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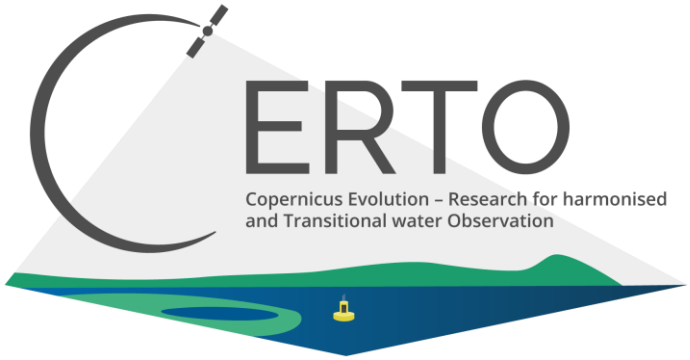

Horizon 2020

H2020 LC-SPACE-04-EO-2019-2020

Copernicus Evolution – Research for harmonised and Transitional-water Observation (CERTO)

Project Number: 870349

Deliverable No: D10.2		Work Package: 10	
Date:	30-MAR-2020	Contract delivery due date	31-MAR-2020
Title:	Website		
Lead Partner for Deliverable	FC.ID		
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Dissemination level (PU=public, RE=restricted, CO=confidential)			PU
Report Status (DR = Draft, FI = FINAL)			FI

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Table of Contents

1 Executive Summary

- The CERTO website (http://www.certo-project.org) has been registered, created, designed and populated with initial content, and was launched in March 2020.
- The website currently includes:
    - **Homepage:** A broad overview of the project along with news stories, embedded twitter feed, facility to register for updates and links to other pages.
    - **About**: Summary of the issues that the project is addressing, the aims of the project and proposed methods, outputs and products. Links to all project partners websites.
    - **News**: Summary of news stories on the website, with links to fuller information. Embedded twitter feed for up-to-date information
    - **Contact**: Key contacts for the project and facility to register for updates

2 Introduction

The CERTO website is a key tool for facilitating the communication of project information as described in the WP10 Communications Plan (D10.1). The design and development of the website is led by Jonathon White at PML with contributions from PML and FC.ID colleagues, with Vanda Brotas as the work package lead.

The website was launched in March 2020 with initial, core information on the project activities, objectives, partners, news and contact details. The draft version was circulated to all partners and their feedback and responses will inform future development.

The CERTO website is accessible at http://www.certo-project.org. The domain will be live until at least five years after the completion of the project (2028).

The website will be developed throughout the project as described below. It will be a repository for project information and resources, as well as a "shop window" for the project and will later include highlights of the research and information on the case studies. It has been designed to be accessible, engaging and informative with bold visual imagery to help engage visitors with the project (Fig. 1).

3 Web site features

3.1 Requirements

- Responsive design – easily viewable on all devices
- Attractive, modern and professional design targeted at a non-academic community
- Intuitive user experience
- Links with social media
- Ability to easily update content

Figure 1. Screenshot of the CERTO website homepage.

3.2 Responsive design

The website uses 'responsive design' to ensure that it sustains usability by adapting its layout based on screen size i.e. desktop, tablet, mobiles. This is important due to the popularity of smaller devices.

The website has also been designed in such a way that content can easily be changed or added. New tabs, pages and documents can be easily uploaded allowing the website to evolve and grow with the project.

3.3 Website structure

The CERTO home page is designed to be eye-catching, using project-related imagery and directing people to areas of the website that may be of interest to them. It also includes contact information, funder details, links to social media and the option to sign up for project updates.

The CERTO website will continue to be developed throughout the project and will be updated and enhanced as required. The website structure will focus around five key areas:

- **About:** general project information in an accessible and succinct format (Fig. 2).
    - **Partners**: information on the project partners and their role in the project (in development).
    - **Team**: profile pages for people working on CERTO including a photograph, contact details, place of work and area of expertise (in development).
    - **Work plan**: outline of the main areas of work undertaken through CERTO (in development).
- **News:** short accessible articles highlighting progress from the project (to which all partners will provide input), an embedded twitter feed and links to the newsletter. At the time of writing there was one news story available on the website about the CERTO Kick-Off meeting (Fig. 3). All partners have responsibility for notifying the Communications work package through a central email address (comms.certo@pml.ac.uk) of any potential news stories.
- **Case studies:** details of each of the six case studies, including a map of each area and summary of the science (in development)
- **Resources:** details of publications arising from the project, downloadable graphics, leaflets and other materials produced by the project. This page will also provide signposting to external resources (including partners' websites), with details of future opportunities and related projects (in development).
- **Contact:** a contact point and opportunity to register for updates in compliance with EU GDPR regulations. It includes a feedback mechanism to encourage individuals to engage with the project, discuss opportunities to get involved or provide comment on our work.

Some of the pages are under development: it is intended that they will be populated by month 6 of the project, with periodic updates throughout the life of the project.

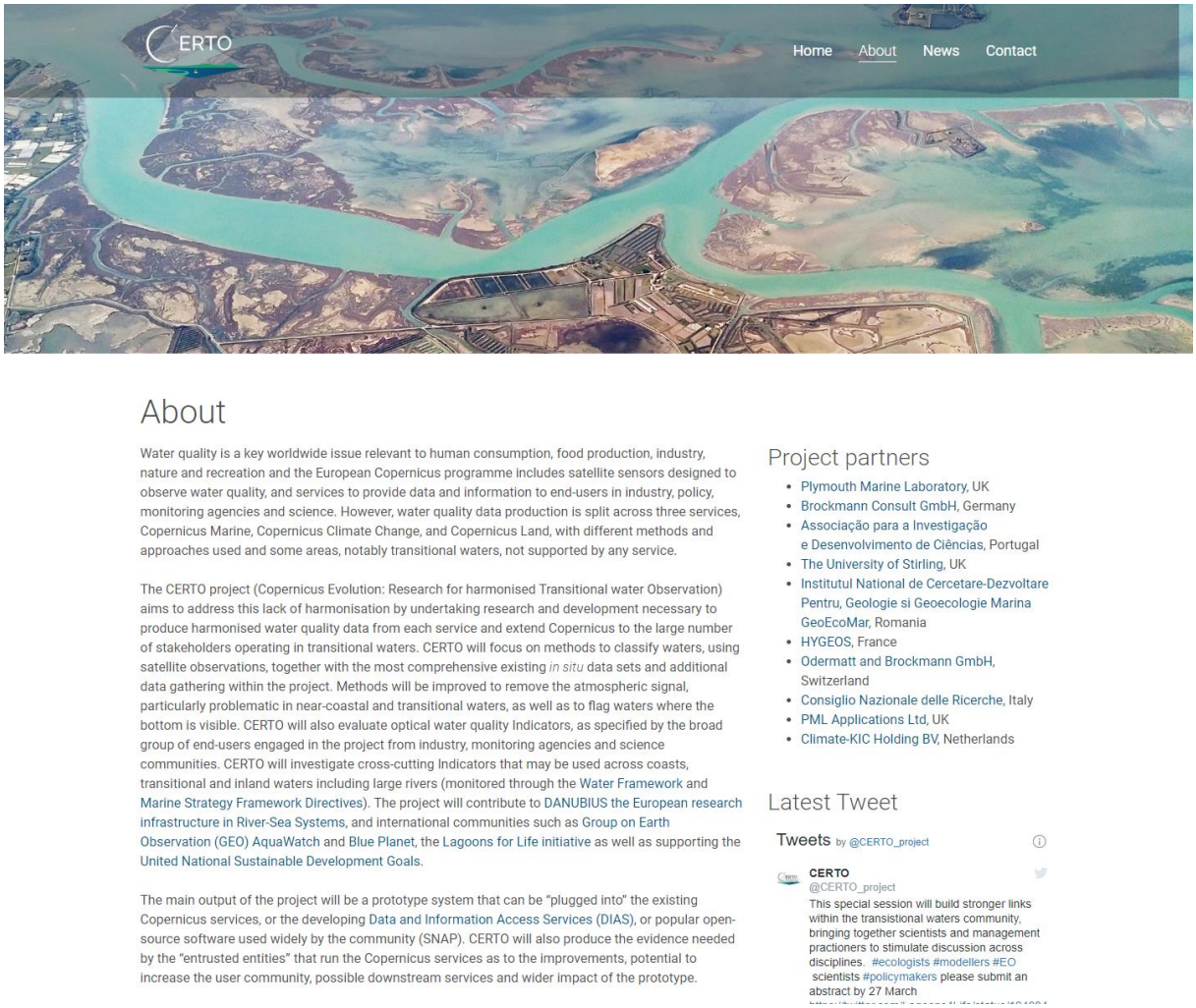

Figure 2. Screenshot of the CERTO About page

3.4 Website statistics

Traffic to the website will be monitored through the use of Google Analytics to provide insight into the audience and usage of the site. This will be used to inform and guide further development.

3.5 Use of social media

CERTO will make use of social media to tap-in to existing contact networks, create new groups and encourage followers in order to capitalise on these current and active communication channels to keep stakeholders up-to-date.

A CERTO twitter account (@CERTO_project) was established before the kick-off meeting, which gained 50 followers and resulted in 214 engagements during the meeting. The account will continue to keep interested parties informed on developments in the project. Other social media channels may be considered during the project if more appropriate to specific stakeholder groups.

Direct social media feeds are incorporated into several pages of the CERTO website including the footer on the homepage.

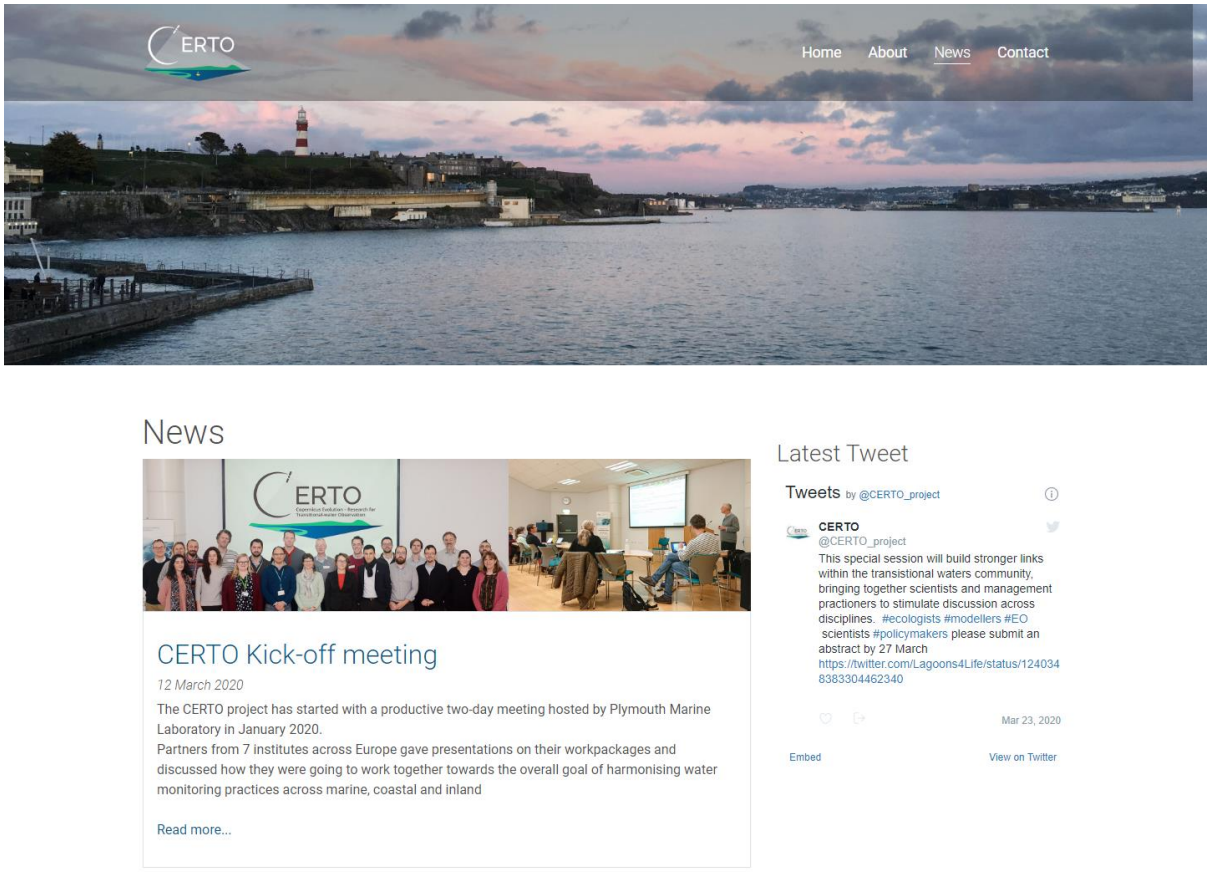

Figure 3: Screenshot of the CERTO News page.

4 Future developments

There is a dedicated web developer available over the life of CERTO who will work to regularly update the website. Additional sections and content will be developed as required throughout the project. All partners are invited to contribute content, materials and reports that will be shared through the project website.