to receive the stakeholders' feedback and to complete the set of normative acts.

The project website is publicly accessible since M6 (March 2022).

The functionality of the forum website adapts to the needs of each member of the value chain and gives them the opportunity to engage in a discussion of interest to them, to participate in polls. Forum members will also have the opportunity to communicate in person with other members.

The aim of the interaction and communication with the value chain players is to i) Introduce the BIOVALUE tool, its benefits and opportunities for further improvement; ii) Collect opinions and views on the BIOVALUE tool; iii) Give recommendations to the owner / creator of the BIOVALUE tool to improve it. The Forum Website is a powerful tool to help you achieve these goals.

The website is distinguished by a simple registration form, ease of navigation and the ability to create a personal profile for users.

The forum website is easily linked to the main project website, this factor creates an even greater opportunity for stakeholder engagement.

# Table of Contents

1. Introduction.....	5
2.Forum Website.....	5
2.2 Forum .....	8
2.2.1. BioValue tool.....	9
2.2.2 Value chain .....	11
2.2.3. Pilot Cases.....	12
2.3. Community.....	13
2.3.1. Members .....	13
2.3.2. Groups.....	14
2.3.3. Activity .....	15
2.4 My Account.....	15
2.4.1. Login.....	16
2.4.2.Register .....	16
2.4.3. Profile.....	16
2.4.4. Settings.....	17
2.5. Membership.....	17
2.5.1. Forum.....	18
2.5.2. Activity .....	18
2.5.3. Info.....	19
2.5.4 Friends .....	19
2.5.5. Groups.....	20
2.5.6. Bookmarks.....	21
2.5.7.Messages.....	21
2.5.8. Notifications .....	22
2.6. Email Notifications.....	23
3.Conclusion .....	23

## List of Figures

Figure 1 Color guideline of the BioValue visual identity .....	6
Figure 2 Footer of BioValue Forum Website .....	6
Figure 3 “Home” section .....	8
Figure 4 “The Forum” Section .....	9
Figure 5 “ Biovalue Tool” Section .....	10
Figure 6 “Value Chain” Section .....	12
Figure 7 “ Pilot Cases ” Section .....	13
Figure 8 “Members” Section .....	14
Figure 9 “Groups” Section .....	15
Figure 10 “Activity” Section .....	15
Figure 11 “Login” Section .....	16
Figure 12 “Register” Section .....	16
Figure 13 “Profile” Section .....	17
Figure 14 “Settings” Section .....	17
Figure 15 “Membership” .....	18
Figure 16 “Membership > Activity ” Section .....	19
Figure 17 “Info” Section .....	19
Figure 18 “Friends” Section .....	20
Figure 19 “Groups” Section .....	21
Figure 20 “Bookmarks” Section .....	21
Figure 21 “Messages” Section .....	22
Figure 22 “Notifications” Section .....	22
Figure 23 “Email Notifications” Section .....	23

## Abbreviations and Acronyms

<b>CMS</b>	<b>Content Management System</b>
<b>GFA</b>	<b>Georgian Farmers' Association</b>
<b>M</b>	<b>Month</b>
<b>PHP</b>	<b>Hypertext Preprocessor.</b>

# 1. Introduction

According to Deliverable 10.2. GFA prepared Live Value chain Stakeholders 'Forum website. The purpose of which is to increase the accessibility of communication for people involved in the value chain, which in turn expands research opportunities.

Regarding the development of the BioValue forum website, the structure consists of the following items:

1. Home - which follows the visual style of the project, easily and efficiently forum and its categories. This page makes website easier to navigate for users and stakeholders .
2. Forum - The function of the forum is the main purpose of website. Accordingly, this function occupies a large place in the menu items.
3. Community - page is divided into three sub-sections, forum members, groups, and forum activity. It makes the forum easier to use.
4. My Account - This is a personal space for forum stakeholders. There are different levels of users. page is divided into four sub-sections : "Login", "Register", "Pro", "Settings"
5. Membership - The "Membership" function combines 6 sub- categories of the menu displayed in the profile after authentication. The "Membership" feature integrates: "Forum", "Activities", "Info", "Friends", "Groups", "Bookmarks".

Live Value Chain Stakeholder's Forum facilitating knowledge exchange and interaction amongst the core stakeholders of BioValue.

## 2. Forum Website

The BioValue Forum website has been developed using WordPress which is a free and open-source content management system (CMS) written in PHP and paired with a MySQL database. The website has been launched under <https://biovalue-forum.com>.

The main target via this Forum is to facilitate networking knowledge exchange and interaction amongst the core stakeholders of BioValue.

Members of the Forum will be in charge of assessing research-based information regarding the value chains. This information will be used to receive the stakeholders 'feedback and to complete the set of normative scenarios for each value chain segment. It should incorporate views of farmers, processors, wholesalers and retailers, decision-makers, and researchers.

The Forum website is responsible to assess and give feedback on the applicability of the findings produced with the help of the BIOVALUE tool. For this purpose, website has discussions function, conducting polls, creating personal profiles for members, different levels of membership, public-private dialogues with participation of all the players of the value chains.

The website uses the General Data Protection Regulation (GDPR) - regulation in EU law on data protection and privacy in the European Union (EU) and the European Economic Area (EEA). The GDPR is an important component of EU privacy law and of human rights law. This cookie management standard is important for the proper functioning of the forum.

The website also has a built-in terms and conditions section that informs users of the general standards for using the forum.

**Graphical aspects:**

The graphical design of the website is in line with the overall visual identity of the project. Accordingly, the font used is “Domine” while the main color elements are depicted in the figure below:

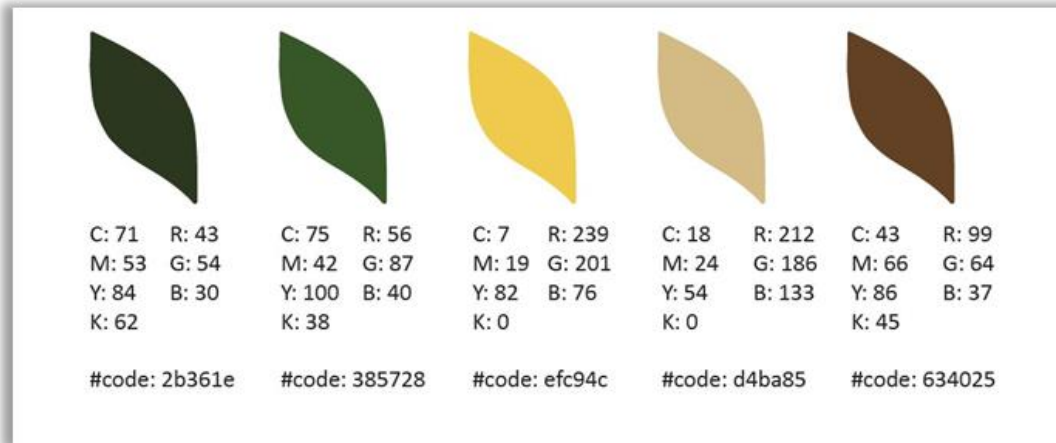


Figure 1 Color guideline for BioValue visual identity

**EU- Funding Acknowledgement**

In the footer of the website the EU funding acknowledgement is displayed

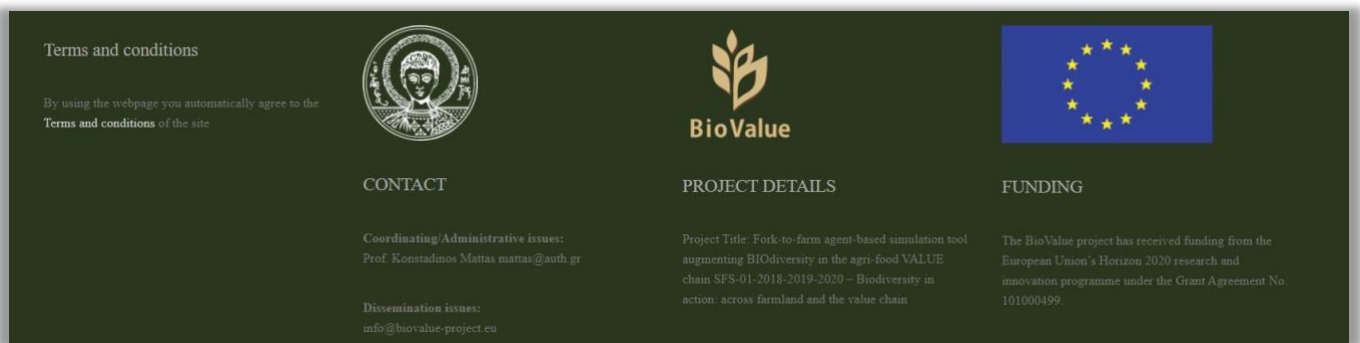


Figure 2 Footer of Live Value-chain Stakeholders’ Forum website

Home section, which follows the visual style of the project, easily and efficiently presents forum and its categories. This page makes website easier to navigate for users and stakeholders.

There is a project logo and navigation menu in the header of the website.

The next section is the descriptive block of the forum, where there is also a button that will allow users to go to the forum page.

Main page also contains forum categories (about the project, biovalue tool, pilot cases, value chain)

On the footer bar, the funding from the European Union's Horizon 2020 research and innovation programme is acknowledged, and the project coordination's contact details are presented.

The footer also contains the Terms and conditions of use of the website.

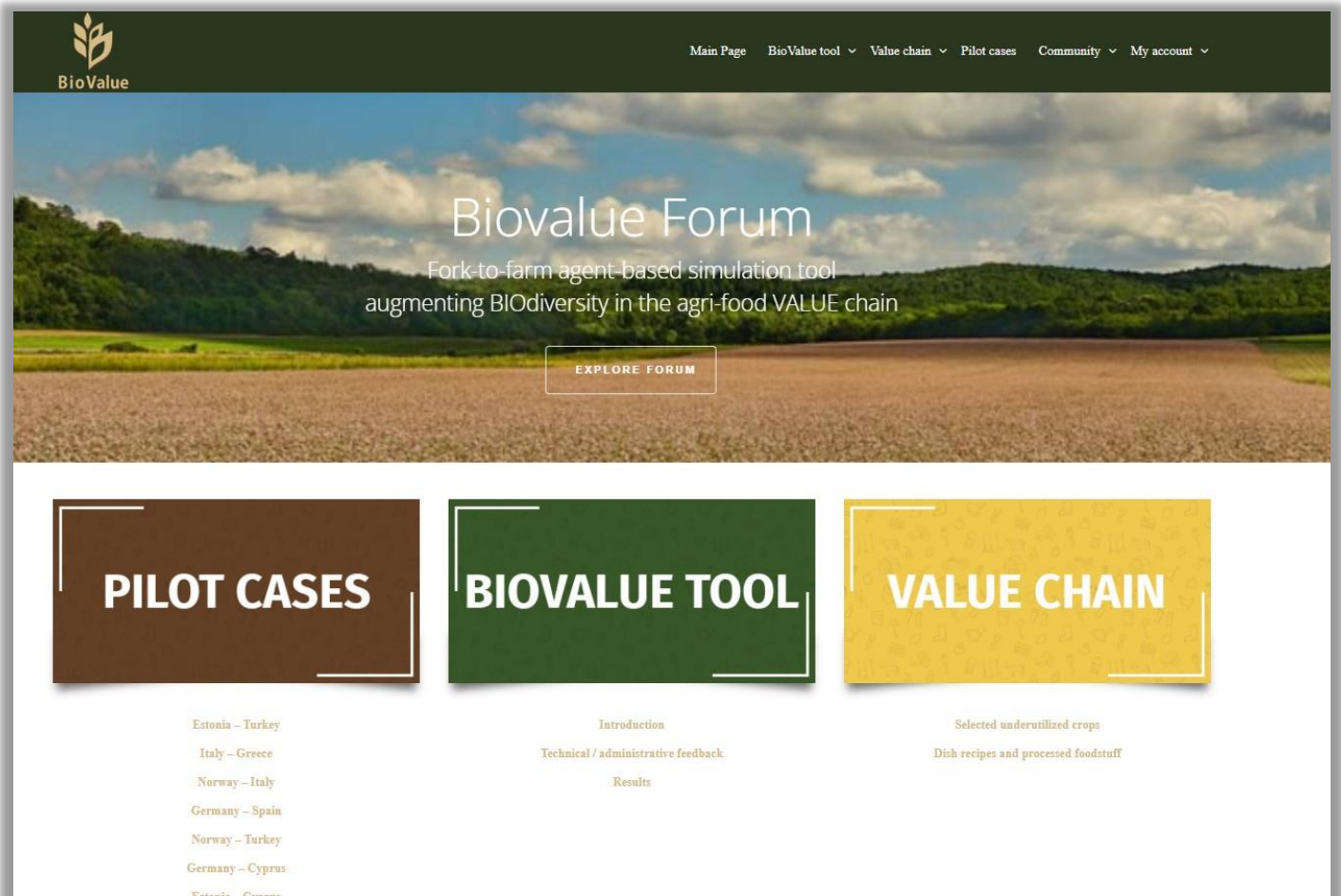




Figure 3 “Home” section

## 2.2 Forum

To create this section, the site uses the Wordpress content management system, the functionality of the forum is provided by the WordPress plugin, whose name is bbpress, which in turn is processed by the Buddypress - parent plugin.

The Forum page is divided into three sections.

The function of the forum is the main purpose of website. Accordingly, this function occupies a large place in the menu items.

BioValue tool, value chain and pilot cases are the forum categories. In addition, the given categories are displayed in the menu. The purpose of displaying forum categories in the menu and submenu is to simplify the navigation process.

Two widgets placed in the right space on all pages of the forum, the first widget allows us to log in, while the second widget shows us the active users of the website at this time.

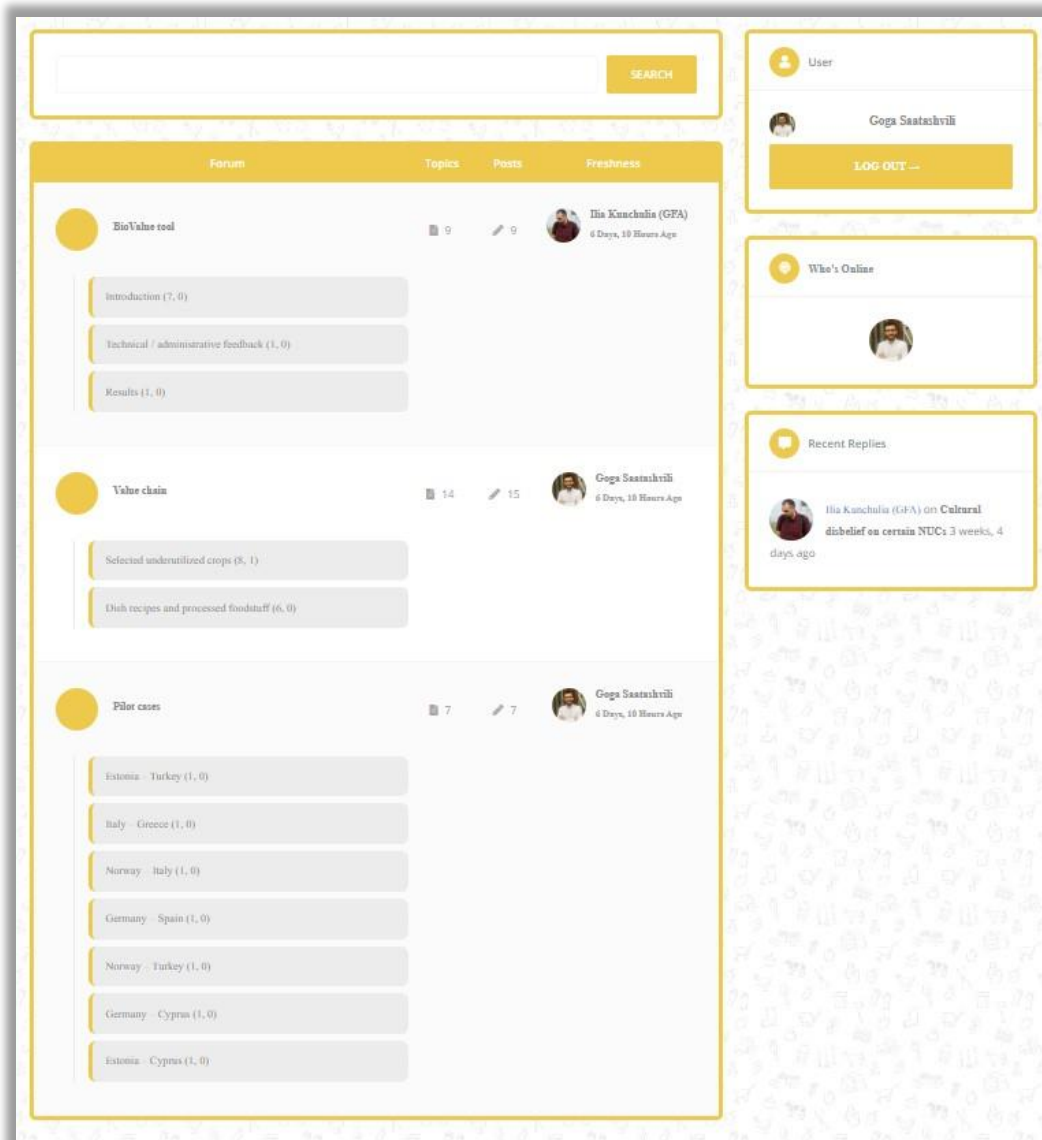


Figure 4 “The Forum” section

### 2.2.1. BioValue tool

"BioValue tool" is one of the categories of the forum, its subcategories are **"Introduction"**, **"Technical / administrative feedback"** and **"Results"**.

In the given categories (sections) users will have the opportunity to open topics, create questionnaires and engage in ongoing discussions, which they will be able to do after registration. The categories were defined according to the goals and objectives of the project. Registered users have the opportunity to subscribe to updates of this category, which they will easily see in their personal space.

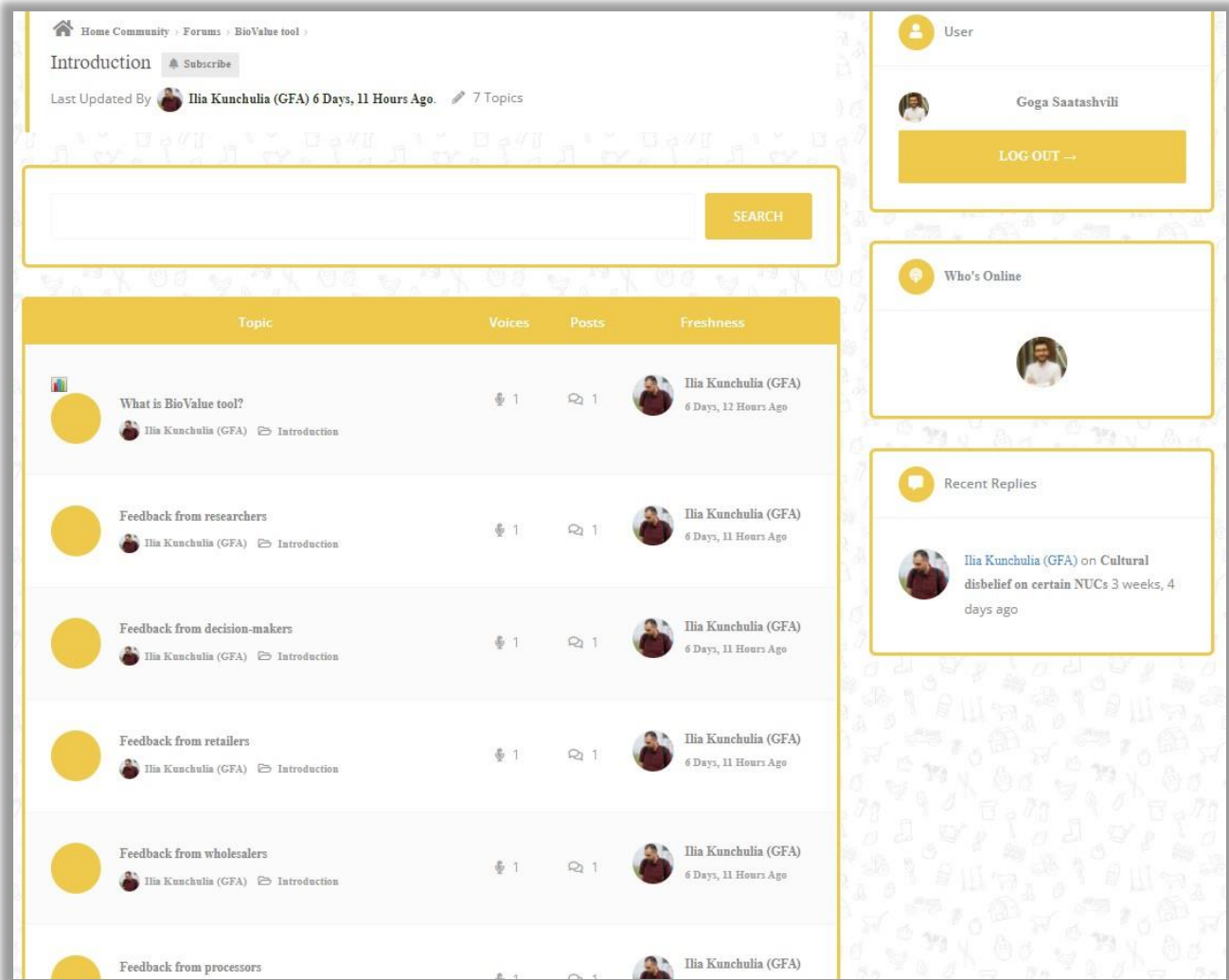
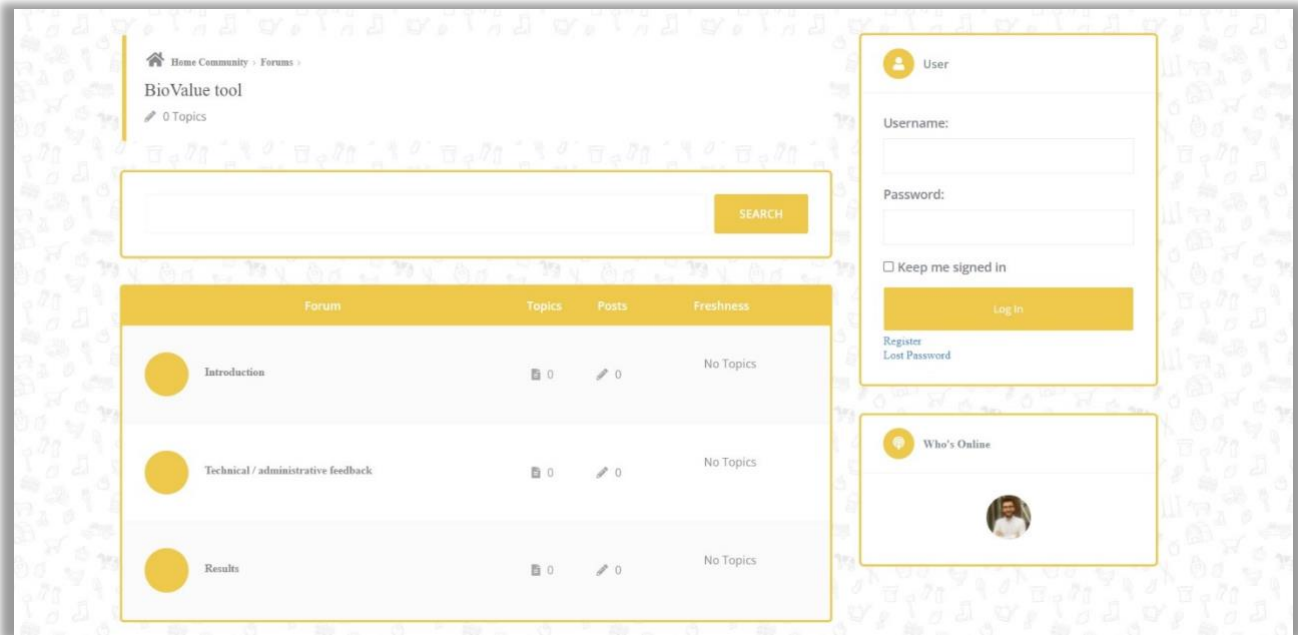


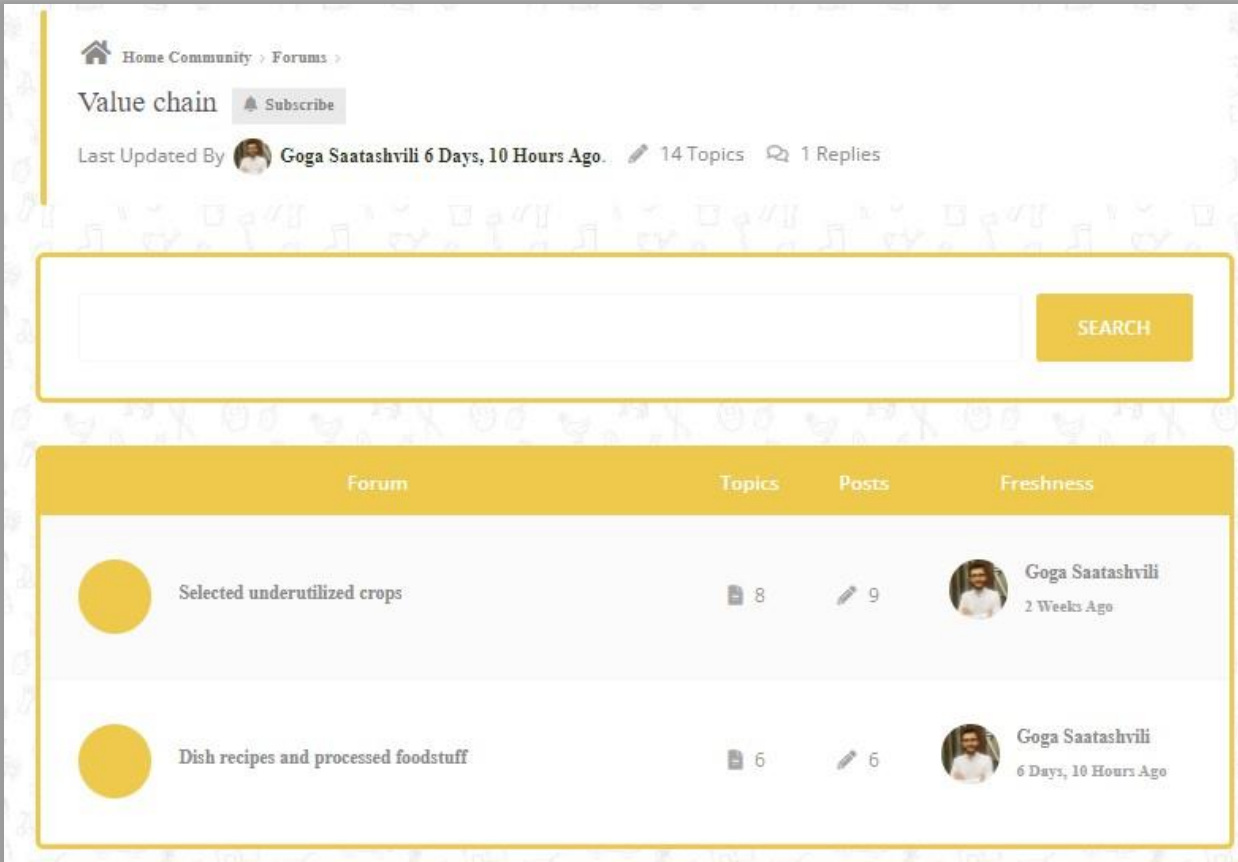
Figure 5 “BioValue tool” section

### 2.2.2 Value chain


"Value chain" is one of the categories of the forum, its subcategories are " Selected underutilized crops ", "Dish recipes and processed foodstuff".









The given two categories were selected according to the following principle: in the first category, the topics of discussion are Selected underutilized crops - cucumber, eggplant, tomato, sonchus, lentil, lathyrus, buckwheat.

As for the second category, the category includes Dish recipes and processed foodstuffs. The purpose of the category is to increase the involvement of the stakeholders of the project in the food direction of the selected crops, which in turn promotes their use for food purposes. That is why a separate topic has been opened for each culture, where forum participants will share recipes, dishes and their photos.



The screenshot shows a forum interface with the following elements:

- Home Community > Forums > Value chain [Subscribe](#)
- Last Updated By  Goga Saatashvili 6 Days, 10 Hours Ago. [14 Topics](#) [1 Replies](#)
- Search bar with a **SEARCH** button.
- Table of forum topics:

Forum	Topics	Posts	Freshness
 Selected underutilized crops	 8	 9	 Goga Saatashvili 2 Weeks Ago
 Dish recipes and processed foodstuff	 6	 6	 Goga Saatashvili 6 Days, 10 Hours Ago

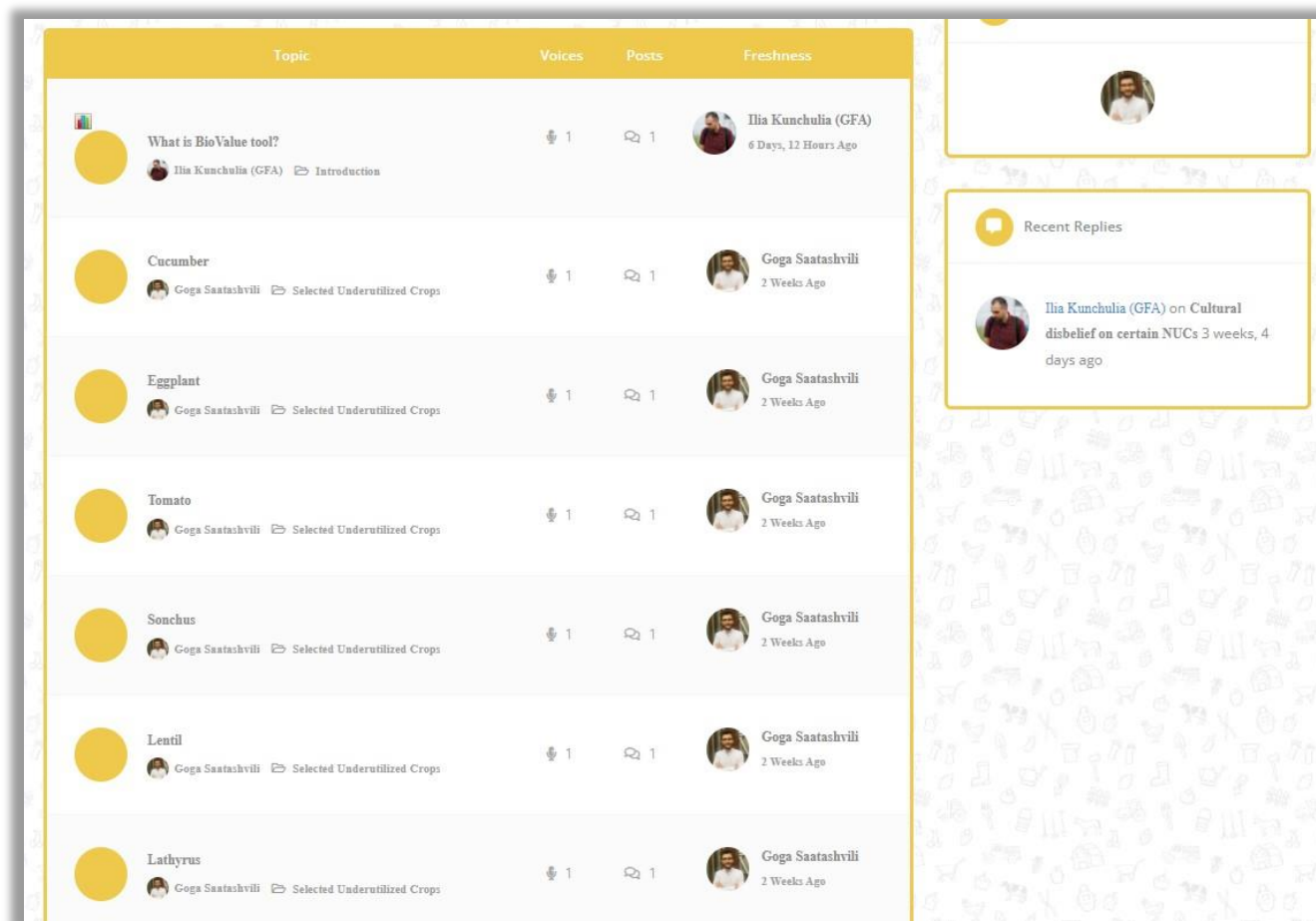


Figure 6 “Value chain” section

### 2.2.3. Pilot Cases

BioValue's mission focuses on crop's performance improvement on the basis of agronomic, climatic, environmental qualitative, land management and farm management aspects. Therefore, selected underutilized or genetically diverse crops, will be experimentally entered in the cultivation process in countries and regions beyond the region where they are growing.

Seven paired pilot cases are envisaged in the following countries:

Estonia - Turkey;  
 Germany-Greece;  
 Norway-Italy;  
 Germany-Spain;  
 Norway-Turkey;  
 Germany-Cyprus  
 Estonia-Cyprus

The next category of the forum takes into account the given principles and that is how the topics are distributed. Representatives of the pilot countries and not only can organize a discussion in the space specifically reserved for them.





























Forum	Topics	Posts	Freshness
 Estonia – Turkey	 1	 1	 Goga Saatashvili 6 Days, 10 Hours Ago
 Italy – Greece	 1	 1	 Goga Saatashvili 6 Days, 10 Hours Ago
 Norway – Italy	 1	 1	 Goga Saatashvili 6 Days, 10 Hours Ago
 Germany – Spain	 1	 1	 Goga Saatashvili 6 Days, 10 Hours Ago
 Norway – Turkey	 1	 1	 Goga Saatashvili 6 Days, 10 Hours Ago
 Germany – Cyprus	 1	 1	 Goga Saatashvili 6 Days, 10 Hours Ago
 Estonia – Cyprus	 1	 1	 Goga Saatashvili 6 Days, 10 Hours Ago

Figure 7 “Pilot Cases” section

## 2.3. Community

The purpose of the Community section on the forum website is to find communication groups, view and communicate with forum members, as well as view recent forum updates, which will simplify the process of identifying a current issue and engaging the user in it.

**The Community page is divided into three sections.**

The Community page is divided into three sub-sections, “**Forum members**”, “**Groups**”, and “**Forum activity**”.

### 2.3.1. Members

“**Members directory**” allows stakeholders to find members registered on the website. Website users will be able to search for a specific member with the help of simple filters and search bar.

Once the user is found, it is possible to view his / her personal page, add him / her to friends list and start to send personal messages with him / her.

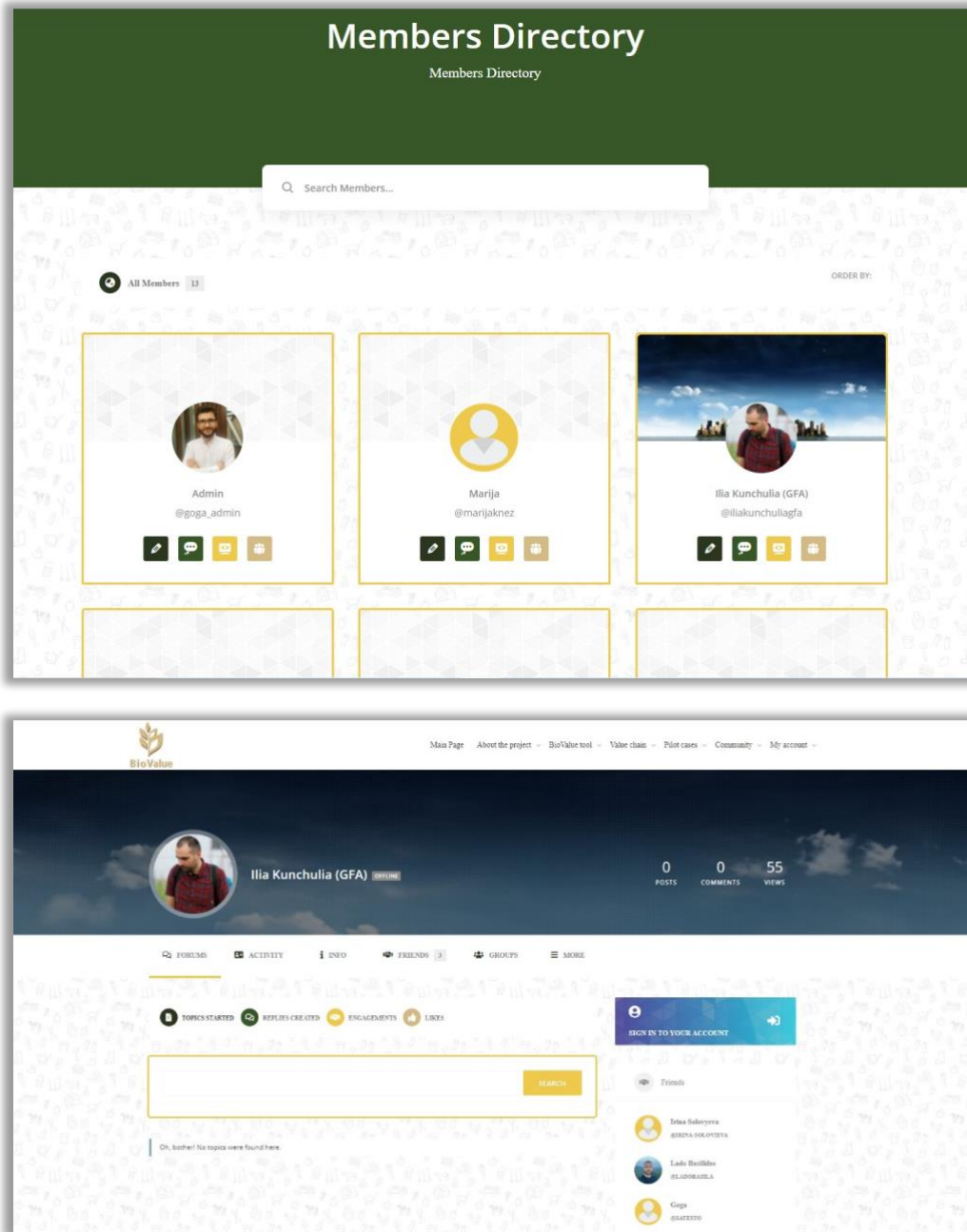


Figure 8 “Members” section

### 2.3.2. Groups

The “**Groups**” section allows users of the website to join groups of interest to them, where they can have discussions.

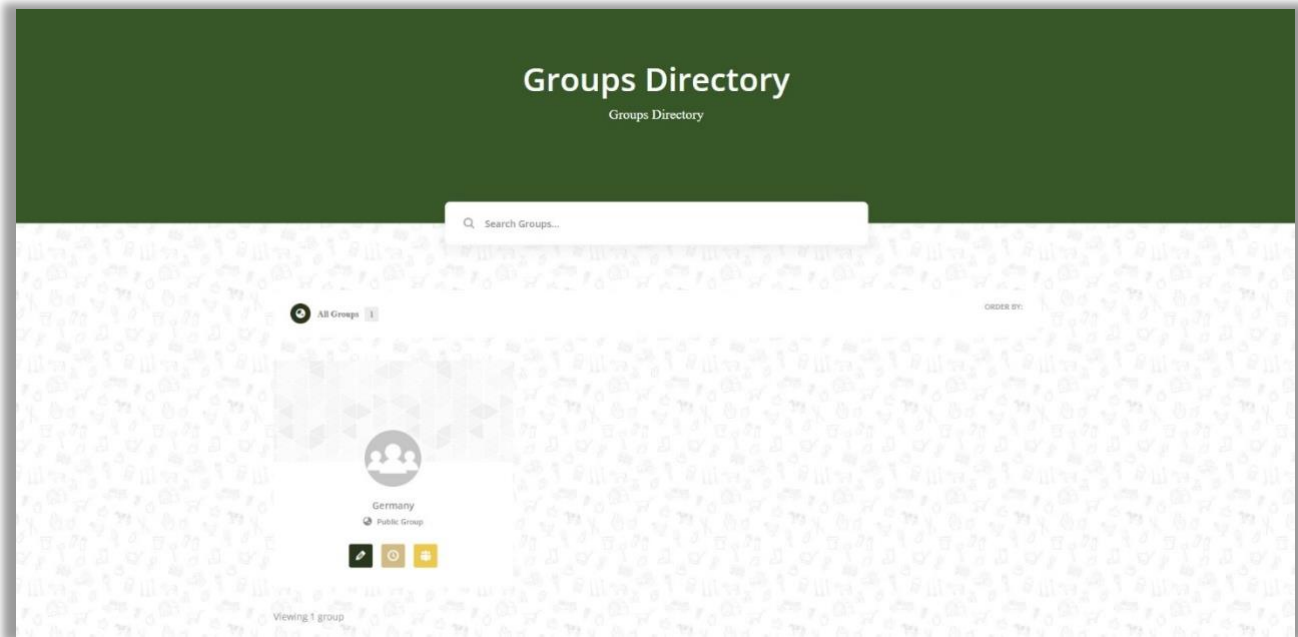


Figure 9 “Groups” section

### 2.3.3. Activity

The “**Activity**” section allows the stakeholder to view recent forum activity. The section has an integrated **activity filter** and a **search bar**, both of them make navigation easier.

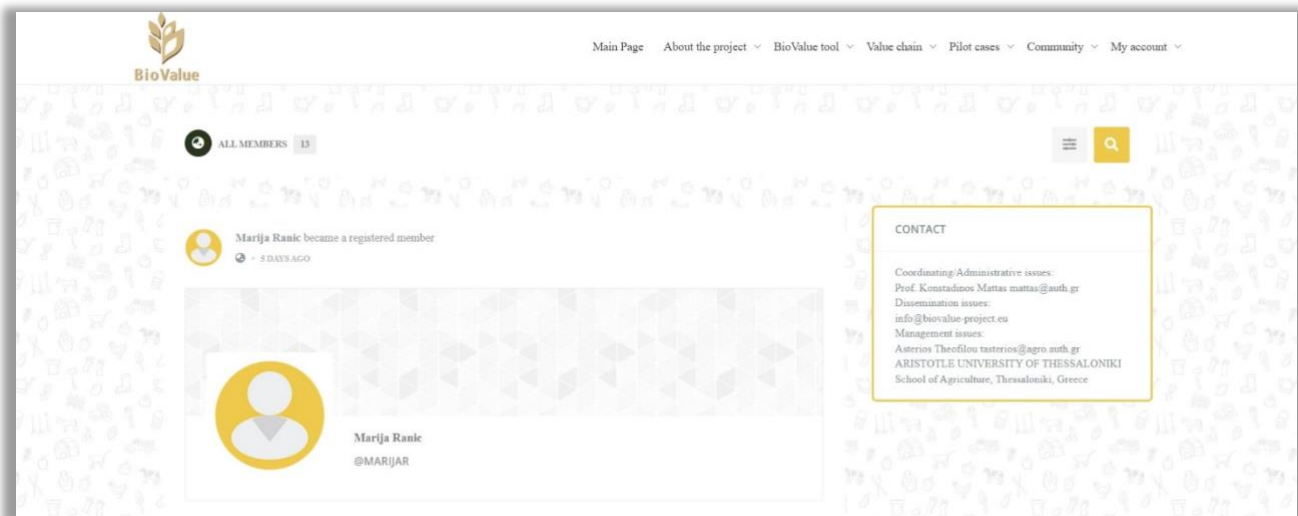


Figure 10 “Activity” section

## 2.4 My Account

The purpose of adding the my account section to the website is the need for registration, authorization and creating a personal space for the user to join the forum. A stakeholder can register on the website in order to fully use the functionality of the forum.

My Account page is divided into four sections.

**My Account** page is divided into four sub-sections : “**Login**”, “**Register**”, “**Profile**”, “**Settings**”

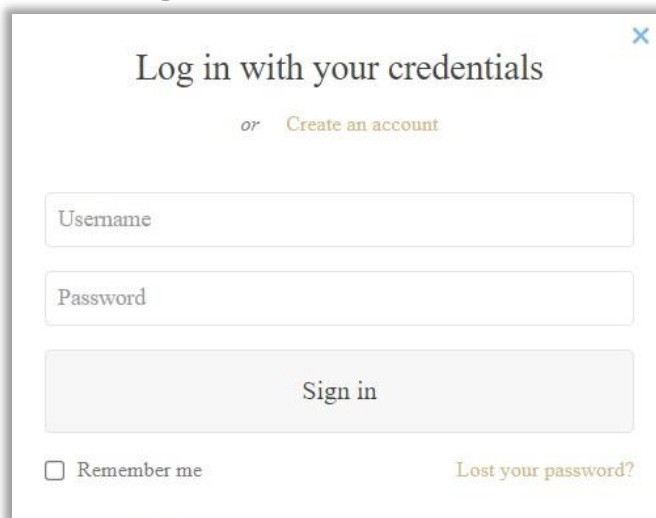
### 2.4.1. Login

“**Login**” page gives users opportunity to enter into their personal space, join groups, engage in discussions, and have personal correspondence with other members.

This section is one of the most important part of a website.

The section has a **password recovery** function and **remember me**.

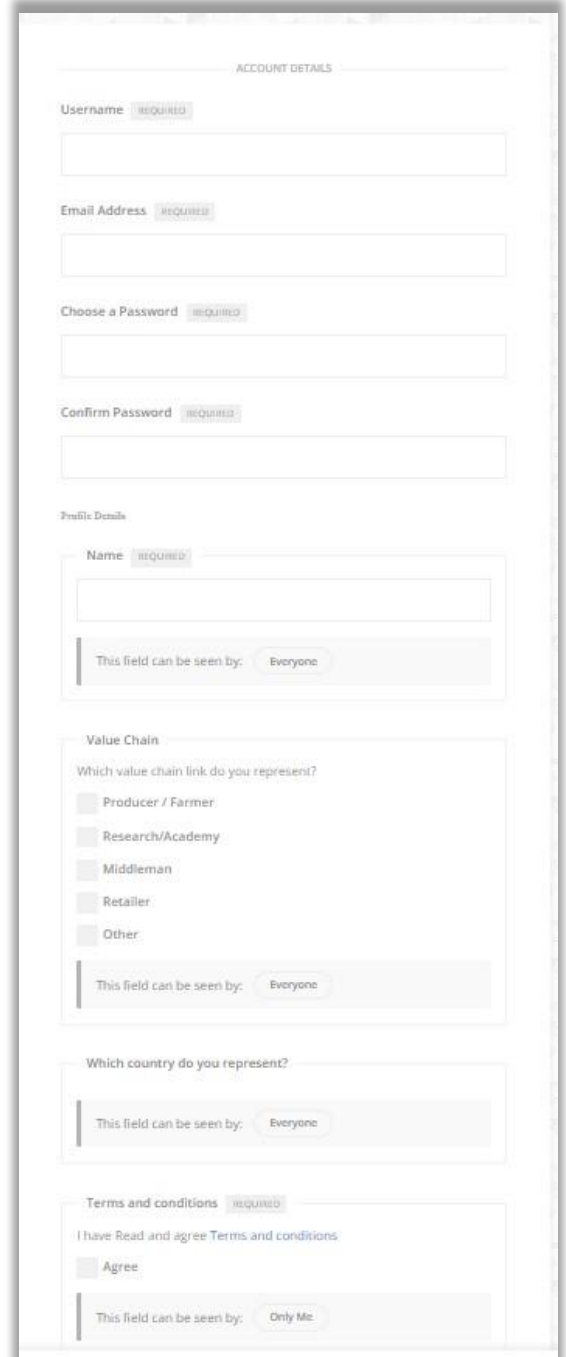
### 2.4.2. Register



The screenshot shows a login modal window titled "Log in with your credentials" with a close button (X) in the top right corner. Below the title, there is a link "or Create an account". The form contains two input fields: "Username" and "Password". A "Sign in" button is positioned below the password field. At the bottom left, there is a checkbox labeled "Remember me". At the bottom right, there is a link "Lost your password?".

Figure 11 “Login” section

This page allows various members of the value chain to register on the website. Registration has required sections: username, email, password, name, consent to the terms and conditions of the site. There are also optional sections when registering: Value chain and Country.



The screenshot shows a registration form titled "ACCOUNT DETAILS". It includes several sections:
 

- ACCOUNT DETAILS:** Username (required), Email Address (required), Choose a Password (required), and Confirm Password (required).
- Profile Details:** Name (required) and a visibility selector for "This field can be seen by:" set to "Everyone".
- Value Chain:** A question "Which value chain link do you represent?" with radio button options: Producer / Farmer, Research/Academy, Middleman, Retailer, and Other. A visibility selector for "This field can be seen by:" is set to "Everyone".
- Country:** A question "Which country do you represent?" with a visibility selector for "This field can be seen by:" set to "Everyone".
- Terms and conditions:** A required section with the text "I have Read and agree Terms and conditions" and an "Agree" radio button. A visibility selector for "This field can be seen by:" is set to "Only Me".

Figure 12 “Register” section

### 2.4.3. Profile

The “**Profile**” page is only accessible to authorized users. The profile page is the user's personal space on the website, where the Membership menu is located (according to paragraph 3.5 of the document table of content).

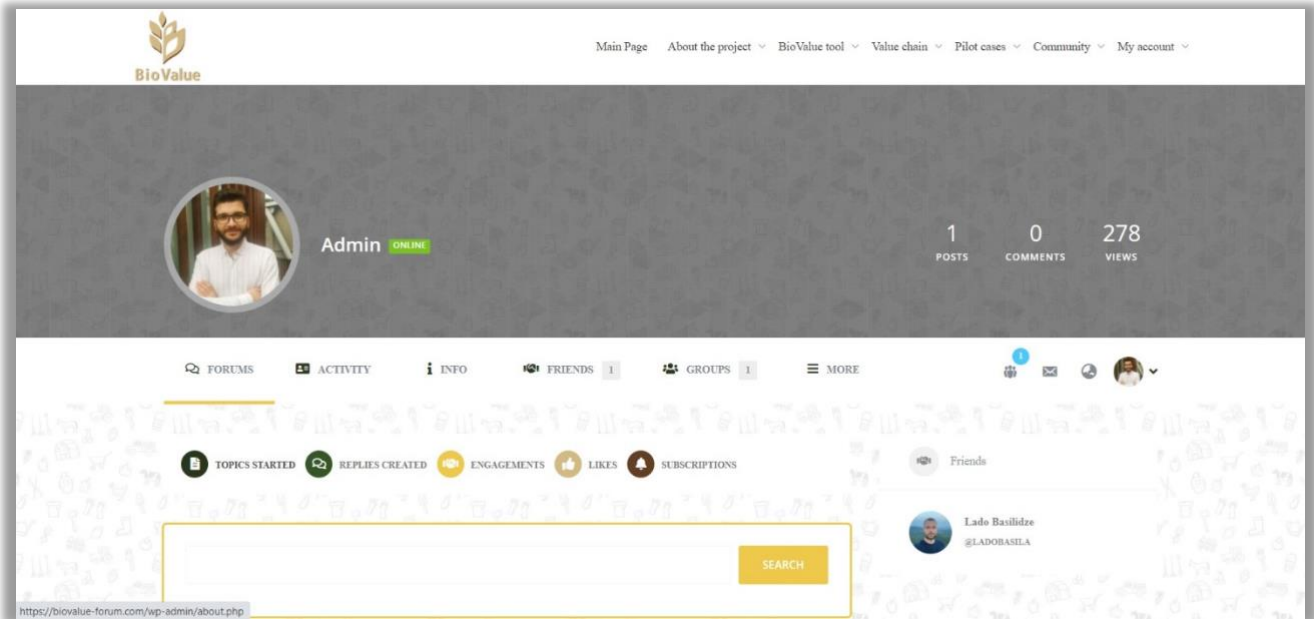


Figure 13 “Profile” section

#### 2.4.4. Settings

The “**Settings**” page is only accessible to authorized users. The “**Settings**” page allows users to change settings selected during registration. In addition, from the given section it is possible to change the password, upload a profile picture, upload a cover image, go to the profile section and log out from the account.

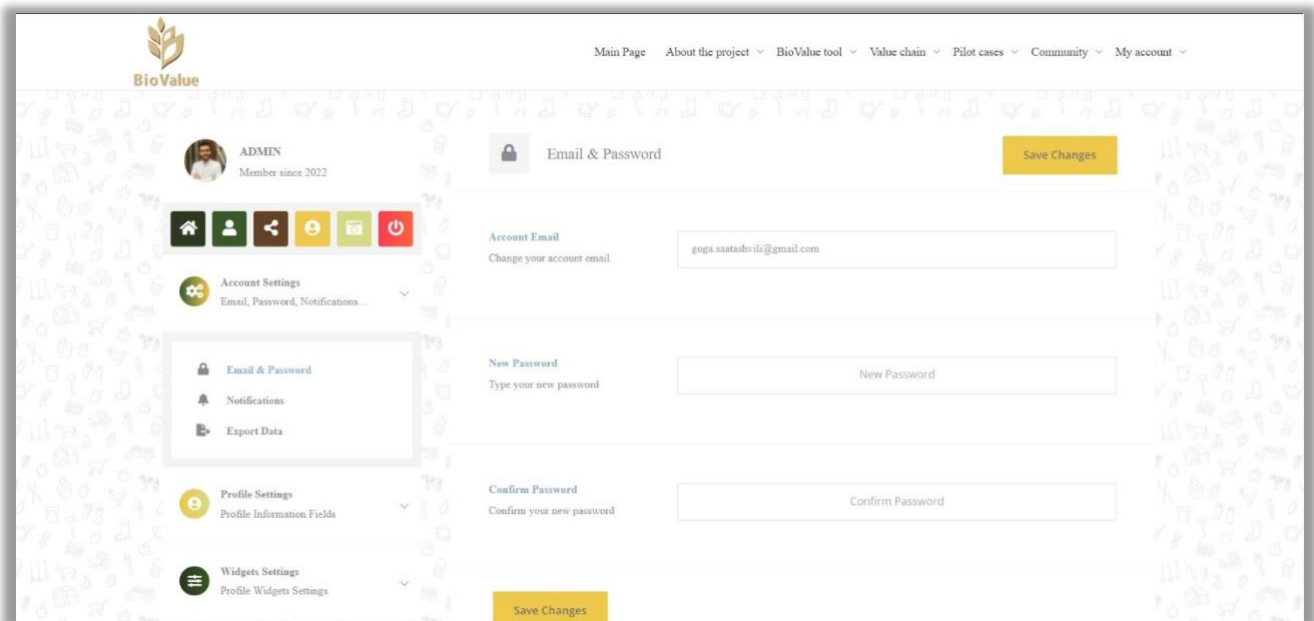


Figure 14 “Settings” section

## 2.5. Membership

The membership section on the site is identified and activated for registered members. The section includes all the main tabs needed for the forum.

The “**Membership**” function combines 6 sub-categories of the menu displayed in the profile after authentication.

The “**Membership**” feature integrates: “**Forum**”, “**Activities**”, “**Info**”, “**Friends**”, “**Groups**”, “**Bookmarks**”.

### 2.5.1. Forum

After authorization, 5 sub-sections will open in the Forum section of the Profile menu. Section names are: **Topic started, replies created, engagement, likes, subscriptions.**

Each feature connects the user to the relevant forum activity.

**Topics started:** This section will display all the topics that will be opened by the user.

**Replies created:** This section will display all the answers that the user will write to other people / registered persons.

**Engagements:** All kinds of user engagement in the forums.

**Likes:** Users can like the forum comments that appear in this section.

**Subscriptions:** Users can subscribe topics, which they want to see in this section.

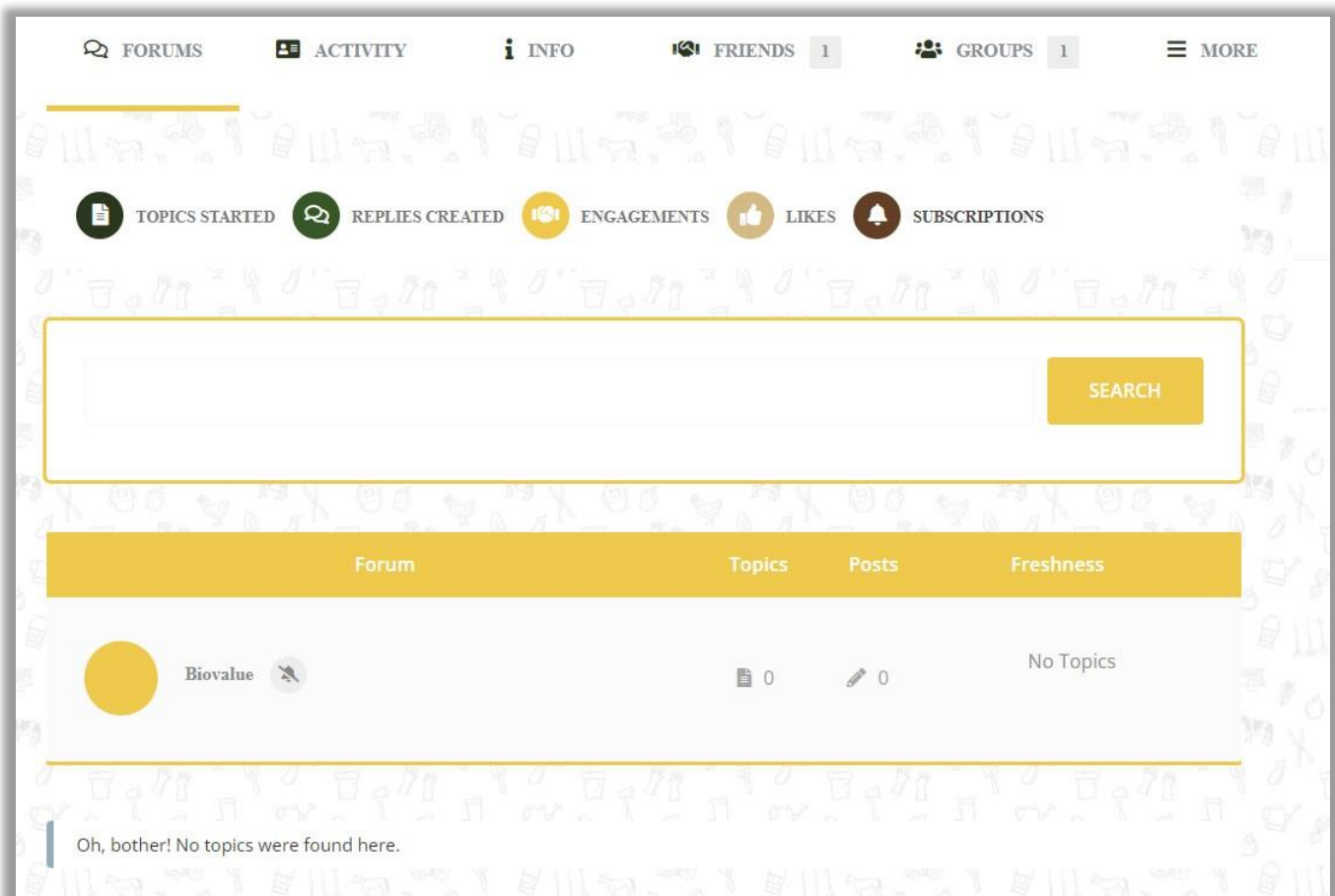


Figure 15 “Membership” section

### 2.5.2. Activity

After authorization, 5 sub-sections open in the activity section of the profile menu.

**Personal:** This section reflects the Authorized User's recent activity (comment, post, favorite, topic's tag, The history of adding a user to a friend's list). as well as the user should be able to post from this section.

**Mentions:** This section reflects activity when the authorized user mentions (tag) another user into some topic.

**Favorites:** The user can mark any activity as a favorite, which he / she will see at the preferred time in the Favorites activities section.

**Friends:** The user can see the activities and updates of his / her friends from the given section.

**Groups:** The given section shows the user involvement in different groups and also what he / she posts (publishes) in the given group.

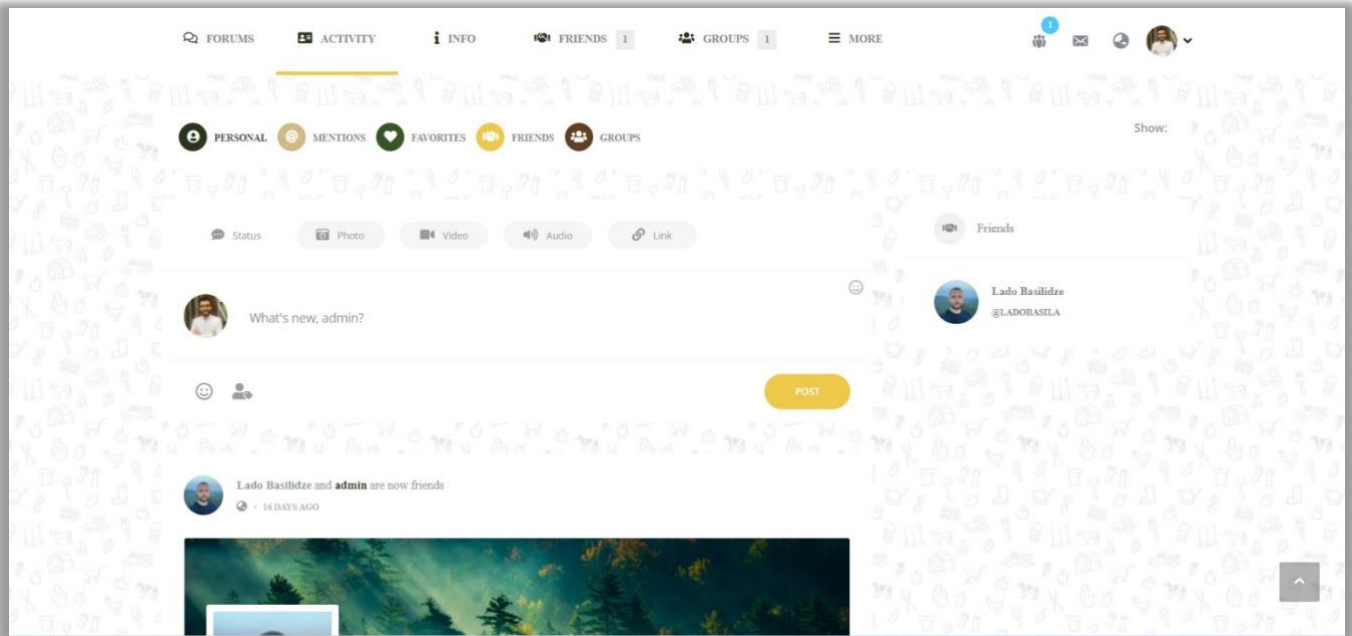


Figure 16 “Activity” section

### 2.5.3. Info

The **Info** section appears in the user's personal profile and shows the user data that he / she chose during registration. The given data can be changed at any time.

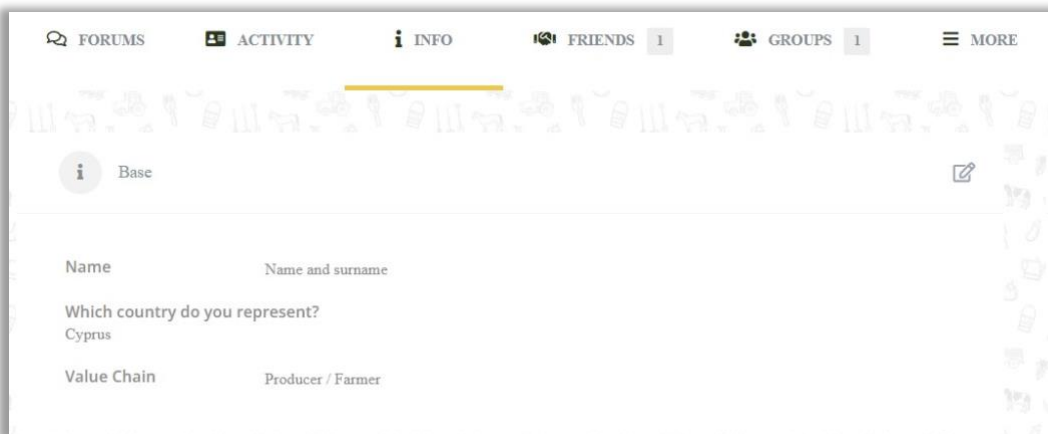


Figure 17 “Info” section

### 2.5.4 Friends

There are two options in the Friends section of the user menu: “Friends”, “Requests”.

**Friends:** From the given section, the user is able to view list of his / her friends, as well as cancel the friendship with them and send a private message. From this section it should be possible to go and view the personal profile of the desired friend.

**Requests:** This section shows a list of people who have sent request for friendship. Confirmation or rejection is available from here.

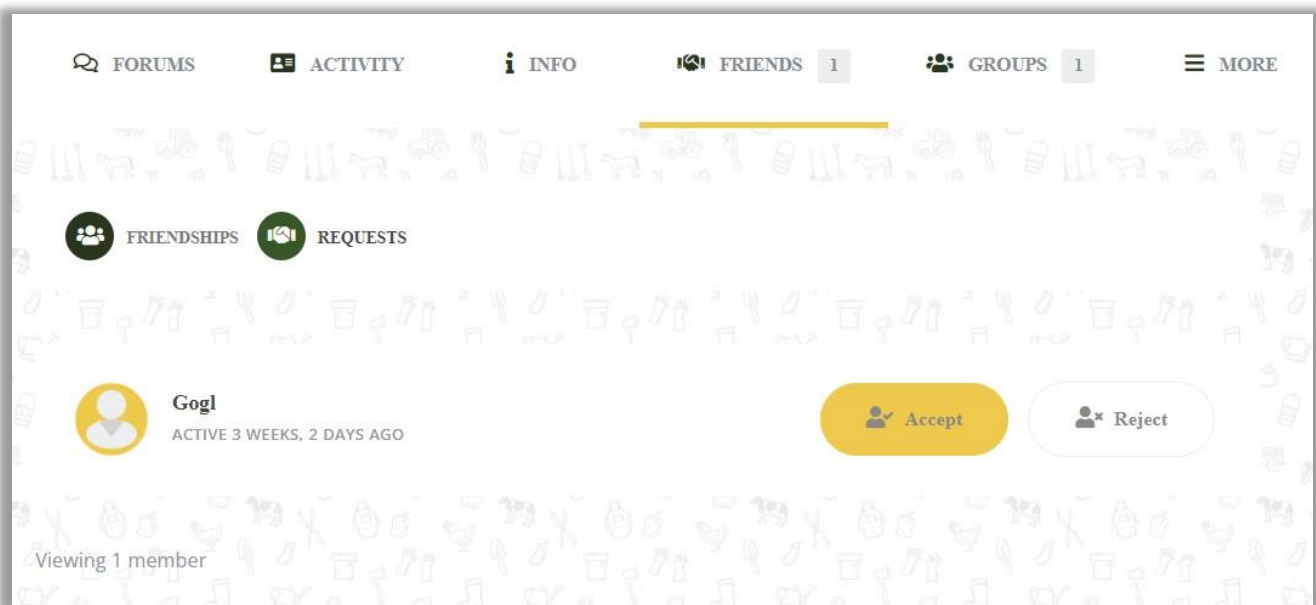
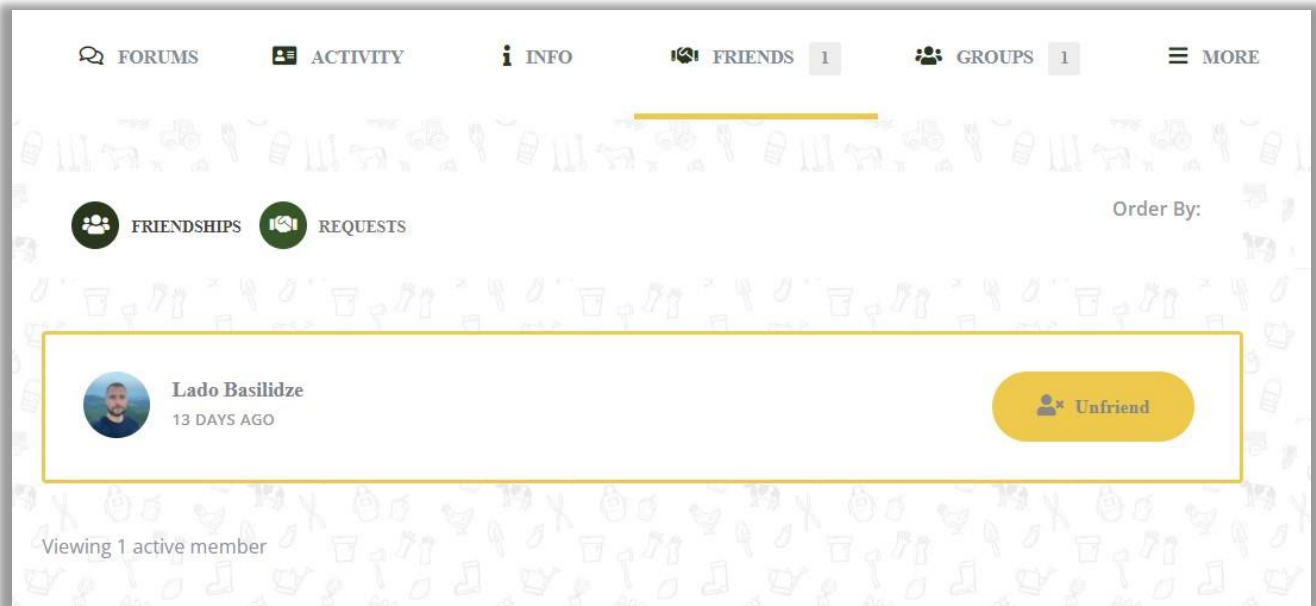


Figure 18 “Friends” section

### 2.5.5. Groups

The **Groups** section in the User Profile menu is divided into two sub-sections: “**Memberships**”, “**Invitations**”.

The given section shows the user involvement in different groups and also what he / she posts (publishes) in the given group.

**Membership:** Shows the groups where the user is a member.

**Invitations:** Shows the groups where the user has received a request to join.

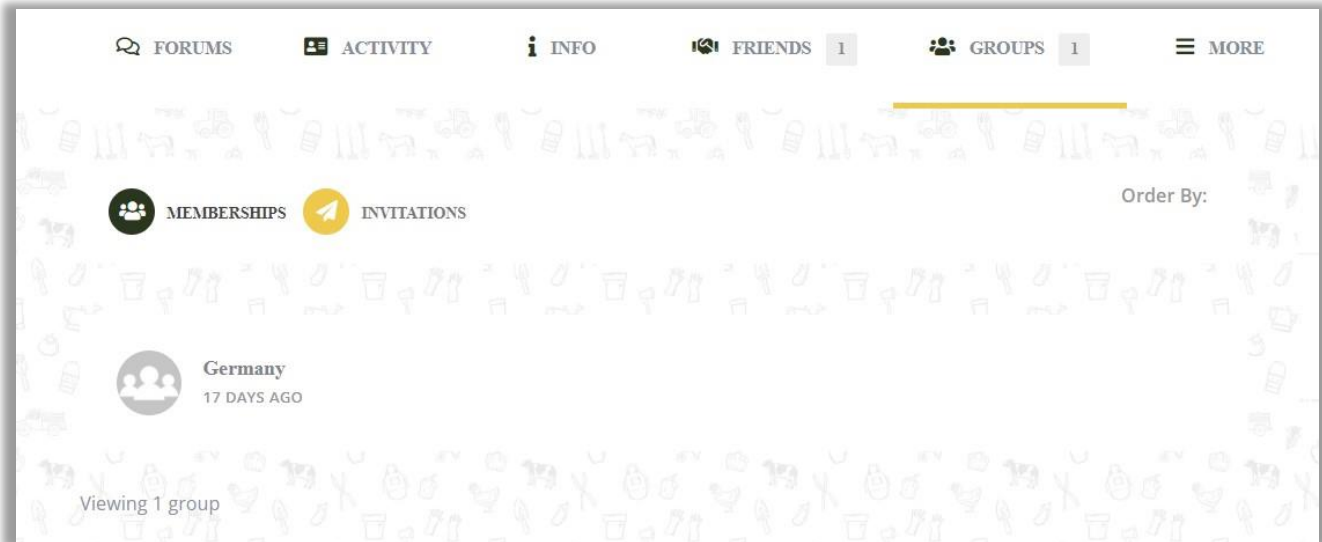


Figure 19 “Groups” section

### 2.5.6. Bookmarks

The given section summarizes users notes on one page



Figure 20 “Bookmarks” section

### 2.5.7. Messages

The **messaging** section enables the user to establish personal communication with other stakeholders. This section has ability to send messages, search messages, mark as read, mark as preferred, and e.t.c. those functions makes the correspondence process easier and responds to the deliverable requests.

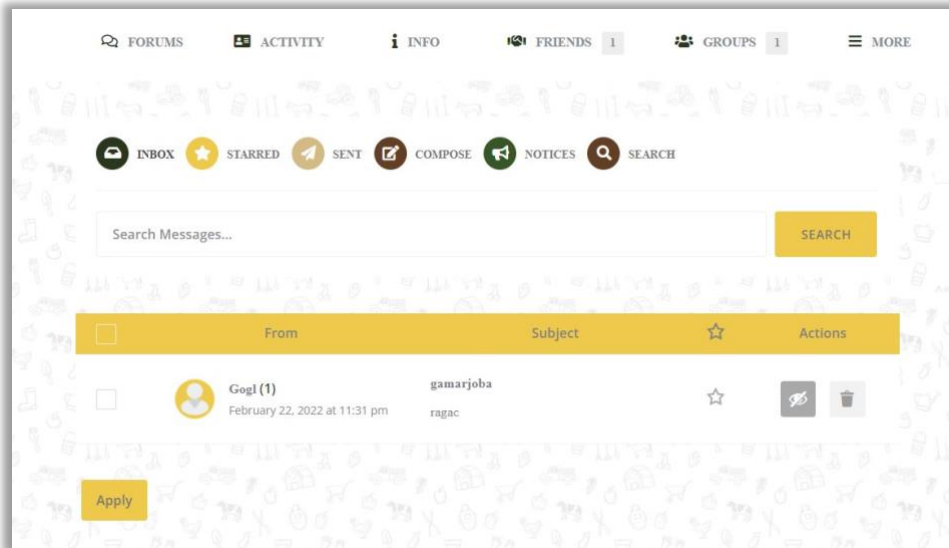


Figure 21 “Messages” section

### 2.5.8. Notifications

The **notifications** section provides information on all updates related to the user. The page is divided into two parts: “**Read**”, “**Unread**”.

**Read:** Friendship requests, mentions, post updates, forum activity updates and similar updates. Notification will be sent to the section only after user open it and read it. (It should be possible to sort from new to old and from old to new).

**Unread:** Friendship requests, mentions, post updates, forum activity updates and similar updates. The section should only show user notification before he/she opens it and read it. (It should be possible to sort from new to old and from old to new).

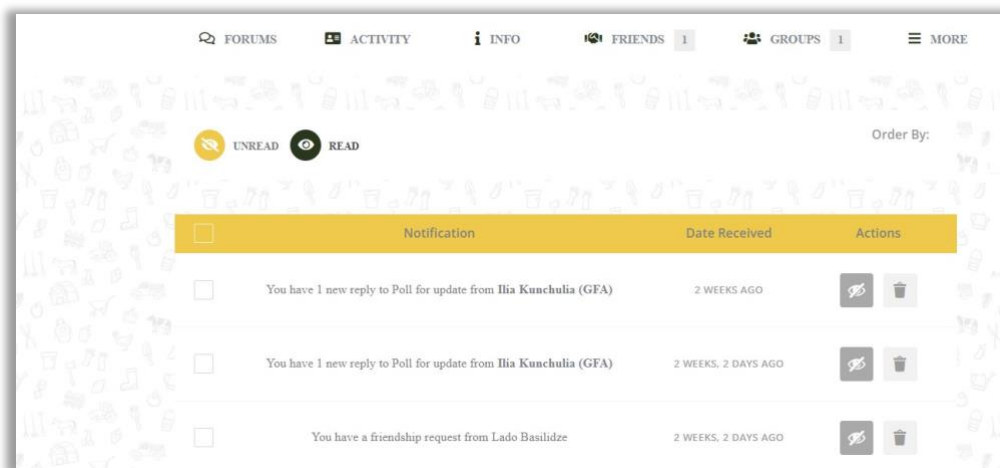


Figure 22 “Notifications” section

## 2.6. Email Notifications

In order for the user not to stop his/her activity on the forum, information about updates will be sent to his/her e-mail from the forum by default. The updates will concern topics of interest to him/her, as well as those categories where the user had written a comment.

If a user receives a lot of e-mail updates from the website and wants to control the e-mail reception, he/she can select “**Notification**” under the “**Setting**” section and then leave only the functions he/she wants to receive the e-mail updates.

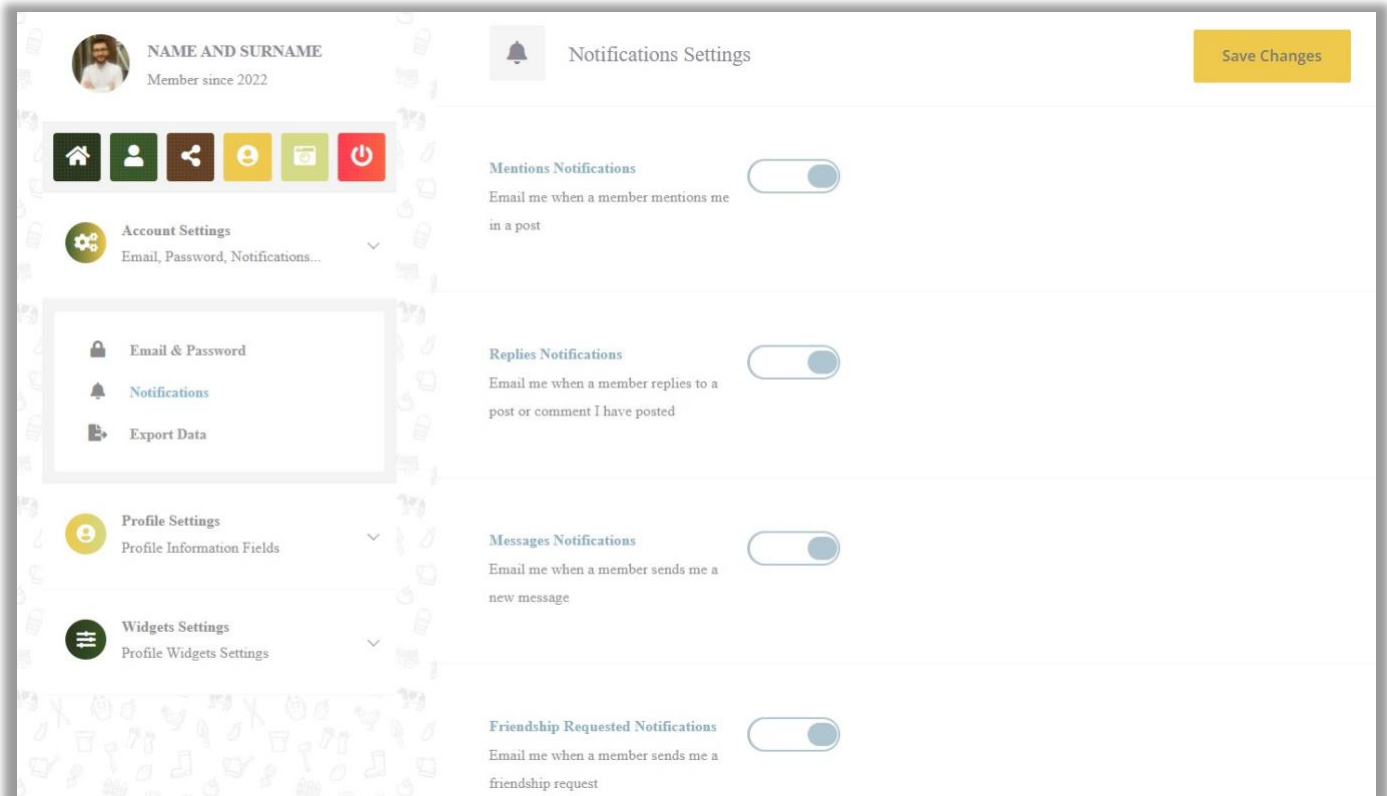


Figure 23 “Email Notifications” section

## 3. Conclusion

Six months after the start of the project (M6) According to Deliverable 10.2. GFA prepared Live Value Chain Stakeholders’ Forum website.

The website has all the features and capabilities needed to make the forum work properly and engage stakeholders effectively.

The forum is characterized by flexibility and a variety of discussion opportunities.

Various user levels have been added to the forum website, allowing the management process to be streamlined and simple.