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PROJECT WEBSITE DEVELOPED

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ABSTRACT	This deliverable presents the official website developed for MetaVET project, serving as a central platform for communication, dissemination, and engagement with stakeholders. The website provides an accessible and user-friendly interface to share project objectives, activities, outcomes, and events. It includes sections dedicated to project partners, publications, news, and relevant resources, with functionalities to support both public outreach and internal collaboration. The website adheres to EU visibility guidelines and ensures compliance with accessibility standards. It will be regularly updated throughout the project's duration to reflect progress and maintain transparency.
KEYWORDS	Website development, Stakeholder engagement, Online platform, Metaverse training, Cobots

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Document Revision History

VERSION	DATE	DESCRIPTION OF CHANGE	LIST OF CONTRIBUTOR(S)
V0.1	09.04. 2025	First draft	Viviana Capurso (AREA)
V0.2	13.04.2025	Second draft	Adriano Mauro (AREA)
V0.3	26.04.2025	Final Edit for Submission	Adriano Mauro (AREA)

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NATURE OF THE DELIVERABLE	R	
DISSEMINATION LEVEL		
PU	Public, fully open, e.g., web (Deliverables flagged as public will be automatically published in CORDIS project's page)	PU
SEN	Sensitive, limited under the conditions of the Grant Agreement	
CLASSIFIED R-UE/ EU-R	EU RESTRICTED under the Commission Decision No2015/ 444	
CLASSIFIED C-UE/ EU-C	EU CONFIDENTIAL under the Commission Decision No2015/ 444	
CLASSIFIED S-UE/ EU-S	EU SECRET under the Commission Decision No2015/ 444	

* R: Document, report (excluding the periodic and final reports)
DEM: Demonstrator, pilot, prototype, plan designs
DEC: Websites, patents filing, press & media actions, videos, etc.
DATA: Data sets, microdata, etc. DMP: Data management plan E
ETHICS: Deliverables related to ethics issues
SECURITY: Deliverables related to security issues
OTHER: Software, technical diagram, algorithms, models, etc.

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EXECUTIVE SUMMARY

This deliverable outlines the development of the official MetaVET project website, established as the primary digital platform for communication, dissemination, and stakeholder engagement. The website has been designed to offer an accessible, intuitive, and user-friendly interface that effectively showcases the project's objectives, key activities, outcomes, and events.

Structured to ensure clarity and ease of navigation, the website features dedicated sections for project partners, deliverables, publications, news updates, and relevant resources. It supports both public outreach and internal collaboration, thereby contributing to the transparency and visibility of the project's progress.

In line with European Union visibility requirements, the website complies with applicable accessibility standards and branding guidelines. It is intended to serve as a dynamic hub, regularly updated with press releases, partner news, promotional materials, and highlights of ongoing activities. Through frequent updates and targeted content, the platform aims to increase awareness of MetaVET and spotlight the project's broader relevance and scalability.

Importantly, the website plays a central role in achieving the MetaVET project's overarching goals: enhancing innovation in vocational education and training (VET), fostering collaboration among European stakeholders, and supporting the development of scalable, transferable solutions. By making project findings openly accessible and promoting continuous knowledge exchange, the website contributes to building a strong foundation for impact both during and beyond the project's lifetime.

The platform not only strengthens external visibility but also reinforces the project's commitment to transparency, inclusivity, and long-term engagement with its diverse audience—including educators, policymakers, researchers, and the wider public.

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ABBREVIATIONS

CMS	Content Management System
GDPR	General Data Protection Regulation
IP	Internet Protocol
TCP	Transmission Control Protocol

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1 THE METAVET PROJECT WEBSITE

1.1 GENERAL DESCRIPTION

The MetaVET website (accessible since 17th March 2025 at https://metavet-project.eu/) is a modern, engaging, and fully responsive platform that serves as the primary digital gateway for all stakeholders interested in the project. It functions as both a central repository of public information and a strategic communication tool designed to support stakeholder engagement and dissemination activities, with a strong focus on scale-up potential.

Developed in full compliance with the MetaVET branding and visual identity guidelines, the website presents a coherent and recognisable interface that is both accessible and user-friendly. Its structure ensures clear and simple navigation, enabling visitors to easily access a wide range of content, including project news, public deliverables, publications, presentations, events, promotional materials, subscription options, and contact details.

During the reporting period, the website received a total of 67 visits, representing an increase of 131% compared to the previous period. Visitor engagement also demonstrated notable improvement, with the average duration of visits rising to 2 minutes and 53 seconds—an increase of 50.4%. The bounce rate declined to 54%, indicating that a greater proportion of users interacted with the site beyond a single page.

On average, each visit comprised three user actions, such as page views, downloads, or outbound link clicks, reflecting a 50% increase in engagement. The most active user session recorded 28 actions, representing a substantial rise of 154.5%.

In total, the website generated 177 pageviews and 132 unique pageviews—an increase of 190.2%. Although no internal site searches were registered during this period, there was one recorded download by a unique user (a 100% increase), alongside 20 outbound link clicks, including 17 unique outbound interactions, signifying a significant 400% increase in external engagement.

As a key component of the project's overarching communication and dissemination strategy, the website actively contributes to promoting MetaVET's outcomes and fostering collaboration with industrial partners and stakeholders across the vocational education and training (VET) sector. By establishing links with key actors and VET ecosystems, the platform supports the replication and adaptation of project results across different regions and sectors.

The website is designed to remain dynamic, with content updated frequently to reflect the latest developments and achievements. It also integrates dedicated buttons and links to MetaVET's official social media channels, thereby extending the project's outreach and reinforcing engagement. In addition, the site includes direct access to the social media pages of all project partners, strengthening visibility, promoting cross-promotion, and ensuring that all partner organisations are represented in the project's online presence.

In this way, the MetaVET website evolves as a comprehensive and interactive communication interface, supporting the project's mission to enhance innovation, encourage knowledge exchange, and build scalable, transferable solutions within European VET landscapes.

1.2 THE WEBSITE STRUCTURE

- Structure of the Website

The MetaVET website has been designed to offer a clear, well-organised, and user-friendly structure, ensuring ease of access to information for a wide range of stakeholders. Its layout is intuitive, allowing visitors to quickly navigate to key areas of interest while maintaining a coherent alignment with the project's visual identity and communication objectives.

The main structural components of the website are as follows:

Home Page
The landing page provides an overview of the project, highlighting recent updates, key messages, and direct access to other sections of the website. It serves as a dynamic introduction to MetaVET for first-time visitors and returning users alike.
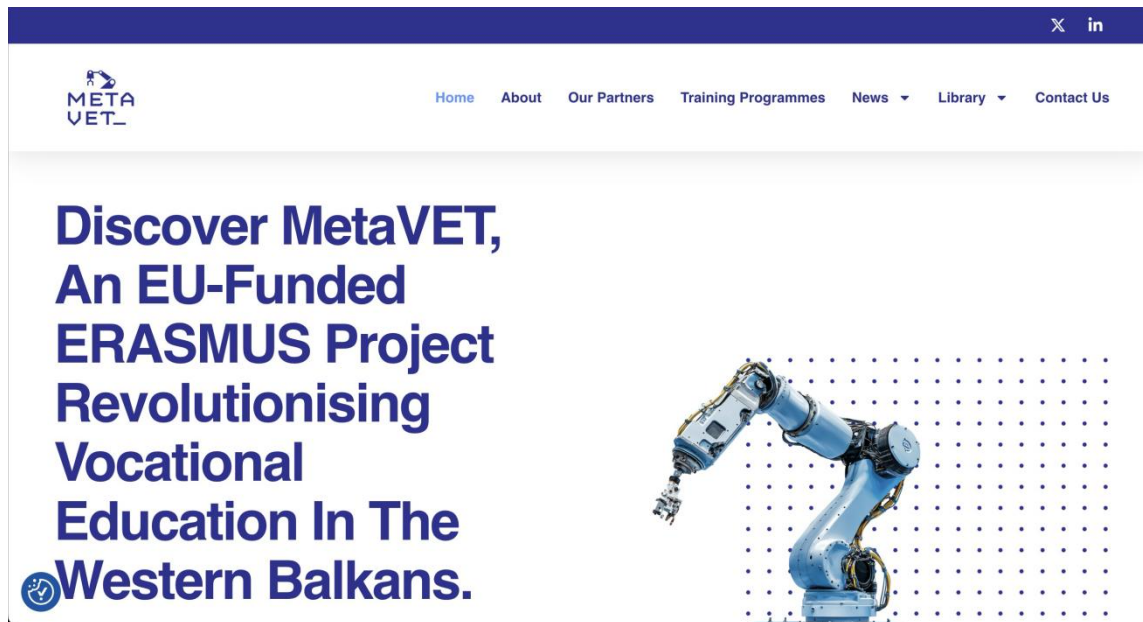

FIGURE 1: METAVET WEBSITE HOMEPAGE

o About
This section presents a comprehensive description of the MetaVET project, including its objectives, focus areas, and expected outcomes. It offers context on the challenges the project addresses and outlines its relevance within the broader vocational education and training (VET) and industrial innovation landscapes.

FIGURE 2: METAVET WEBSITE ABOUT US PAGE

- **Our Partners**
  A dedicated section showcasing all project partners, each accompanied by a brief description, institutional logo, and reference contact person. Where available, links to the organisations' and individuals' official websites and social media profiles are provided to support networking and external engagement.

- **Training Programmes**
  This section details the impacts and benefits of introducing metaverse-based training on collaborative robots (cobots) in VET schools. It explores how such training programmes address emerging needs in the industrial sector, contributing to enhanced digital skills and workplace readiness.

- **News**
  A regularly updated feed of project-related developments, including news items, event announcements, and press releases. This section keeps stakeholders informed about ongoing activities, milestones, and external engagements.
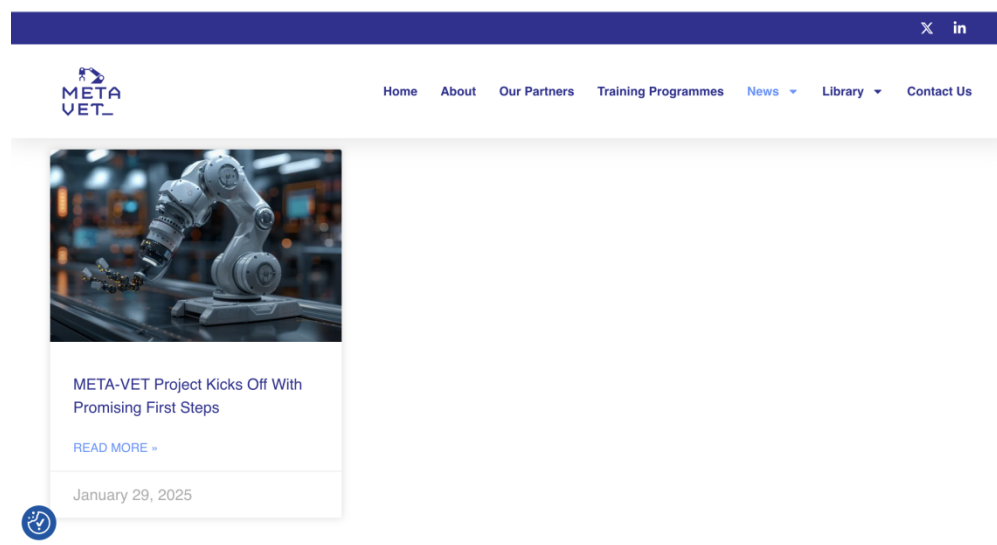

FIGURE 3: METAVET WEBSITE NEWS PAGE

- **Library**
  A curated repository of publicly accessible materials, including promotional content, related initiatives, scientific publications, and video resources. This section supports knowledge sharing and further dissemination of project outcomes, including links to relevant external efforts connected to the MetaVET themes.

- **Contact Us**
  A contact section featuring a web-based form that enables visitors to submit enquiries or requests for further information. This facilitates interaction with the project team and supports broader stakeholder engagement.

The website structure has been designed not only to fulfil the communication and dissemination objectives of the MetaVET project but also to ensure that the platform remains accessible, informative, and engaging to a diverse audience throughout the duration of the project.

1.3 TECHNOLOGY USED – HOSTING

The MetaVET project website has been developed and is maintained under the coordination of AREA, with active contributions from all project partners. It has been designed to ensure timely and continuous updates throughout the entire duration of the project, serving as a key instrument for communication, dissemination, and stakeholder engagement.

The website has been built using WordPress 6, a widely adopted open-source Content Management System (CMS), which enables straightforward content updates, flexible design, and integration of dynamic features. This platform ensures that project information can be easily managed and refreshed, supporting the evolving needs of the consortium and its audience.

The website is hosted by GoDaddy, one of the largest and most reputable global web hosting providers, offering 24/7 technical support, reliable uptime, and robust data protection. Hosting with GoDaddy includes access to a comprehensive analytics dashboard as well as integration with Google Analytics, enabling the project team to monitor website performance and user engagement effectively.

To ensure a secure and high-performing web environment, the MetaVET website implements 256-bit SSL encryption. This encryption secures data transmission, protects users from phishing threats, enhances user trust, and contributes to improved visibility in search engine rankings—an important factor in increasing website traffic and fostering broader project reach.

In adherence to current best practices, the server operates on the latest version of PHP, and specific configurations have been implemented to optimise site speed and reliability. Multiple layers of security protocols have been established, including:

o Software safeguards against brute-force attacks, SQL injections, and other common vulnerabilities;

o Integration of Google reCAPTCHA to protect forms from spam and privilege escalation attacks;

o Regular, automated data backups stored securely, ensuring recoverability in the event of system failure or data loss.

The technical infrastructure of the MetaVET website has been designed not only for performance and resilience but also to support the project's commitment to transparency, accessibility, and stakeholder trust.

1.3.1.1 Secure Sockets Layer

Without SSL, MetaVET site visitors and customers are at higher risk of having their data stolen. Our site security is also at risk without encryption. SSL protects the MetaVET website from phishing scams, data breaches, and other threats. Ultimately, it builds a secure environment for both visitors and site owners. Active SSL on any site can be seen with HTTPS included on the URL of the site.

1.3.1.2 Website Privacy Policy and Legal Notice

The MetaVET website's Privacy Policy and Legal Notice each have their own dedicated pages and can be accessed from any page via a link in the bottom left-hand corner of the site. These documents outline the reasons for data processing, the methods of data collection, handling, and protection of all provided personal data, how this information is utilised, and the rights users have in relation to their personal data under the General Data Protection Regulation (GDPR). The website also features a pop-up for cookie acceptance. Cookies, which are small text files stored on your computer, mobile phone, or tablet, enable the website to remember user actions and preferences (like login details, language, font size, and other display preferences) so users don't have to re-enter them each time they return to the site. Users have the ability to manage and delete cookies as they see fit.

1.4 UPDATE PROCESS

The MetaVET project website will be maintained and regularly enriched under the coordination of AREA, in alignment with the project's timeline, ongoing activities, and evolving communication needs. The site will be continuously updated to reflect current developments and ensure the timely publication of relevant content provided by all project partners.

Through regular virtual meetings and periodic project gatherings, AREA will actively engage with consortium members to identify new results, forthcoming events, and other materials suitable for dissemination. Based on

this input, AREA will oversee the publication of content on the website and across MetaVET's associated social media channels in a coordinated, timely, and proactive manner.

This approach ensures that the digital presence of MetaVET remains dynamic, responsive, and aligned with key milestones, external opportunities, and related initiatives.

1.5 SOCIAL MEDIA

MetaVET maintains an active presence on two key social media platforms: X (formerly Twitter) and LinkedIn. These channels have been successfully launched and are managed in a coordinated manner, with regular updates to ensure the publication of relevant, timely, and engaging content. Their primary purpose is to support the dissemination of project activities and outcomes, enhance visibility among key stakeholders, and drive engagement across the vocational education and training (VET) and industrial innovation sectors.

The LinkedIn project profile, like the X account, serves as a dynamic window into the project's progress. It provides consistent updates on news, events, milestones, and outcomes, thereby reinforcing MetaVET's presence within professional and academic networks. Posts are published on a weekly basis, and special attention is given to international days and awareness campaigns relevant to the project's themes, including digital education, vocational training, robotics, and innovation.

To amplify visibility and reach, all partners are encouraged to actively share and redistribute content via their own institutional and personal social media pages. This coordinated effort strengthens MetaVET's presence across multiple networks and supports stakeholder engagement beyond the immediate project audience. In line with best practices, the project will also collect and monitor key analytics, including impressions, follower growth, and engagement metrics, to assess the effectiveness of its social media strategy and to inform future dissemination activities.

Together, MetaVET's social media platforms operate as essential tools for increasing public awareness, fostering community building, and supporting the overall communication objectives of the project.

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2 CONCLUSIONS & NEXT STEPS

This report provides a concise overview of the development and structure of the MetaVET public website. It outlines the website's core components, including its main sections, technical infrastructure, social media integration, and its function as a central platform for dissemination, stakeholder engagement, and communication.

The website was successfully launched in March 2025—one month earlier than initially foreseen—and serves as a dynamic and accessible gateway to the MetaVET project's objectives, activities, and outcomes. It will be continuously maintained and enriched throughout the project's duration and for two years beyond its conclusion.

In addition, this report briefly references the MetaVET Identity, which includes visual and communication guidelines designed to ensure consistent and recognisable project representation across all channels and partner outputs.

Dissemination materials—ranging from news posts and promotional resources to social media content and multimedia—will continue to be planned, produced, and shared as the project progresses. These efforts will be informed by project milestones, key achievements, and the most effective means of reaching and engaging the intended audiences. As such, the website and its associated communication tools will remain essential instruments in supporting the visibility, impact, and long-term legacy of MetaVET.

The website will also host a selection of training resources, which, once finalised, will be made publicly accessible via both the MetaVET site and the Smart Step e-learning platform (https://smartstep-community.com/wp-login.php). Furthermore, the website will be maintained online for a minimum of two years following the project's conclusion, with AREA ensuring its continued availability as part of the project's sustainability strategy.

In addition to its digital outreach, in-person dissemination activities—including site visits and local stakeholder meetings—have complemented the online communication efforts, reinforcing engagement across various regions and sectors.

The MetaVET website has proven to be a vital dissemination and communication tool, enabling broad visibility for the project and facilitating engagement with diverse audiences. Going forward, the platform will continue to evolve, with new content reflecting upcoming project deliverables, training modules, and stakeholder feedback. Continued integration with social media, sustained dissemination efforts, and the upcoming release of training materials will further enhance the website's value and ensure its enduring role as a key asset for the project's outreach and legacy.