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Web INTEractive management tool for coal Regions in transition

Deliverable 5.2

Project website

Public Report

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Dissemination level:

PU = Public

PP = Distribution restricted to other programme participants

RE = Distribution restricted to a group specified by the consortium

CO = Confidential, only allowed for members of the consortium

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1. EXECUTIVE SUMMARY

The dedicated website for WINTER will be one of the most important channels to promote the dissemination and communication of the performed work, results, and impact of the ongoing activities of the project. The website was designed at the beginning of the project activities and will be updated frequently throughout the duration of the project, including the most recent details on the consortium and the project's implementation, such as news, events and downloadable material.

The WINTER website is accessible at www.winter-project.eu. The website has been developed with alignment to the established visual identity and covers the most important suggestions for the optimal user experience, including accessibility, online browsing functionality, and content management.

The WINTER website is anticipated to attract both public, coal industry stakeholders as well as stakeholders involved in the management of the energy transition process (research organizations, energy sector, socioeconomic organizations, policy makers, governmental organizations, local authorities etc.). The website will serve as an essential information source, with both expert- and non-expert-level content.

The data will be accessible in the most suitable format (formatted text, brochures, storymaps, news, reports, multimedia, links, etc.) in accordance with the project's scope and intended objectives. The material published will be useful source of information for all target groups, e.g. scientific community, national and local authorities. The web interactive platform can be directly accessed via the website. This platform will be developed throughout the duration of the project as a dissemination-management tool for the three coal regions in transition. One of the main objectives of the website is to disseminate this platform and increase the awareness level of the target groups related to the project.

The website also includes links to the project's social media platforms, LinkedIn, Facebook and Twitter. Social media platforms will benefit the project by broadening its target audience within and beyond scientific community and increase its visibility with regard to the general public.

In addition to the aforementioned, the WINTER consortium and other concerned and supportive entities can leverage their own communication channels to guarantee a wider dissemination and awareness of the project among their members and cooperative networks. The website will link to and from the websites of its partners and relevant scientific communities.

This report presents the aims and objectives of the website, as well as a detailed description of its structure (illustrated with a number of screenshots), including a section on the social media pages.

2. PROJECT OVERVIEW

SECTOR *(COAL /STEEL)*:	COAL
TECHNICAL GROUP:	TGK 1
GRANT AGREEMENT N°:	**101057228-WINTER-RFCS-2021**
TITLE:	**Web INTEractive management tool for coal Regions in transition**
ACRONYM	**WINTER**
BENEFICIARIES:	Centre for Research and Technology Hellas – CERTH Thessaloniki, Greece DMT-Gesellschaft für Lehre und Bildung mbH, Bochum, Germany Poltegor Instytut Instytut Gornictwa Odkrywkowego-Poltegor Institute Institute of Opencast Mining – Poltegor, Wroclaw, Poland
START DATE:	01/07/2022
END DATE:	30/06/2024
PERIOD COVERED BY THIS REPORT:	01/07/2022 to 30/09/2022
MAIN RESULTS:	Project website
ON SCHEDULE (*YES /NO)*:	Yes
MAIN PROBLEMS ENCOUNTERED:	None
CORRECTION – ACTIONS:	None
PUBLICATIONS, PATENTS:	None

3. INTRODUCTION

This document corresponds to Deliverable 5.2 of WP5, "Dissemination and stakeholder involvement". WP5 has the following objectives:

- To propose best practice solutions for updating territorial just transition plans of the pilot regions.

- To support the dissemination of the project results.

- Conduct training workshops with the key stakeholders for the use of the web management tool.

One of the key channels for the dissemination and communication of the accomplished work, results and the current activities of the WINTER project is the dedicated website, which was developed at the beginning of the project's activities and will be updated with the most recent details on the consortium and the project's implementation, such as news, events and downloadable materials. The WINTER website is accessible via this link: https://winter-project.eu.

This report is an integrated overview of the website's design, which is built on a web content management system so as to enable dynamic addition of material and connectivity to project services for stakeholder accessibility. The project website is designed in accordance with the visual identity generated for the project, ensuring best user experience and accessibility. Website views and overall user engagement will be increased by:

- User-friendly structure and visually appealing design.

- Information tailored to the target audiences.

- Interactive content via the direct link with the web-interactive platform: storymaps, videos and blog posts with news updates that will maintain the website's activity and ensure user engagement for the duration of the project.

4. WEBSITE AIMS AND OBJECTIVES

4.1 PURPOSE

The website is the principal source of information for the target audiences of WINTER. As the project's major communication tool, the website address will be prominently displayed on all project-related communication materials.

The objective of the website is to promote the project and its activities and outcomes by offering tailored information to a variety of audiences inside and beyond the project's community. The following are the specific objectives of this dissemination and communication channel:

- To disseminate the web interactive platform that will be developed throughout the duration of the project as a management tool for coal regions in transition.

- To serve as a source of information regarding the project, including its scope and framework, consortium, project organisation, and activities.

- To act as a central repository for WINTER deliverables, documents, and other material.

- To function as a central point for distribution and interactivity, both with its own content and through links to other websites or platforms.

4.2 TARGET AUDIENCE

The WINTER website is designed to engage both the project's stakeholders and members of the general public affected by and/or interested in coal regions in transition, land reclamation of former coal mines, environmental and socioeconomic challenges of coal regions in transition. Academic and professional audiences (such as scientific communities, research centres, and public organisations) will be able to profit from the published content, as well as other European projects, in an effort to discover synergies and potential collaboration avenues. Journalists will discover recent information such as news, upcoming events, and press releases.

4.3. CONTENT HUB

A wide variety of content formats will be stored in and displayed on the website, such as formatted text, storymaps, leaflets, brochures, news, reports, multimedia, links etc., presented in an appropriate manner, according to the project's objectives.

4.4 DISSEMINATION AND NETWORKING

The website is linked to the social media accounts of the project (LinkedIn, Facebook and Twitter), in the form of buttons. The WINTER Consortium and other interested and supportive parties may use their own communication channels to enhance the dissemination of the WINTER project among their ranks and collaborative networks. WINTER will support its propagation by providing connections and relative links.

5. WEBSITE STRUCTURE

5.1. ACCESSING AND PRESENTATION

The main aim is to establish the visual identity of the project and offer an easy browsing experience. This will be achieved through the following actions:

- Utilisation of the WINTER logo (Fig. 1) and specific colours and overall design that correspond to the logo, enhancing the visual identity of the whole website.

- Well-structured, user-friendly structure and menu architecture; a main menu that showcases every aspect of the project.

- Mobile-friendly, taking into account adaptive features for mobile devices (smartphones and tablets).

- Quick access to home page, by means of *Home* menu and the WINTER logo.

- Accommodation of formatted text, multimedia and hyperlinks.

Figure 1. The WINTER Logo.

5.2. HOME PAGE STRUCTURE

In general, the website consists of the browsing management area and the content area. The browsing management area consists of a menu to handle the navigation of the website, while the content area is the main area for content display.

In particular, the structure of the *Home* page is the following:

- **Main Menu**, presented in a horizontal bar, including the logo, and the following pages: *About Winter, News and Publications, WINTER Platform* and the *Contact Us* page.(Fig. 2).

- **Content area**, including the introductory field (header image) and the full project title at the top (Fig. 1), a reference to the RFCS Grant Agreement (Fig. 3) and the relevant content presented as a text, images, lists of links that can be the starting point to other pages and sections of interest: Study Areas, Work Packages and Consortium (Fig. 4), highlights from the News section (Fig. 5), and a more detailed Consortium section (partners' logos as hyperlinks to their respective home pages) (Fig. 6).

- **Footer** (Fig. 7), always displayed at the bottom with the Main menu, the project's News and Publications and Photo Gallery, the social network icons, a reference to the RFCS Grant Agreement and the Cookie Policy (both as a button and when a user initially accesses the page).

- Social media icons widget, that always appears of the right-hand side of the webpage.

The website is available in mobile format as well (Fig. 8).

Figure 2. Upper part of the Home page of the WINTER website, including the main menu.
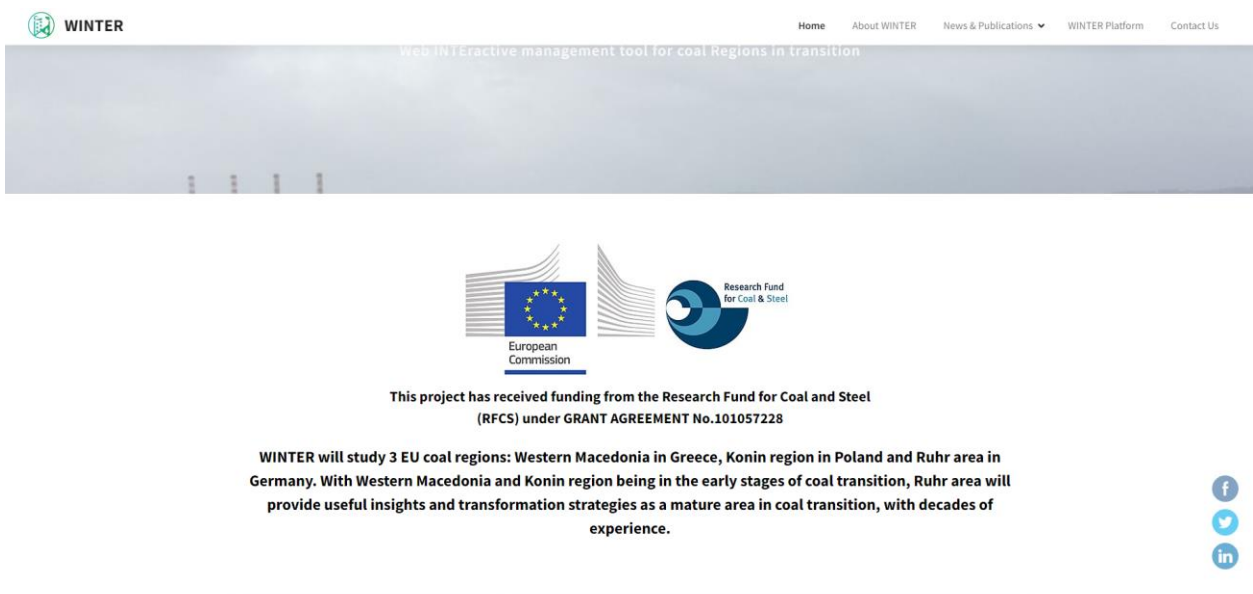
Figure 3. The reference to the RFCS Grant Agreement in the Home page.
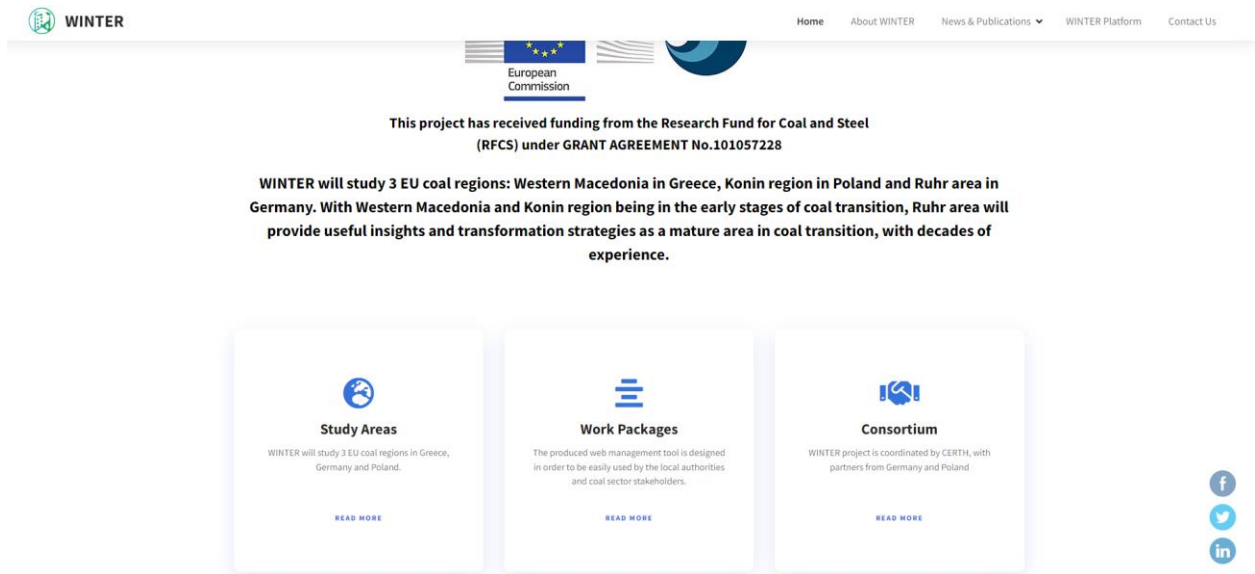
Figure 4. Study Areas, Work Packages and Consortium section in the Home page.
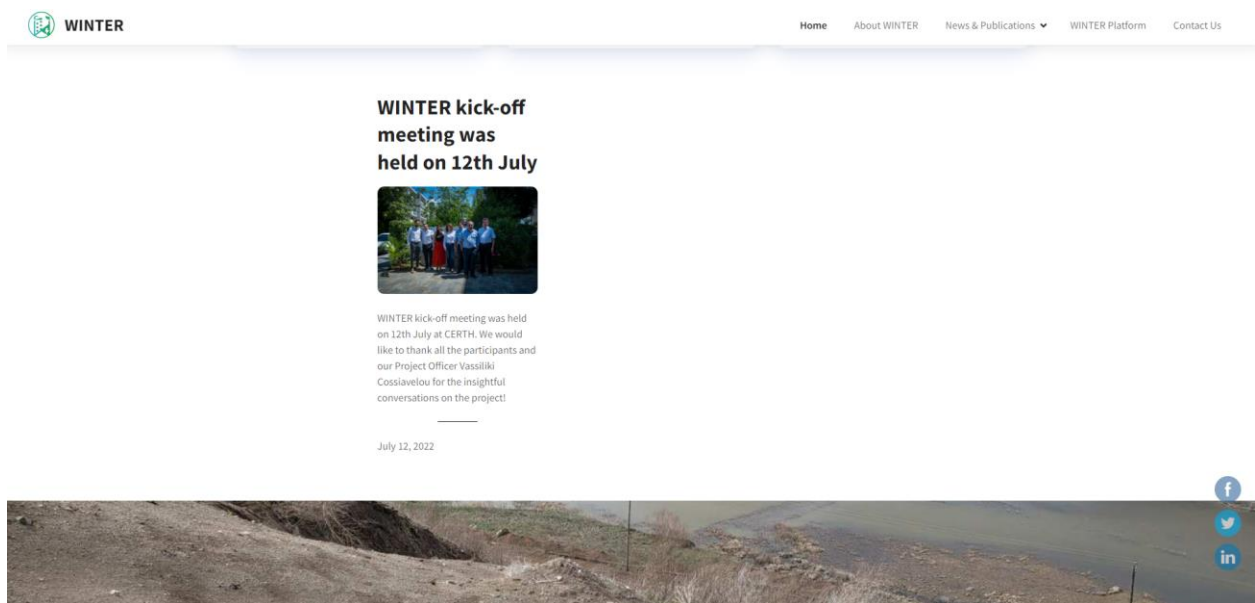
Figure 5. Highlights from the News section in the Home page.

Figure 6. Consortium (partners' logos as hyperlinks to their respective home pages), presented in the Home page.
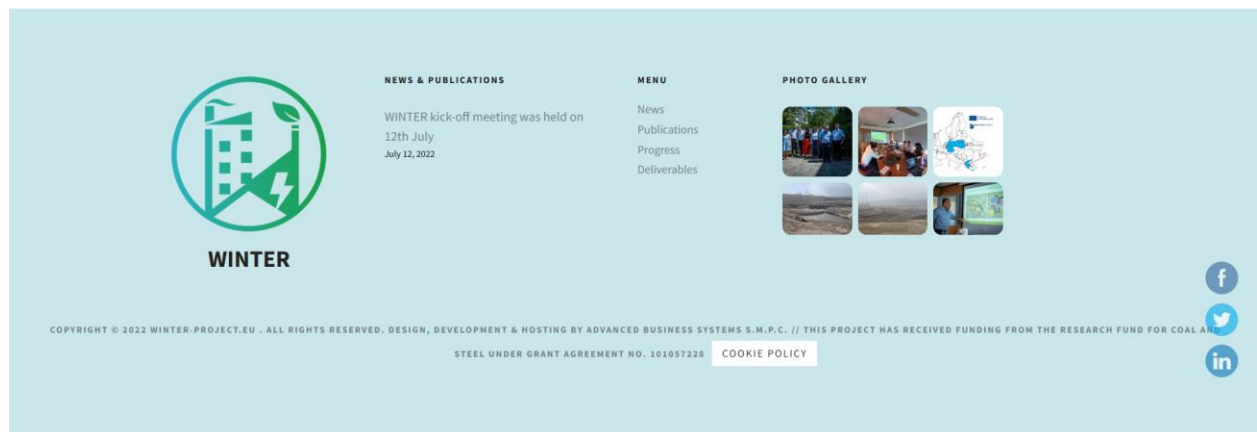
Figure 7. Website footer.

Figure 8. The Home page of the website in mobile format.

5.3. MAIN MENU STRUCTURE

The basic structure of the website design is illustrated in the following figure (9):
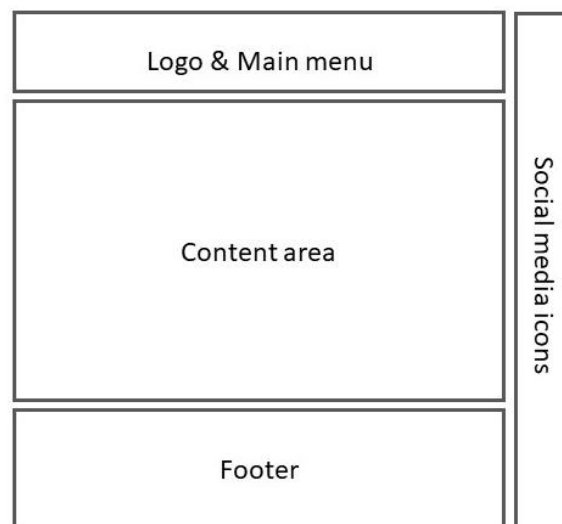
Figure 9. Website structure.

The main difference of the *Home* page to the other pages is the information displayed in the content area. Below each of the Main menu items are described in detail:

- ***About Winter***

Description	Specific information about the WINTER project. In the content area a short description and the aims of the project are displayed (Fig. 10).
Type of action	The content area remains the same (static page)
Dependent submenus	None
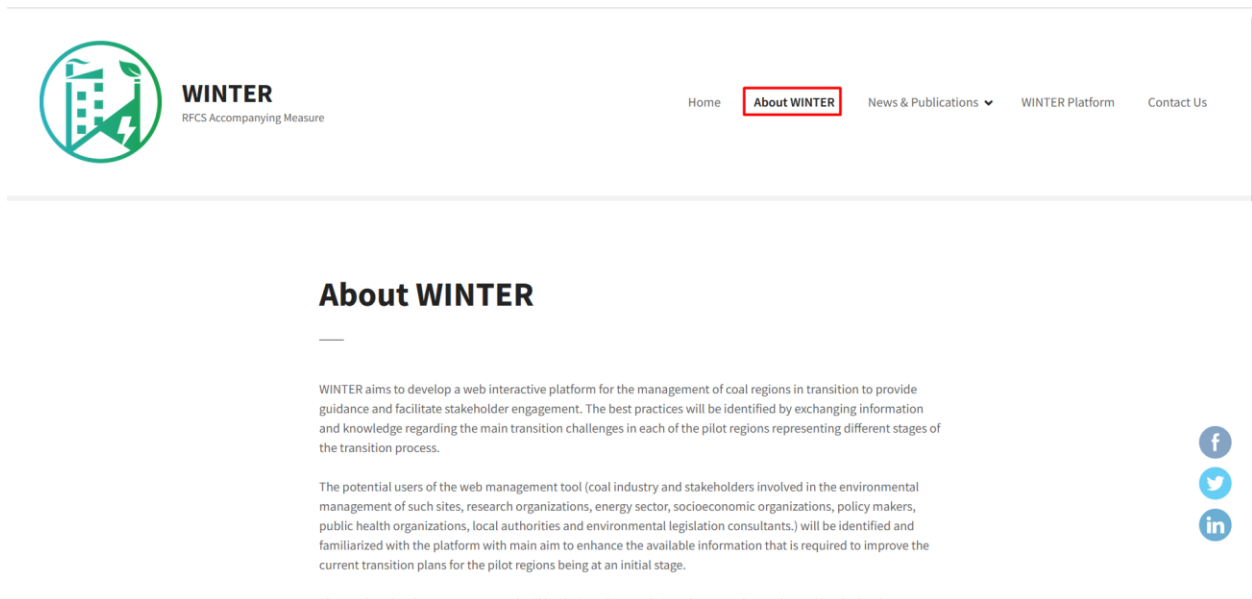
Figure 10. *About Winter* page.

- ***News and Publications***

Description	*News and Publications* (Fig. 11) is structured according to different thematic categories: *News*, *Publications* and *Deliverables*. These represent the blog categories, which can be expanded in the future to include additional topics and themes pertinent to the project's goals. Utilizing the built-in **dynamic** presentation of the content, these categories will be regularly updated. By selecting the *News and Publications* tab, a list of news will appear in the Content area which is organised by date.
	News: Content relevant to project activities events, e.g. workshops, meetings etc.
	Publications: Dissemination of articles related to the project's results
	Deliverables: Dissemination of the deliverables of the project, e.g. reports
Type of action	The content area is updated with corresponding content (dynamic pages).
Dependent submenus	*News, Publications, Deliverables*

Figure 11. *News and Publications* tab, that contains several categories.

- **WINTER platform**

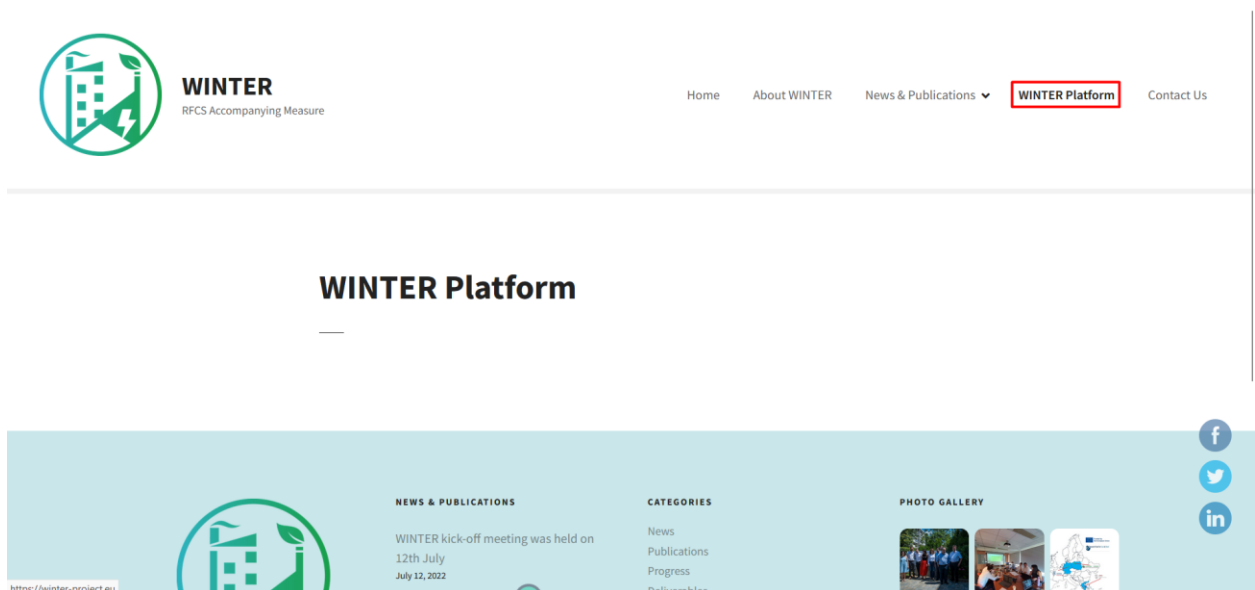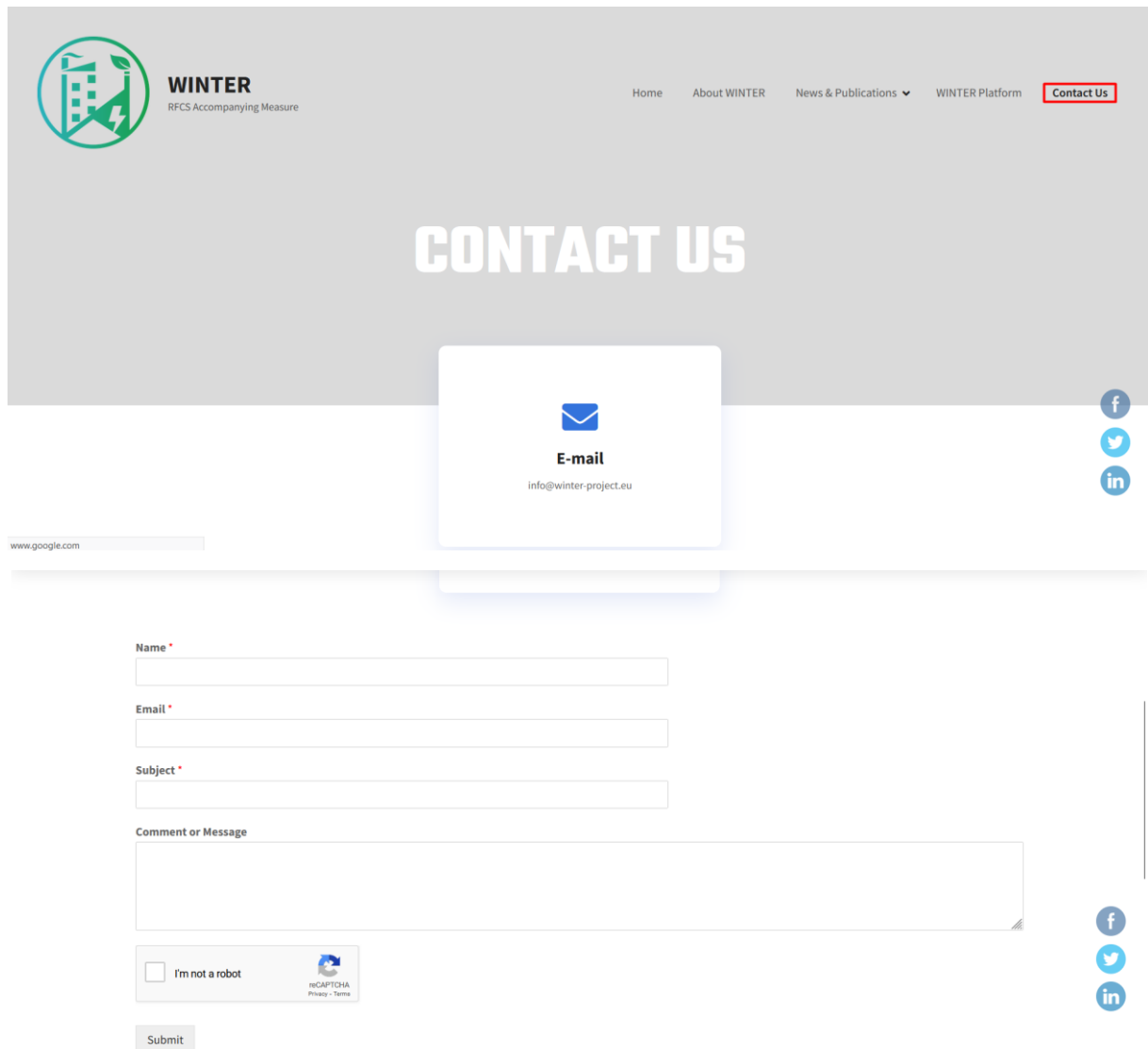| Description	This page (Fig. 12) will contain text, images that will describe features of the web-interactive platform and hyperlinks that will lead the user directly to the platform, in the different study areas.
Type of action	The content area remains the same (static page)
Dependent submenus	None

Figure 12. *WINTER platform* page.

- ***Contact Us***

Description	Users can fill in the available contact form with their name and email address (Fig. 13), subject and a message or report about any subject related to the project or technical issue. This form is connected with the official e-mail address of WINTER (info@winter-project.eu).
Type of action	The content area remains the same (static page)
Dependent submenus	None

Figure 13. *Contact Us* page.

5.4. FOOTER

- The Footer bar (Fig. 7) is located at the bottom part of the website. The contents include: the latest News and Publications and the categories of this tab, a Photo Gallery and the Main menu. Moreover, at the bottom of the footer there is a special mention to the RFCS Programme and Grant Agreement, and Cookie Policy (both as a button and when a user initially accesses the page).

6. SOCIAL MEDIA

The role of social media in networking and communication is crucial. These platforms are a cost-effective method for promoting the project and raising awareness. They help increase online and offline visibility, as well as recognition from the scientific community and audiences with diverse interests. Another benefit of utilising social media is the ability to inform the audience on the project's progress in real time.

Across over a billion websites competing for the top spot in search engines, it is no longer sufficient to simply optimize a website and maintain a blog. Therefore, sharing content on social media will improve search engine rankings and increase credibility and consistency. The project will reach an extensive global audience through social media platforms.

The social media platforms that WINTER project utilises are **LinkedIn** (Fig. 14), **Facebook** (Fig. 16) and **Twitter** (Fig. 18). The accounts on these platforms are already active. The website will be updated regularly with news regarding the project's activities, such as deliverables, workshops, meetings etc. With more than 830 million members and over 58 million registered companies on LinkedIn and 2 billion active users on Facebook, these platforms aim to maximise the engagement of the general public and target stakeholders from local communities, public authorities, policy makers, NGOs etc. The ultimate goal will be to improve the visibility and visits on the WINTER website, establishing and maintaining engagement for the duration of the project. The social media accounts of the project can be accessed using the following links:

LinkedIn: WINTER Project EU

Facebook: Winter Project EU

Twitter: WINTER Project EU

All social media accounts are intended to be updated on a weekly basis with posts relevant to the project and its activities, with a response rate on possible inquiries/comments within the same day, to ensure audience engagement maximum number of followers/connections/likes. The number of connections/followers/ likes (vanity metrics) is easy to identify, however social media analytics (Figs. 15, 17) will be of more use to the consortium, in terms of identifying the followers' country of origin, gender, occupation and interaction with the posts. These data will help evaluate, adjust and refine the WINTER communication and dissemination strategy to better engage the target audience.

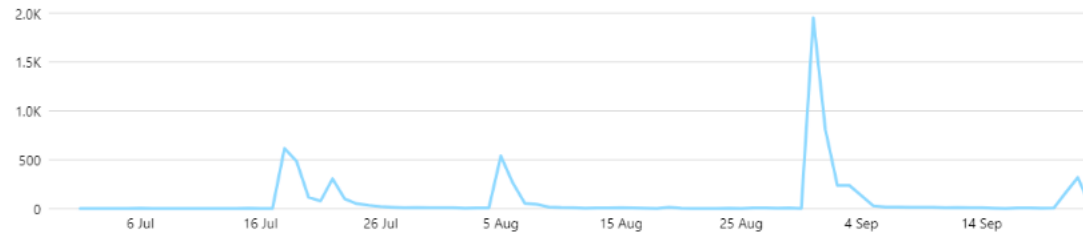**Figure 14.** The WINTER project LinkedIn home page.
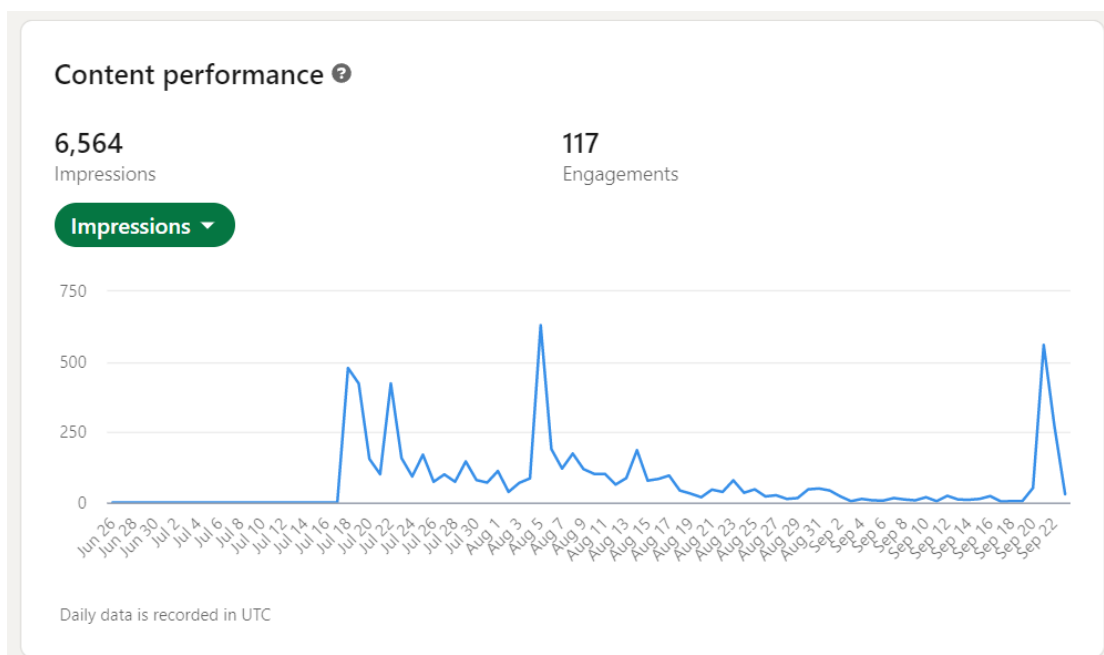
Figure 15. Analytics since the creation of the WINTER LinkedIn page.
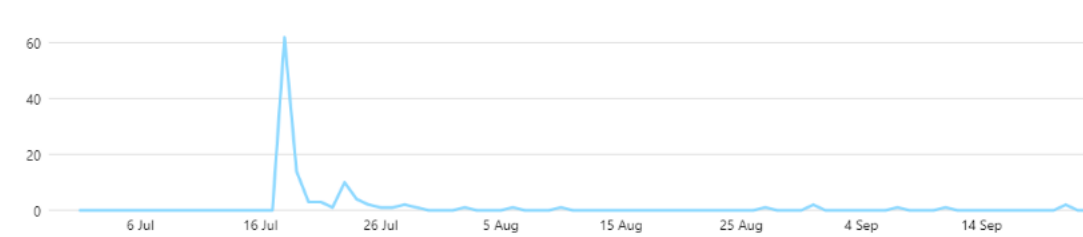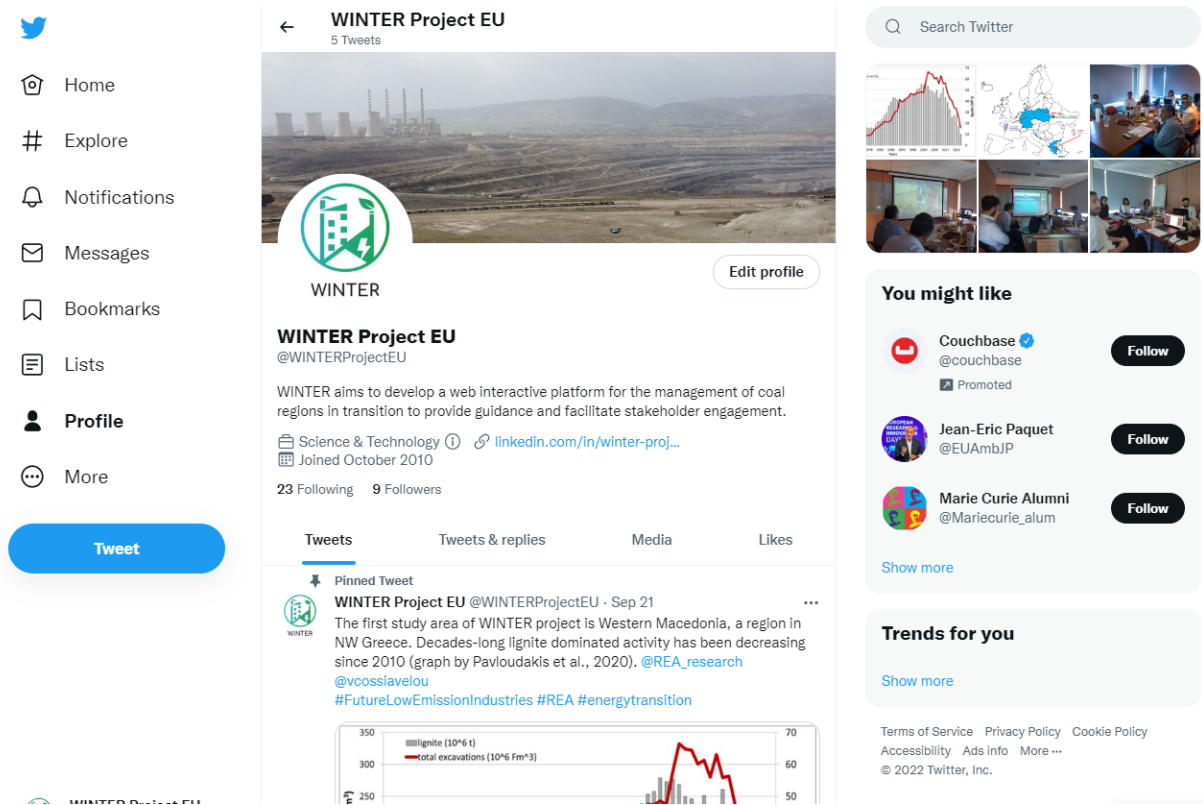
Figure 16. The WINTER project Facebook home page.
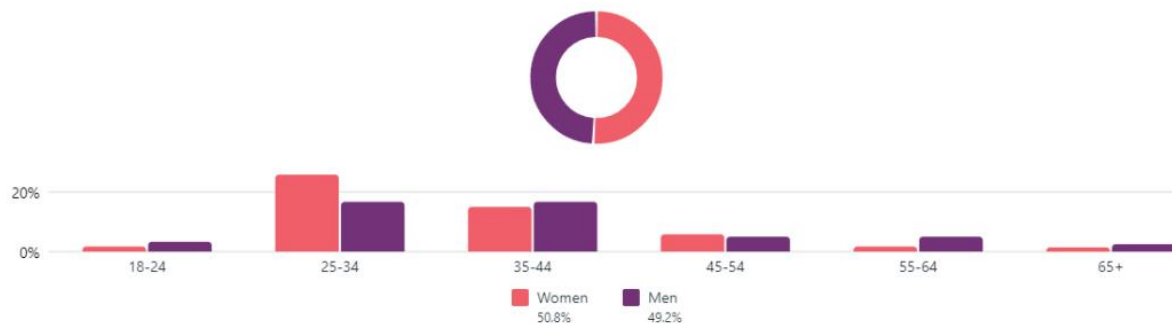
Figure 17. Analytics since the creation of the WINTER Facebook page.

Figure 18. The WINTER project Twitter home page.