D9.7 Website

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Coordinating partner

Beneficiary partners

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1. Introduction

The Life eCOadapt50 website is one of the key tools for the dissemination and communication of the project. It will be the main tool for disseminating information about the Life eCOadapt50 and its implementation: project activities, project breakthroughs, public events, key messages related to adaptation in agriculture, forestry, fisheries, and tourism, and to promote the project replicability within other initiatives funded by LIFE.

This is the website address: https://ecoadapt50.eu/

It has been planned to focus on usability and convenience for the user, so that users can easily be able to find the information needed and, whenever necessary, to download files or look for further information. Moreover, the website has been conceived as a "living tool", it will be constantly updated, and its contents will increase as the project is implemented and the volume of information generated by the project increases.

The project website will be regularly updated, it will be kept for at least five years after the end of the project and it will be in Catalan, Spanish, and English. However, not all the contents will be uploaded in the 3 languages, there will be more day-to-day information that will be only in Catalan, while the methodological documents, the adaptation actions, and the results of the project will be translated also into Spanish and English.

The website visibly displays the Life program logo on the top and in the footer of the page web.

2. Organization

The Life eCOadpat50 communication plan establishes the roles and the organization management and maintenance of the project website:

- As leader of the WP9, Diputació de Barcelona (the Barcelona Provincial Council) will lead the project's general communication and be responsible for editing the website.

- The communication responsible from each of the Life eCOadapt50 partners will feed the webpage contents, sharing information with the Diba's responsible about initiatives planned in its territory to be communicated on the project website and the social network channels.

- The communication responsible of each project partner will propose local communication actions (media, press, and events) and carry them out, once informed the leader. They will be also in close contact with those responsible for the LL4CC to obtain useful information to be communicated. The project website will share and promote the visibility of this information.

- All the project partners appointed a communication representative to follow the project progress and help to spread the project communication through their own channels, coordinating those publications with the different channels of their organization (social networks, media, press, etc.).

LIFE21-IPC-ES
"This project has been funded with support from the European Commission"

3. Web structure

The project website will be the project's main showcase and documentation repository, and it has the following content structure:

- **Home**: shows the most relevant information, short presentation video, and outstanding campaigns or actions. It has been designed to be very visual and will be updated frequently by the responsible for the website. The social network icons, as well as the language change buttons (Catalan, Spanish, English), are clearly visible on the banner section, and a box with a form to sign up to receive project information is included.

- **About Life eCOadapt50:** It contains general information about the project: presentation, a summary of the projects' sectors and territories (this information is also shown through an interactive map); the legal and strategic framework at the Catalan, Spanish, and international level; about us, where is included a short description of the partners; and finally, the project objectives.

- **Lines of action**: informs and explains the different project's lines of action, that is, how the project will be carried out. The main lines of action are: analyse, plan, take action, monitor, teach skills, empower.

- **Actions**: contains the actions implemented classified and categorized by sector and territory. There will be a search engine to filter and organize the actions by territory and sector, and also an interactive web map to locate them. Every action will open a file with a description and a summary of indicators and expected results.

- **Link with other projects**: Life eCOadapt50 draws from and follows the lessons learned from other Life and similar climate change adaptation projects, such as Life Clinomics and other similar projects in Spain and Europe. The content of this section will be expanded throughout the project.

- **News items**: collects the news published about the project. A news advanced search is enabled, allowing filtering and organizing both chronologically and according to type of the new. This section will be one of the liveliest of the website and the one that will be updated most frequently.

- **Agenda**: informs about the activities and meetings carried out and planned related to the project, whether general activities (global project such as participation in conferences, networking meetings, global events...), territorial or sectoral. It contains both agenda notes (upcoming events) and brief information about the activities carried out. Every activity will have a photo, title, description, and links to other materials. It has enabled a form through which partners can inform the communication responsible about future activities.

- **Items for sharing**: contains all the material prepared and delivered to the media, with free access: press releases, graphic material (the logo, corporate identity manual, and other
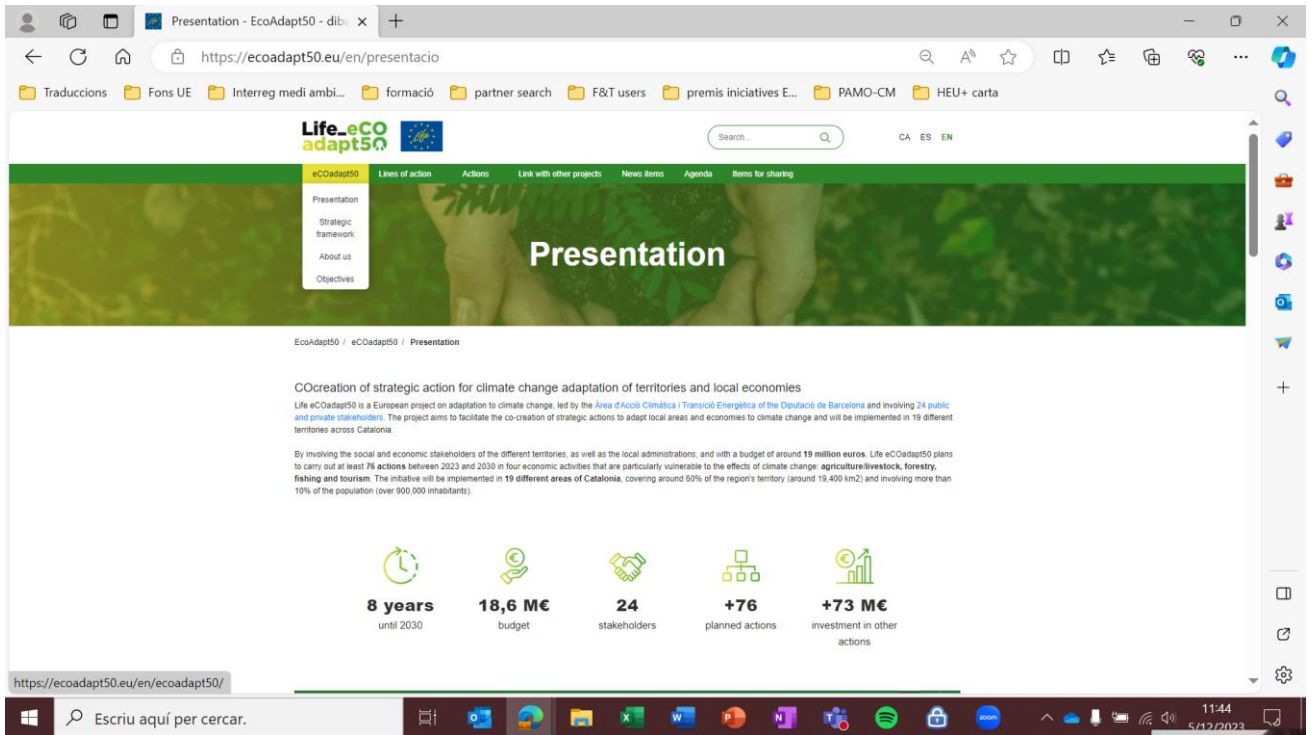
graphic materials relating to the project). It will be updated centrally from the project communication coordinating area.
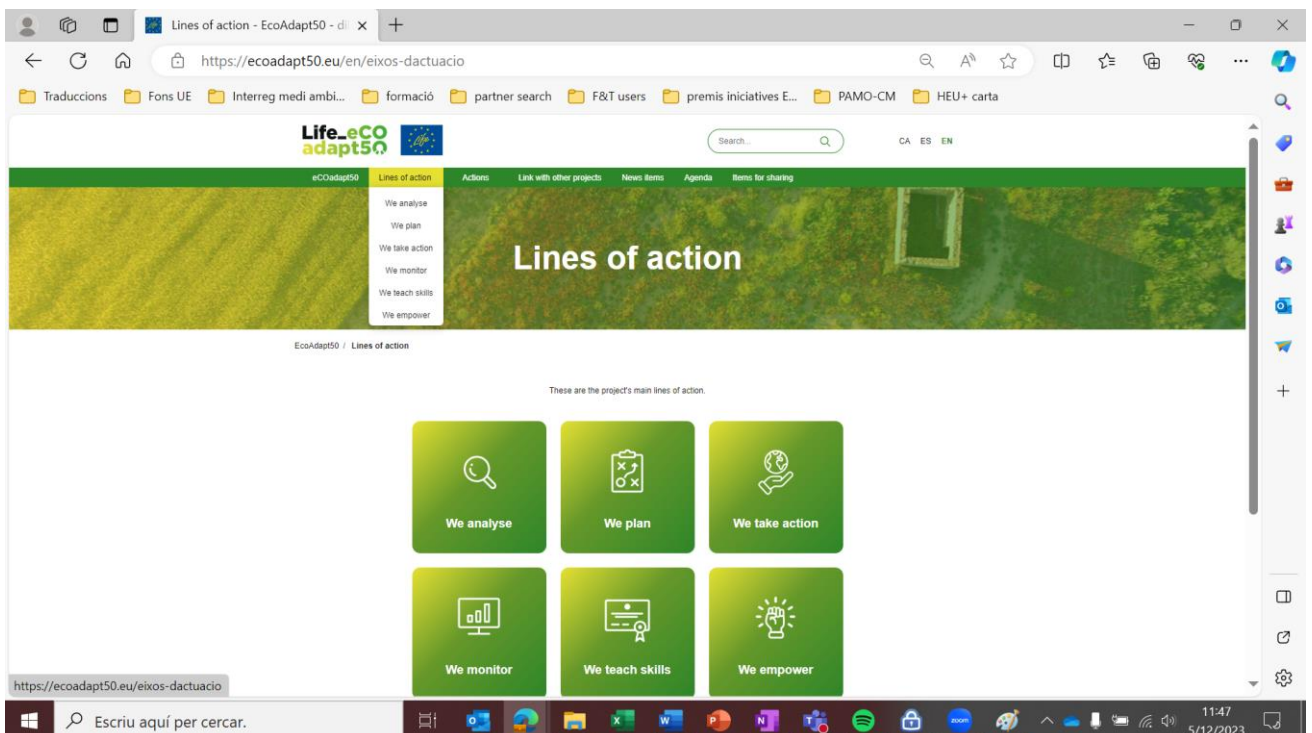
4. Screenshots

Home
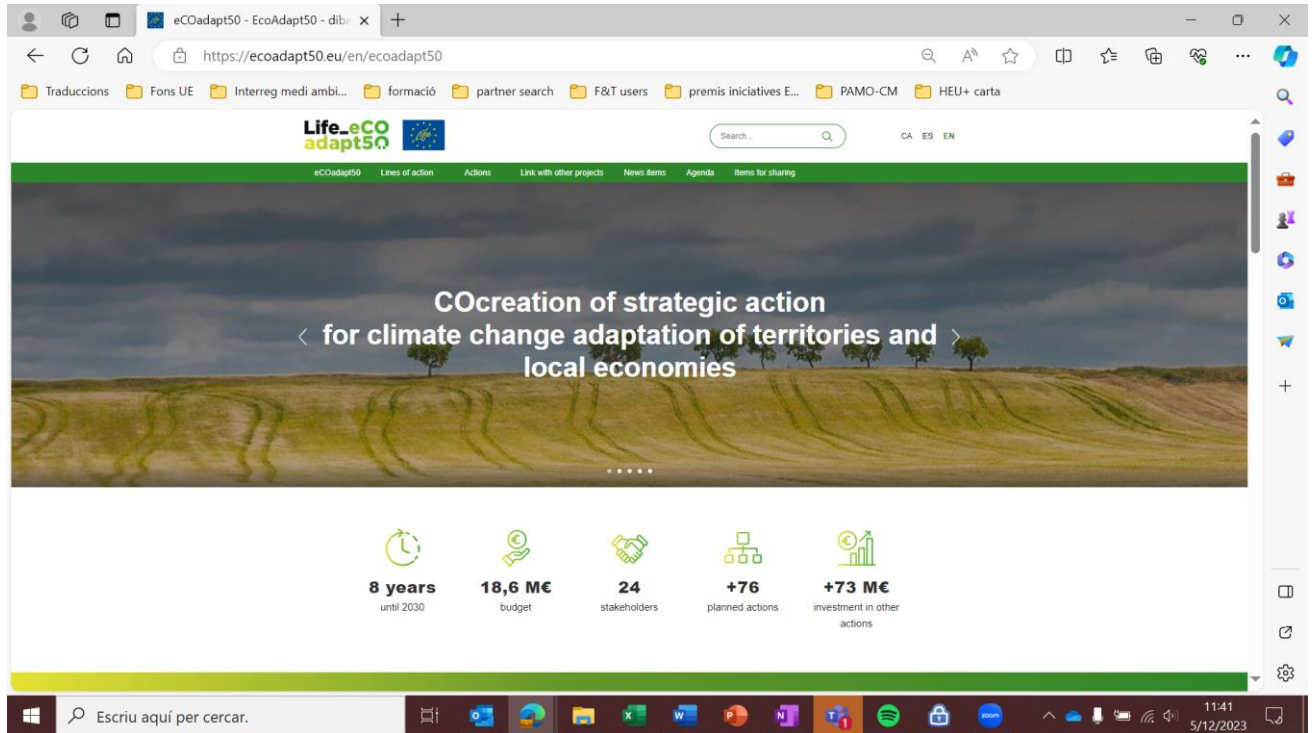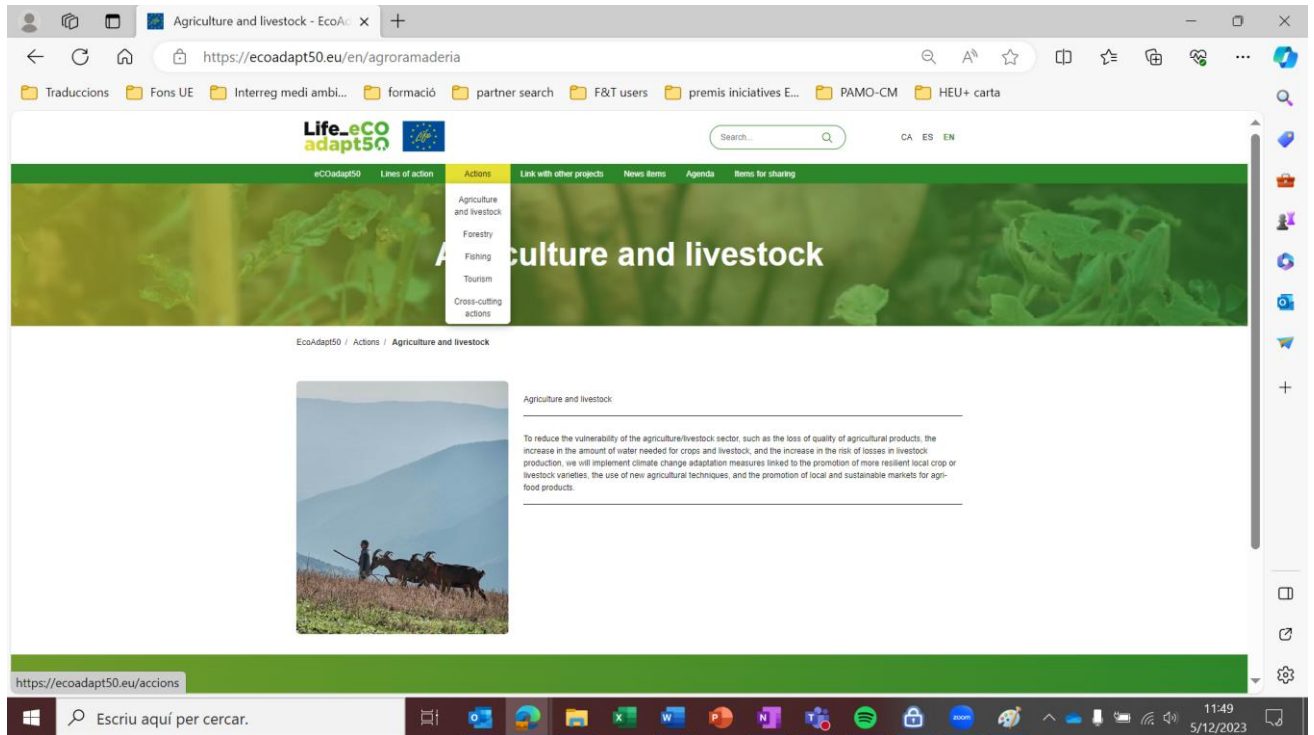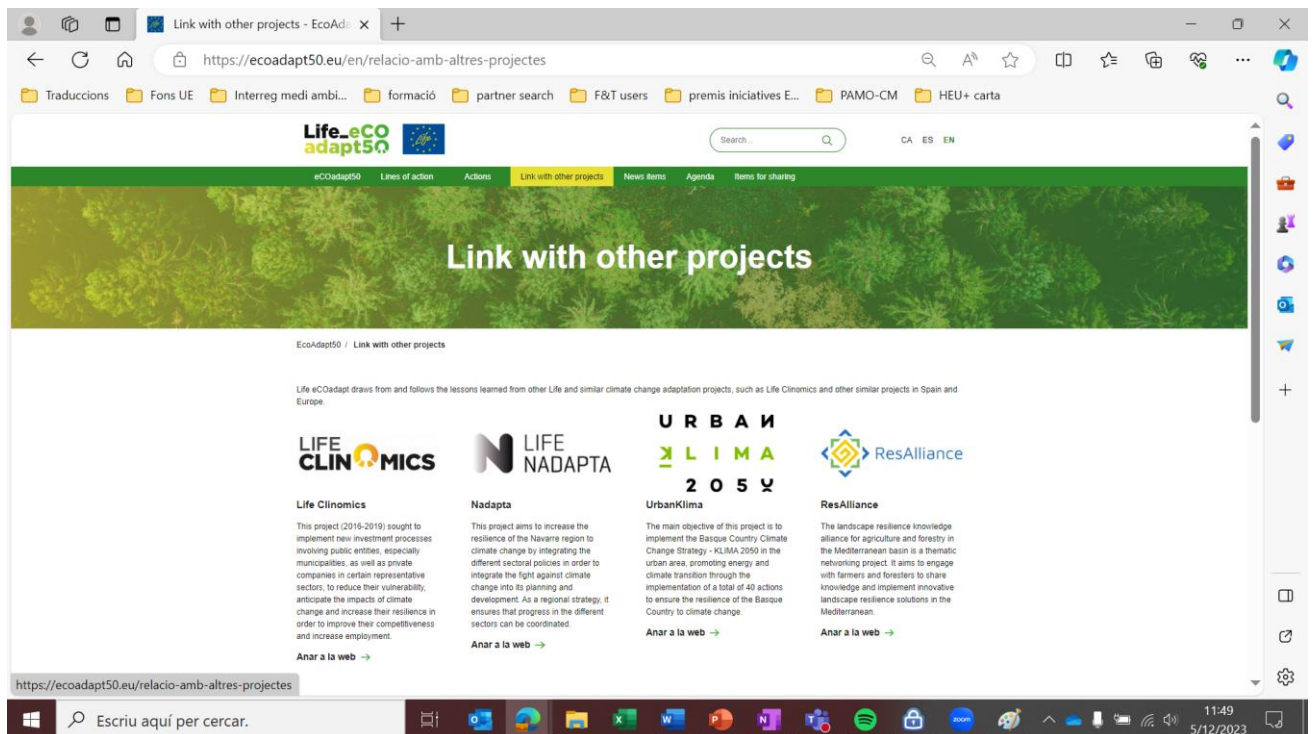

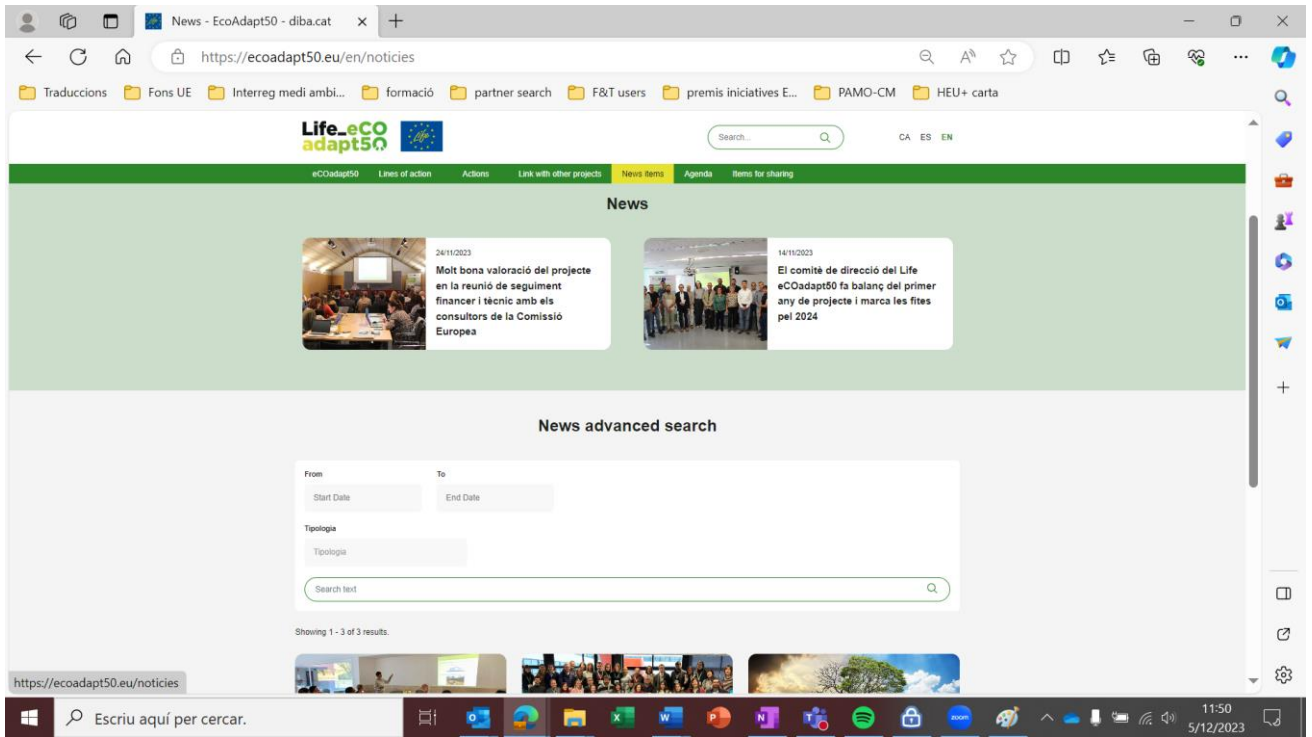**About Life eCOadapt50**

Lines of action
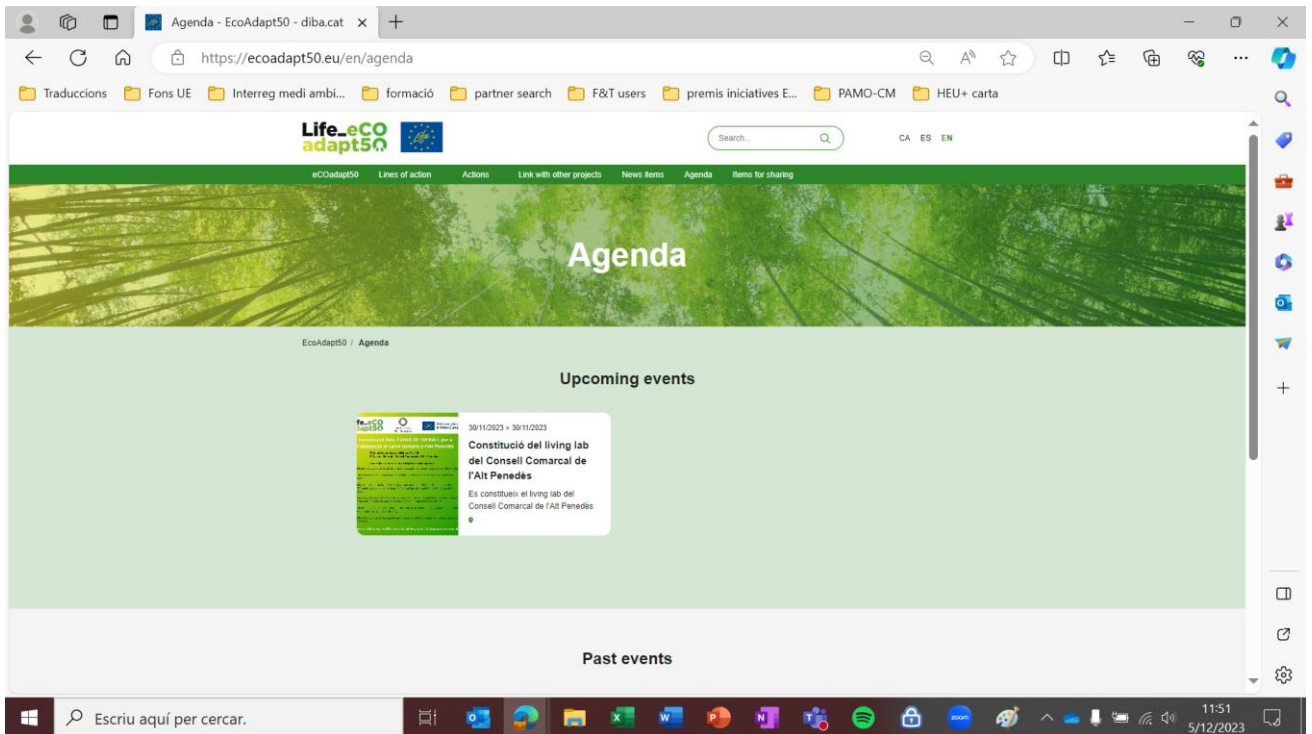

Actions:

Link with other projects

News items
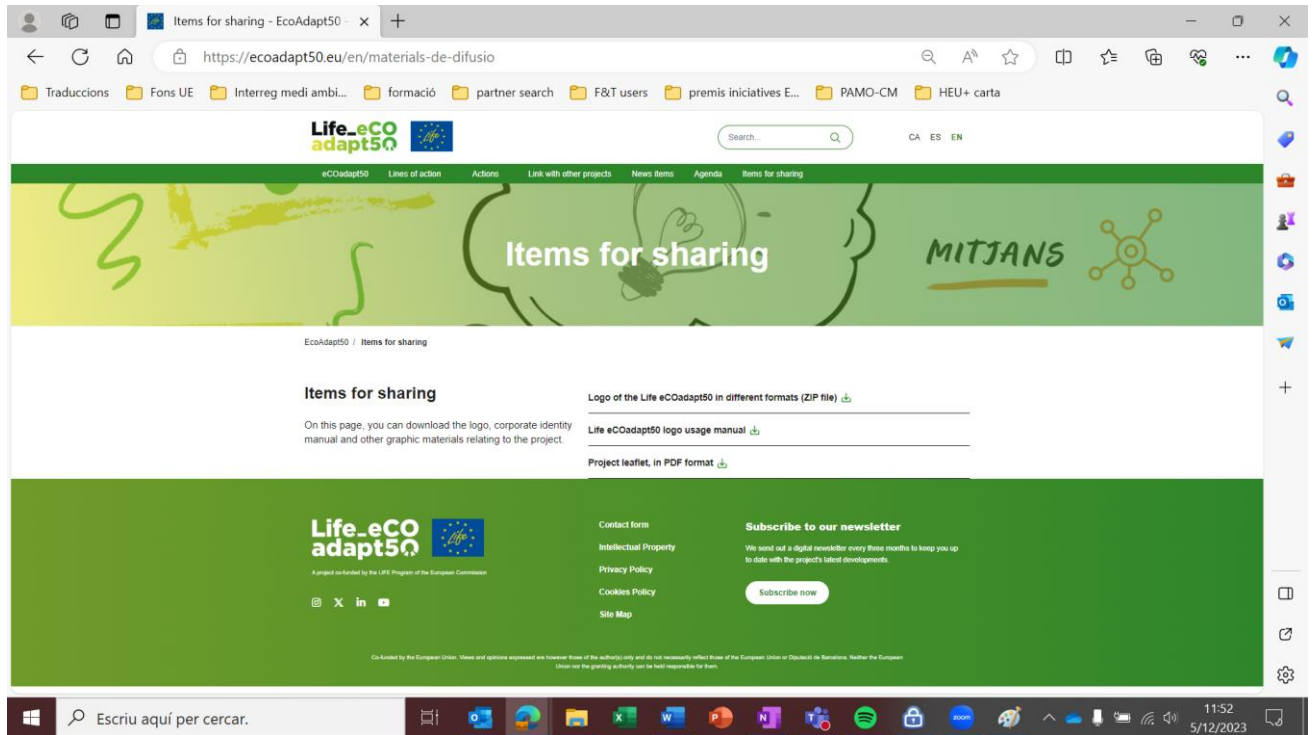
Agenda

Items for sharing

5. Monitoring indicators

The project coordinator and responsible for WP9, related to the project communication, will regularly monitor the web through the Google Analytics system. Some of the items to be analysed are the number of visits to the site, the returning users, the page views, the time spent on the site and which pages are called up.

As indicated in the project communication plan, at the end of the project the website is expected to have more than 9,000 users.