



**BeWater**

## **Making society an active participant in water adaptation to global change**

Project no. 612385

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Duration of project: 42 months

Coordination and Support Action

FP7-SIS.2013.1.2-1

Mobilisation and Mutual Learning (MML) Action Plans:  
mainstreaming Science in Society actions in research

### **D5.2 Project Website**

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[www.bewaterproject.eu](http://www.bewaterproject.eu)



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## Reference

Adams, S.,(2014). Project Website. Deliverable D5.2. FP7 project no. 612385 -SIS.2013.1.2-1European Commission, 7p.

## Executive summary

The BeWater web portal (<http://bewaterproject.eu>) is a central tool for the communication and dissemination of the BeWater project. The website was designed with a view to its ease of use, the effective promotion of the project and to provide a space for news and views from local stakeholders in the case study river basins as well as ongoing information on case study and project developments.

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## 1. Objective

The aim of the BeWater web portal ([http:// bewaterproject.eu](http://bewaterproject.eu)) is to offer a central platform for the communication and dissemination of the BeWater project activities and results to project partners, stakeholders and the wider public. It also aims to facilitate the sharing of information and ideas between the four case study river basins in the project. It features an intuitive navigation based on the three-click principle (all information can be accessed in a maximum navigation of three clicks) to enable quick and easy access to all information.

To fulfil these aims the website has two main parts:

- i. A public part which was developed and structured taking in account the different user-groups and variety of audiences targeted by the project. This part of the website contains all relevant information, including deliverables, results and other outputs once they have been formally accepted. Furthermore, the website includes background information, news and event listings, links to partners' websites, press releases, publications, and pages for case studies and stakeholders.
- ii. A link to the BeWater extranet which is password-protected and accessible only for project consortium partners and other registered members. This section includes document libraries, an event calendar, administrative documentation, tools and reference materials, etc., and will contribute to a successful project development, facilitating the exchange of information, coordination of administrative procedures and annual reporting.

The European Forest Institute team is responsible for ongoing maintenance and updating of the website, and collecting and uploading material from project partners and stakeholders. The website will be maintained for at least 3 years after the termination of the BeWater project.

## 2. Partner and stakeholder involvement

The website will be managed and updated using a Content Management System which must be managed centrally. However, fundamental to the ethos of the participatory nature of the BeWater project is the vision to develop the web portal and its associated social media as a channel for information exchange and particularly as a point for broader communication within local regions and across the project. This entails ensuring partners and stakeholders feel a sense of ownership of the web portal and are inspired to provide regular content for their pages as well as interact with the website and associated social media.

Partner and stakeholder needs were taken into account in the design and content building stages of the website and content was developed in coordination with the Case Study Leaders and the Project Coordinator. After its launch, the web portal will be subject to a period of consultation with project partners and stakeholders to make it fully instrumental to the needs at the end of the project.

Case Study leaders will be briefed on opportunities for populating their Case Study River Basin (CSRB) and BeWater Society page and will in turn collaborate with stakeholders in the regions to develop their own content. Case Study leaders and indeed all project partners are requested to report on events and meetings by means of short news items, pictures, etc. These reports may be in regional languages with a translation into English (or translated summary) if the news items is of interest to the whole consortium. In this way, the website may serve each CSRB as the portal for local / region-specific events and notices, as well as providing the opportunity for sharing news and experience with other case studies and a wider public.

### 3. Web address and structure

The BeWater website is available at the following web address: <http://bewaterproject.eu>. The design elements follow the project's corporate design and the web portal is intended for internal and external communication needs, including web 2.0 elements. Technically, it consists of the project website and extranet with file sharing.

The website contains 7 main menu pages and a series of sub-pages (see also Figure 1)

- **Home** – an introduction to the project and featured items on news, case studies and partners which will be changed regularly to keep the home page fresh. A slider of pictures provided from the four case studies creates a dynamic impression and visually introduces the main elements of the project with links to pages of interest. The Science and Society images contain text in the 4 local languages of the project and connect directly to the Case Study pages.

On the right-hand side, an automatic feed of latest news is available and a option to subscribe to the project newsletter. At the bottom of the website, a twitter feed appears featuring the four most recent tweets. Reference is made to the project being financed in the frame of the 7<sup>th</sup> Framework Programme by the European Commission.

Available on all pages of the website is the upper banner containing the following elements:

- BeWater logo which links directly to the Home page
- Extranet login – link to the BeWater extranet login – restricted access to registered users only (See Deliverable 2.1)
- A link to the subscription page for the BeWater newsletter.

- **Project** – includes a sub-menu of three options

The three sub-menu options are always visible on the right-hand side of the page, enabling quick access Project, Partners and the BeWater Network.

**Project** opens a page with 6 tabs

- Project: description of the project and visual diagram of the interrelation of the partners. Glossary terms emerge as tool tips when the user hovers the mouse over key words.
- Objectives: list of project objectives. Glossary terms emerge as tool tips when the user hovers the mouse over key words.
- Tasks: opens 8 tabs, one for each work package.
- BeWater Approach: describes the vision for the project including the bottom-up approach and iterative process.
- Expected outcomes: opens 3 tabs describing the expected outcomes of the project on three geographical levels.
- Glossary: important terms of the project explained, especially with a lay audience in mind. Terms also included as tool tips in the project and Objectives texts.

**Partners** opens a page with 2 tabs:

- Partner organisations: Map, with listing and web links for the 12 Consortium partners. By clicking on each organisation a new page opens with a description, with links to the individuals working for each organisation and contact details.
- People: individuals working for each of the consortium partners with portrait, links to their organisation, details of their role in the project and contact details.

## BeWater Network

A page of links to existing discussion platforms and other projects and organisations relevant to the project which will be updated over time. Reciprocal links will be requested from listed partners.

- **Case Studies** – map and table views of the 4 CSRBs with statistics from the regions.
  - Case Study sub-menu is always visible on the right-hand side of the page, enabling quick access to each CSRB page.
  - Each CSRB has its own page with an overview of the region and where information about the case study will be uploaded as the project furnishes results.
  - CSRB pages have direct links to the relevant BeWater Society page for quick navigation between the two regional pages.
- **BeWater Society** – overview about the science–society dialogue.
  - Society sub-menu is always visible on the right-hand side of the page, enabling quick access to each BeWater Society page.
  - Each CSRB has its own “Society” page with contact and stakeholder details, group news, events, pictures, links and any further information the Case Study leader wishes to include.
  - These items may be in regional languages with a translation into English (or translated summary) where these are relevant to the broader consortium or to the general public beyond the region.
  - BeWater Society pages have direct links to the relevant CSRB for quick navigation between the two regional pages.
- **Outputs** – an overview page with introductions to each sub-page links to four pages hosting the outputs of the project, also available via a drop down sub-menu from the main menu.
  - i. Reports: the publically available deliverables, tabulated by work package. For each deliverable a short description is given (title, subject, responsible partner, and delivery date). Once a deliverable is submitted and approved it will be also made available for downloading. However, public availability will be restricted to deliverables classified as “public” in the StarTree Description of Work (DoW).
  - ii. Publications: Links to policy briefs, guidelines, handbooks and other materials produced over the course of the Project. These can be sorted by category for easy consultation.
  - iii. AquaKnow Data Portal: the link will become active once the section private to BeWater on the AquaKnow Data Portal has been designed. BeWater Consortium partners will have a password in order to enter this section to upload data and documents relevant to the project.
  - iv. River Basin Adaptation Plans: this will become live over the course of the project as outputs are developed.
- **News & Events** – items are sorted into one of three main categories each of which have their own page:
  - i. News: latest news about the project; this will include items from CSRB and BeWater Society pages when relevant to the whole Consortium / general public A news feed also appears on the BeWater home page.

- ii. Events: Information on project events relevant to the whole consortium / general public.
- iii. Newsletter: a selection of BeWater news will be collated into a BeWater Newsletter for bi-annual dissemination (mailing list) and available for download from the Newsletter page. It is possible to subscribe to the newsletter from the BeWater home page.

- **Contact** – contact details for the Project Coordinator and Work Package leaders.

## 4. Web portal design – phase II

Based on previous experience with FP7 project web design, the development of the BeWater website has been conceived in two phases, for which resources have been allocated in the BeWater budget.

It is planned that, when significant results have been obtained through the project, a second phase of web design and development will take place, in order to dynamically convey the project's results to target audiences. In this phase we envisage adding a page targeted at the youth audience in the CSRBs and beyond, as well as contemplating the most effective way of communicating BeWater project results to wider society.

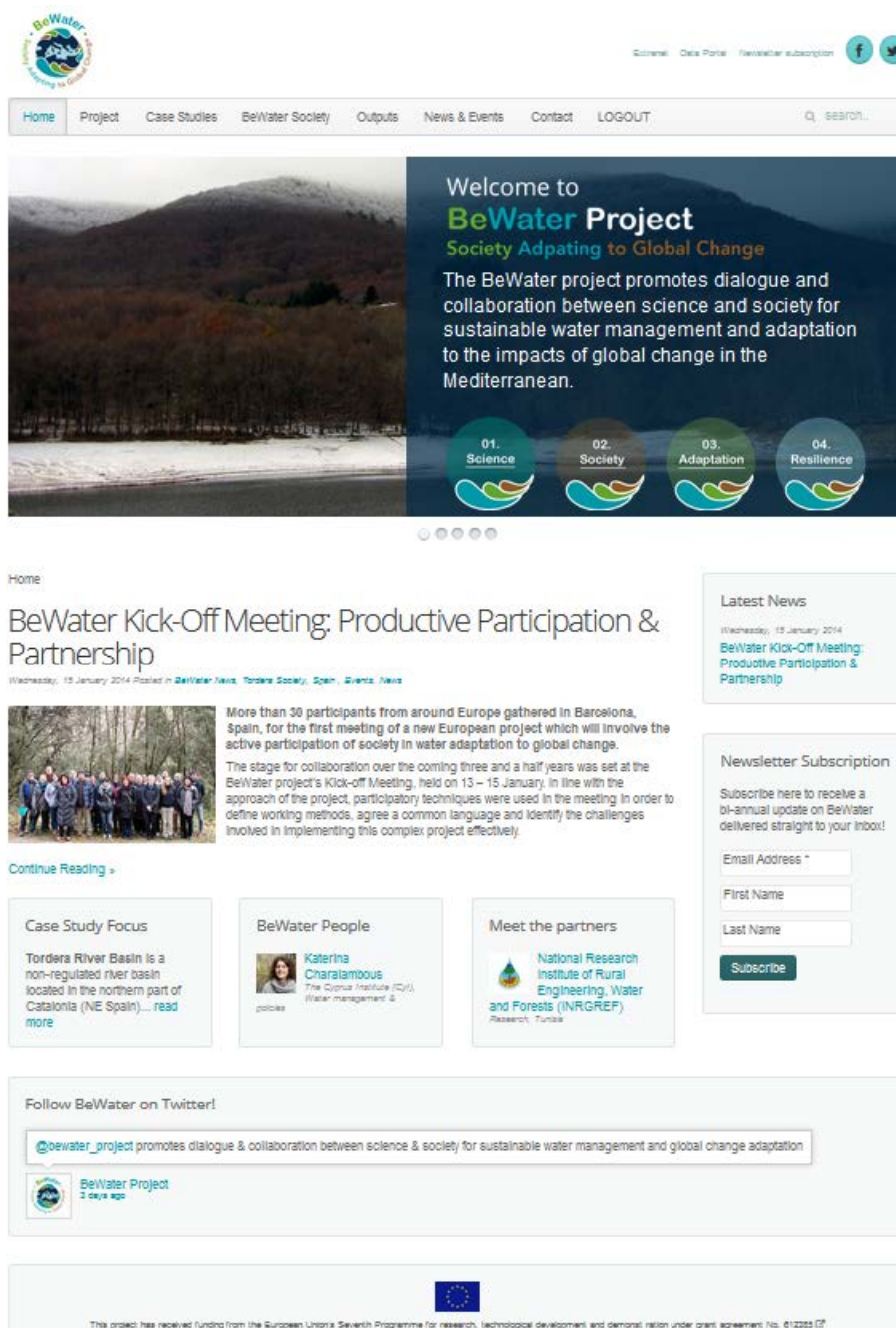


Figure 1: BeWater website home page