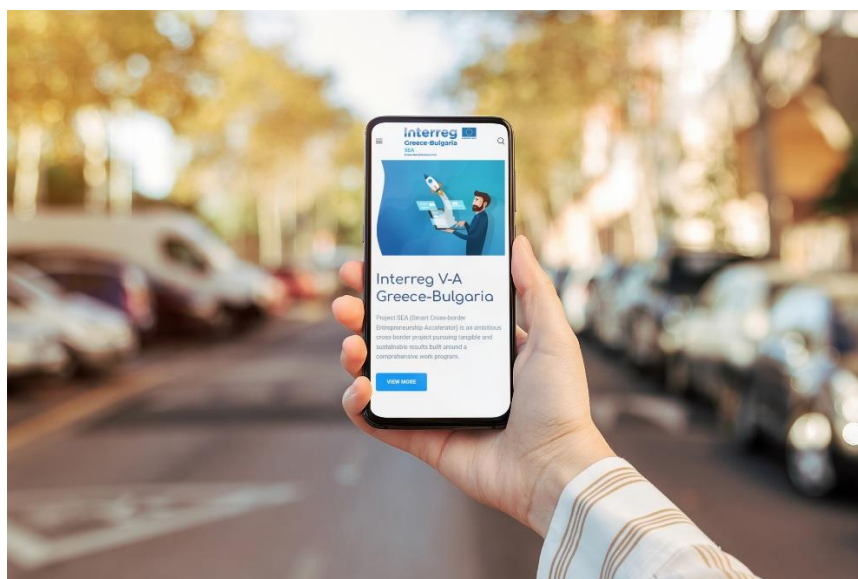


## SEA

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# Smart Cross-Border Entrepreneurship Accelerator



### ACT 2.3 SEA PROJECT WEB SITE D 2.3.1 Site development & user guide

JUNE 2022

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## INTRODUCTION

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This documentation report presents the operation principles of the SEA project web site development.

As the project's main communication channel with the public, the project's beneficiaries and the key stakeholders, the SEA web site aim to provide the project information, news/events and the main project outputs, in a clear and complete way.

The main goal of the website is to inform about the actions and results of the SEA project, to be clear, transparent, and easily accessible to everyone and especially to the target groups of the project.

Further to its general communication aim, the SEA website, through its other three main subsystems, serves two other important objectives of the project:

- ✓ the day-to-day management of the project and the facilitation of communication between the partners (subsystem b – users' space)
- ✓ the SEA business accelerator training process and facilitate communication between partners and speakers (subsystem c – SEA Accelerator).
- ✓ the SEA web forum where all occupants can react and start conversations about the analysed topics (subsystem d-SEA web forum).

## 1 PROJECT REQUIREMENTS

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According to the SEA project application form and specifications, the project's web/platform will serve the following purposes:

- Communicate and market project activities and news (open access)
- Provide the project's members with a responsive live forum where they can start conversation about the project's topics
- A Web Blog where all project activities will be posted
- An event publishing page where all SEA Events will be announced

The web platform will be developed based on an open source environment and will operate with separate access rights as follows:

- an expert defined by the administrator will have the rights to add/remove sections, users, access rights of users, etc.
- Partner users (one person per partner) will be able to add posts for project activities, news, events in predefined sections of the web site
- a User roles with access to read/view the web pages of the website

Within **the communication section** one user per partner will have access rights to upload information about project activities and news. All uploads to the site will be in English. Upon request by the user further languages (Greek and/or Bulgarian) will be enabled for the post.

The sections of this site will be the following:

- Project description
- Partner institutions (their profile and news)
- Programme and Project news
- The project open activities

The **project document repository** will include the specifications for each activity, the working or final deliverables, guidelines from the coordinator and the JTS and the material necessary for reporting purposes. Responsible for uploading documents to that section is the project LB.

The **mentoring support section** will include many subsections one for each working team under the supervision of a mentor. This section will act as a discussion forum but also will act as a communication platform between the activity leader (SEERC) and the working teams in which specifications about the project requirements will be communicated and the relevant deliverables will be collected. The website development team is free to use existing open source platforms (such as Monday) for that section customized for SEA needs and integrated into the project website.

Following the above requirements, the SEA web site map organize the website architecture as follows:

## SEA WEB SITE MAP (<https://sea-project.eu/>)

- ✓ **HOME**
- ✓ **THE PROJECT (ABOUT)**
  - About SEA
  - SEA Objectives
  - Target groups
- ✓ **BENEFICIARIES**
  - **AUBG**
  - **BICC**
  - **E.E.ΣY.M.**
  - **I.A.T.A.P**
  - **YET NGO**
- ✓ **DELIVERABLES**
  - **Project Outputs**
  - **Expected Results**
  - **Upcoming Deliverables**
- ✓ **NEWS**
- ✓ **SEA ACCELERATOR**
  - **Start-up incubator**
- ✓ **PROGRAMME**
  - **The Interreg Programme**
- ✓ **CONTACT US**

**Disclaimer / project flags / link to social media / languages**

### **THE PROJECT (ABOUT)**

- ✓ About SEA: full description of the project's background
- ✓ SEA Objectives: Detailed explanation of the SEA project objectives
- ✓ Target groups: Short text with enlisted items about the groups

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### **BENEFICIARIES**

- ✓ Description: short text and image / weblink to the partner being described

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### **DELIVERABLES**

- ✓ Project Outputs: short text / enlisted Output items ( short text with icon formatted as list )
- ✓ Expected Results: short text / enlisted Output items ( short text with icon formatted as list )
- ✓ Upcoming Deliverables: short text

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### **NEWS**

### **SEA ACCELERATOR**

- ✓ Start-up incubator: short text / image
- 

#### **PROGRAMME**

- ✓ The interreg programme: short paragraph
- 

#### **CONTACT US**

- ✓ elements: contact form / questions section about the SEA project
-

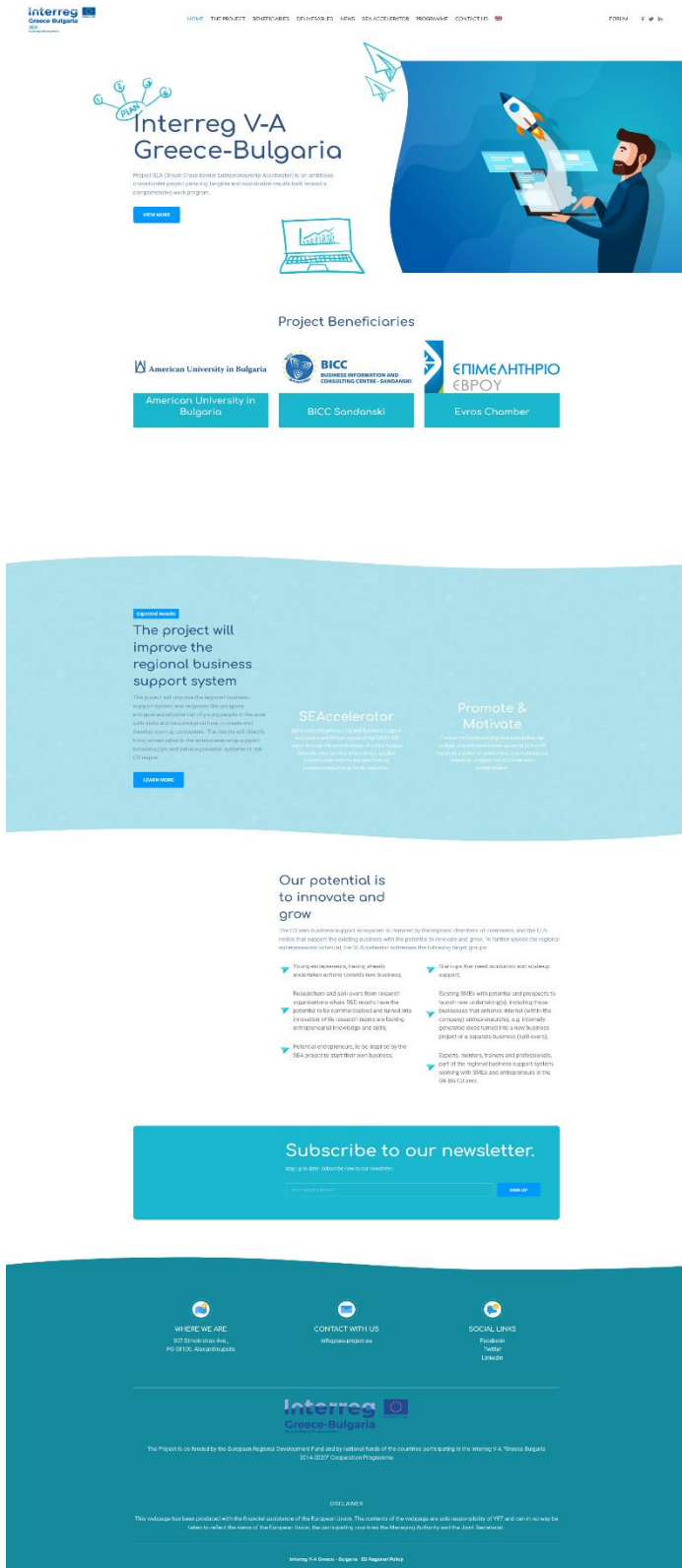


Figure 1: Website architecture initially developed based on the site map structure

## 2 DESIGN DECISIONS & KEY TECHNOLOGIES

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### 2.1 OPEN SOURCE SOFTWARE: DESIGN APPROACH & BENEFITS

Open Source Software has evolved to be the number one choice for many types of software (i.e. mobile operating systems – Android, server software – Apache HTTP, etc). The reasons behind its success are key areas that make it agile and effective in terms of software design and development.

Furthermore, the website’s design approach follows the communication instructions a given by “The Information and Publicity Guide to the Beneficiaries” of the Interreg IPA CBC Programme “Greece- Republic of North Macedonia 2014-2020”.

Based on these guidelines, the domain name of the SEA web site is chosen to be: <https://SEA-project.eu>

#### 2.1.1 Full accessibility

In closed source systems, it is at the discretion of the manufacturers to reveal to you the part of the software functions that they desire. This is because as users of the application you do not have access to the source code (that is, how the software was programmed), but only to the final executable file.

With open source software, users have full access to the code, the executable file, the documentation and generally any other asset of the software. This way there is transparency between the development team and the end user, as the latter can certify that the software really offers "what it promises", either on its own (if it has technical knowledge) or using an expert.

#### 2.1.2 High quality documentation

When we do not need to share the source code of our software with others, we usually provide little or no documentation. This is especially true in closed source software because, because you share the code with the company's developers, any questions about it can be answered in real time.

In open source software things are different. We design code that will be used, corrected, and extended by developers we do not know personally (and may never encounter in our lives. In order for our software to be attractive to all those potential partners who will extend it pro bono, we try to write as detailed and well-written documentation as possible.

However, even for open source software projects where the documentation is of poor quality or incomplete, there is a case for a third party to intervene and correct it.



### 2.1.3 Maturity

A very common phenomenon in software systems are the malfunctions (also known as bugs). Many software companies today employ staff as testers, whose job is to check the software for bugs.

In open source software, the software is constantly open and accessible to everyone. This way the end users test it, registers the bugs they find and often correct them, if they have technical training.

### 2.1.4 Plenitude of extensions

When we build a software system we have in mind the minimum functionality we would like to achieve. This is called version 1.0. Suppose another user or company wants to use the same software. The needs might be different. In this case we proceed to what we call system expansion, i.e. we create new functions trying to meet these extra needs.

In closed source software extensions are made by request of a customer. In open source software, because access to the code is free, those interested can proceed with the implementation of their own extensions at any time. Open Source Software licenses, however, usually require these new extensions to be "returned" back to the software community for use by others. Thus, open source software projects are constantly expanding with new functionalities that are the needs of end users and most importantly, these extensions are often free for the whole community.

### 2.1.5 Support

Two costs that are optional in using open source software are the license fee and the support fee. Since open source software is freely available to everyone, anyone who invests time to study it in depth can understand and support it. If such a person is not available, the company can seek support from the community of the specific open source software project for a fee.

## 2.2 OPEN SOURCE SOFTWARE CMS: WORDPRESS

SEA implementation is based on the Open Source Software Content Management System, WordPress. This course of action was planned after thoroughly studying the available alternatives (other open source software CMS'es – i.e. Drupal – but also the available open source Model – View – Controller frameworks – i.e. Laravel –).

The study of the aforementioned alternatives pointed to WordPress, as the best candidate, for the following reasons:

1. WordPress, when used as a framework, gives us a big set of pre-made functionalities. For example:
  - a. Effective database management.

- b. Performance optimization (caching, speed, etc.).
  - c. Agile and advanced user management.
  - d. Differentiation of the front and back-end with separate functionalities.
  - e. Multimedia management.
  - f. Optical graphics management (design).
  - g. Translation management.
  - h. Security.
  - i. Thorough documentation.
  - j. A very large and active community that constantly works in updates and maintaining the project.
2. WordPress can efficiently play the role of a framework as it has a number of built-in functions (i.e. actions, hooks and filters) with the help of which we can extend its functionality and add functionality to both front and back-end.
3. WordPress enables us to isolate and work separately with the three basic parts of implementation: design, business logic and content. This is extremely helpful because in the event of future changes, those can be made very easily (i.e. change of design) without having to intervene in the content or functionality of the platform.
4. WordPress gives us complete flexibility to manage different types of data. For example, it supports different types of users (which we will need to manage the different types of users that will subscribe to Oraclead) or different types of content (i.e. hotels, stories, articles, etc.).
5. WordPress gives us access to third-party tools that will be considered particularly important in the marketing part of the platform. For example, it has very easy-to-use SEO tools, tools for linking to advertising and communication platforms (such as Facebook, Google Ads or MailChimp) and more.

As WordPress is one of the most popular frameworks in the world, it has a large active community that is constantly optimizing and offering solutions in this area. In combination with the optimizations that will be made in the part of the server that will host the platform (i.e. caching, redis, etc.), SEA will be able to serve a large volume of daily visits.

Finally, WordPress allows the implementation of further (custom made) functions and their connection with the other functions of the platform.

### 3 IMPLEMENTATION

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#### 3.1 THE PROJECT MANAGEMENT DOCUMENTS REPOSITORY FOR COORDINATION PURPOSES

WordPress allows document host and management via its media library. The user of the platform can upload any kind of document (text, image, video, audio) and the

administrators of the platform can manage those documents (edit, where possible or delete them, if needed).

### 3.2 SUPPORT THE MENTORING PROCESS (ACCESS BY THE MEMBERS OF WORKING TEAMS AND THE COORDINATOR)

Using the built-in system of WordPress user management, we have extended it accordingly to the needs of the platform. More specifically the following functionalities have been created:

- User Roles:
  - o Team Member: Member of a working team. Shares a space with the other team members where they can interact. The space is only visible to its members and the Administrator Role.
  - o Administrator: Content “master” role. Has full rights on the content of the site, the teams, the team members, the translations and file management.
- User space:
  - o Groups of people working in the logic of “Rooms”. On those spaces the assigned users can interact and cooperate. These rooms can also be accessed by the administrator role for supervision purposes.

### 3.3 THE SUPER ADMINISTRATOR ROLE

This role shares the same rights with the Administrator role but has also rights to the technical parts of the website (theme management, extensions management, updates, configuration and so forth). This role is intended to be used by the tech support of the platform.

Moreover this user has full control over the user management of the entire platform. It is the only user role of the platform that cannot be deleted from the dashboard (only programmatically) and it serves as a failsafe to the fair use and control of the user rights of the other roles.

### 3.4 THE SEA ACCELERATOR

In this part of the website, we have created a section-based page to host the content circulating the SEA Project Start-up incubator:

- Title
- Page content ( including images and text )

**Interreg V-A Greece-Bulgaria**

Project Beneficiaries:

- American University in Bulgaria
- BICC
- ΕΤΙΜΕΑΗΘΠΙΟ ΕΒΡΟΥ

**The project will improve the regional business support system**

**SEAccelerator**

**Promote & Motivate**

**Our potential is to innovate and grow**

- Young entrepreneurs, having already undertaken certain business-related activities
- Research-based and application-based research organizations where R&D results have the potential to be commercialized and turned into products while coaction teams are building entrepreneurial knowledge and skills
- Financial entrepreneurs, to be supported by the SEA project to start their own business
- Startups that need incubation and social support
- Existing SMEs with potential and prospects to launch new ventures (e.g., existing SMEs to support their entrance to regional and the company's entrepreneurships, i.e., internally generated ideas related to their business project or a separate business opportunity)
- Experts, researchers, trainers and professionals, part of the regional business support system, working with SMEs and entrepreneurs in the OR & CR area

**Subscribe to our newsletter.**

WHERE WE ARE: 2021 Orfanos Ave., 70 00115, Amara-Thrace

CONTACT WITH US: info@interreg-gr-bg.eu

SOCIAL LINKS: Facebook, Twitter, LinkedIn

Interreg Greece-Bulgaria

The Project is funded by the European Regional Development Fund and other external funds of the countries participating in the Interreg V-A Greece-Bulgaria 2014-2020 Cooperation Programme

DISCLAIMER: This webpage has been produced with the financial assistance of the European Union. The contents of the webpage are solely the responsibility of the SEA and can in no way be taken to reflect the views of the European Union, the participating countries the Managing Authority and the Joint Secretariat.

Interreg V-A Greece-Bulgaria - 2014-2020

Figure 2: Home page – short intro and SEA newsletter subscription request to users



Project Beneficiaries

### American University in Bulgaria

The first American-style, English language, liberal arts educational institution in Eastern Europe, the American University in Bulgaria (AUBG) is a unique cooperative venture established with the support of the U.S. and Bulgarian governments, the Open Society Institute, and the University of Maine. AUBG is a privately funded, not-for-profit institution. Tuition and private donations, as well as grants, finance its educational activities. It opened its doors in September 1997, with a first-year class of 228 students and 15 full-time faculty members. Since then, the lively town of Blagoevgrad in southwest Bulgaria has become a cradle of academic excellence, creativity and cultural diversity. Nowadays, around 1100 courses, conventional and summer courses from over 40 countries come together to live and study in a supportive and secure community and embrace themselves in our first rate American liberal arts education.

**American University in Bulgaria**

**Website:** [www.aubg.edu](http://www.aubg.edu)

### Association Business Information and Consulting Center-Sandanski

Business Information and Consulting Centre (BICC) – Sandanski is a non-profit association founded in 1997 as a result of the initiative of local entrepreneurs and representatives in the municipality of Sandanski. The organization was established with the expert assistance of the German consulting organization (IPA – International Management Consulting) and the financial support of Deutsche Bundesbank, Germany. The activities of BICC – Sandanski support the economic, cultural and educational development of South-West Bulgaria. It does this through providing assistance to the needs of the local Small and Medium Enterprises (SMEs) and through the promotion of the region as a modern economic, social, cultural and sports center.

**BICC BUSINESS INFORMATION AND CONSULTING CENTRE, SANDANSKI**

**Website:** [www.bicc-sandanski.org](http://www.bicc-sandanski.org)

### Evros Chamber

Based in Alexandroupoli, Greece. A public body consultant of the state with a mission to advance the business ecosystem of the Evros Region. The Chamber is under the supervision of the Ministry of Development and is a member of the Central Union of Chambers of Greece (K.E.E.E.), the Hellenic Chamber of Transport Association (E.E.T.M.) and the International Chamber of Commerce. Therefore, it is the necessary and integral link between the government and the market companies of the Hellespont. However, exercising action, it includes five sectors: Exports, Manufacturing, Trade, Services and Tourism. The number of active members to date is close to 8,300.

**Evros Chamber**

**Website:** [www.evroschamber.gr](http://www.evroschamber.gr)

### I.A.T.A.P. (Technology & Human Resources Institute)

From 1996 until today, IATAP carries out training and promotion activities, actions to ensure equal opportunities and parallel removal of social exclusions, as well as publicity and dissemination of information, with the aim of providing consulting services of a social, cultural, educational, environmental nature, promoting local, social, economic and cultural development, creating the appropriate infrastructure for equal education and access to work, and supporting the unemployed and socially and economically vulnerable groups in general.

**I.A.T.A.P.**

**Website:** [www.iatp.gr](http://www.iatp.gr)

### YET NGO

YET is a nonprofit organization that supports young and future entrepreneurs. Focuses on providing innovation, entrepreneurship, skills development and networking. To achieve this, YET has organized numerous informative and educational seminars and workshops with a variety of guest speakers and hundreds of participants. It also hosts roundtable discussions, business forums and open events with dozens of participants (students, young professionals, business executives-employees, small business owners).

**YET NGO**

**Website:** [www.yet.ngo](http://www.yet.ngo)

**WHERE WE ARE**  
307 Dimitrakias Ave.,  
PO 66100, Alexandroupolis

**CONTACT WITH US**  
[info@sea-project.eu](mailto:info@sea-project.eu)

**SOCIAL LINKS**  
Facebook  
Twitter  
LinkedIn

The Project is co-funded by the European Regional Development Fund and by national funds of the countries participating in the Interreg VA "Greece-Bulgaria 2014-2020" Cooperation Programme

DICC/AMMR

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Interreg VA Greece - Bulgaria - ERDF Regional Policy

Figure 3: SEA beneficiaries presentation