PROVIDE

D6.2

Release of complete set of communication materials and tools, incl. the public website V 1.0

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Abstract: This report describes the complete set of communication materials and tools, including the public website (V 1.0). The tools will support the communication activities to raise the awareness in the general public, to reach out beyond the main stakeholder groups of the project and widely distribute project results to different target audiences.

Dissemination Level
PU   Public

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Glossary

ABBREVIATION / ACRONYM	DESCRIPTION
CA	Climate Analytics
IPCC	Intergovernmental Panel on Climate Change
IR	Iconic Regions
PPO	PROVIDE Project Office
RWD	Responsive Web Design
WP	Work Package

1.   Introduction

This document describes the release of all communication materials and tools, which will be used to support the communication activities of PROVIDE and widely distribute project results to different target audiences. The main communication tool is the project website. An overview of the design, structure and contents of the public website set up for PROVIDE as part of the project dissemination strategy is provided in this report.

The website is accessible under the URL https://www.provide-h2020.eu/ and maintained by the PROVIDE Project Office (PPO). It is based on responsive web design (RWD), which provides an optimal viewing and interaction experience – easy reading and navigation with a minimum of resizing, panning, and scrolling – across a wide range of devices from desktop computer monitors to mobile phones and tablets. The website development team consists of a designer, a web developer, an editor, and content specialists, who worked collaboratively together.

Another important communication tool is the PROVIDE twitter channel (@PROVIDE4CLIMATE) to increase public awareness fand reach out to stakeholders. Further communication tools, such as newsletter and a you tube channel will be released during the project duration.

2. PROVIDE visual identity

A project visual identity has been developed by a professional designer at project start. The objective of the PROVIDE visual identity is to provide the project with a recognisable and coherent image by visible elements, such as typography, pictures and layout. The design reflects a consistent look and feel. All communication and dissemination tools of PROVIDE (social media accounts, website, newsletter etc.) using a coherent design. The PROVIDE visual identity contains a project logo, fonts and colours and is used for all internal and external communication tools, such as templates, the public website, social media channels, newsletter etc.

2.1. Logo

The project logo (Figure 1) reveals the PROVIDE identity and distinguishes PROVIDE from other projects, so that it can be easily recognized and associated with the project values. It reflects the innovative approach of the project and its tasks. As the PROVIDE project aims to deliver information on overshoot scenarios and respective impacts in the context of adaptation through an innovative web tool (PROVIDE Dashboard), the logo symbolizes an overshoot curve and the colour gradient of the „I" is associated with the „burning embers" effect of the IPCC. The colour scheme of the logo is captured in the website design. The logo is used in all PROVIDE documentations, publications and communication material.

Figure 1: PROVIDE logo

3. Public Website

3.1. Objectives

The public PROVIDE website can be reached at https://www.provide-h2020.eu; a domain, which is simple to remember. As part of the project communication and dissemination activities the main objective of the website is to ensure that the impact of the project and its results will be achieved at societal and political levels. Besides other dissemination and communication tools (e.g., social media, general communication material such as flyers etc.), the website guarantees that EU-funded research is adequately communicated to all relevant stakeholders and target audiences. The website promotes the main benefits resulting from the project and depicts the necessity to further develop innovative climate services, taking the impacts of overshoot scenarios into account.

The 1.5°C Paris Agreement temperature goal provides the benchmark for global climate action to avoid the most devastating impacts of climate change. However, under current trajectories, overshooting (meaning the temporary exceedance of 1.5°C) the Paris temperature thresholds is a distinct possibility. The impacts of such overshoot scenarios would be particularly consequential for vulnerable regions and systems. Here, even in the case of only a temporary exceedance of 1.5°C, thresholds of abrupt and possibly

irreversible shifts or adaptation limits may be exceeded. The PROVIDE project aims to deliver information on overshoot scenarios and respective impacts in the context of adaptation through an innovative web tool (PROVIDE Climate Services Dashboard). You will be able to assess the risks of overshooting systemic thresholds (e.g., glacier melt) from the local to the global level. Moving beyond a limited set of climate scenarios, the PROVIDE approach allows you to make thresholds the starting point for the analysis and adaptation planning.

The PROVIDE Climate Services Dashboard (linked to the project website) will be an online platform providing detailed information on overshoot scenarios and expected impacts and their reversibility, with unique sectoral coverage including extreme events, biodiversity, cryosphere, sea level rise, agriculture, economic damages, socio-economic vulnerabilities among others.

The innovative approach of PROVIDE – the development of a Climate Service Dashboard – is explained for the public at large on the website. As soon as a first version of the Dashboard will be online, a direct link will be included on the homepage of the website.

The main target group for the website is relevant stakeholders. A dedicated subpage is describing the stakeholder co-development process and enables interested, new stakeholders to sign-up to get involved.

Furthermore, the website presents the scientific idea, promotes expected impact of the project and the project structure is outlined. The website will also be a portal to disseminate PROVIDE scientific publications, tools/data and to present the main activities and next steps to be taken. It contains information about the consortium, with detailed descriptions of the partners involved and the Coordinator and the PROVIDE Project Office as contact points.

To establish a channel of communication between research, stakeholders and public, the website development focused on a user-friendly and unique design, effective navigation, browser consistency, fast loading pages and mobile compatibility. The objective is to present the complex content clearly structured, considering SEO factors (keywords in headings, first sentences and paragraphs). As the website will be updated frequently in order to provide the latest publications and news, a state-of-the-art content management system has been chosen, which is easy to use, so that the content can be changed quickly according to the projects progress.

3.2.   Target audience

The PROVIDE public website targets a wide range of audiences, such as:

- Stakeholders (Regional/local and EU)
    - Policy makers (Regional/local and EU policy level)
    - The scientific community
    - Climate service providers
    - International organisations and foundations
    - Local/regional and international NGOs
    - Sensitive business sectors
    - Climate Litigation representatives
- The general public
- Funding authorities, including the EC
- Press representatives/journalists

However, the main target group are relevant stakeholder, especially from the iconic regions (IR), as subpages for each IR will be developed and interested stakeholders can sign up to get involved via the website.

3.3.   Design

Considering current website design trends and user behaviour, the design is clear and minimalist. This enables an intuitive and easy navigation following the fact that users are rather browsing websites than reading long articles. The distinctive design facilitates to communicate the PROVIDE objectives, the benefits of the concept and values of the PROVIDE research. Therefore, the design reflects a consistent look and feel within the subpages of the website, but also beyond. All communication and dissemination tools of PROVIDE (social media accounts, flyer ect.) use a coherent design. The topography is well chosen, also considering to be user-friendly, and corresponds with the logo. The PROVIDE website features captivating banners and catchy slogans (e.g. "Paris Agreement Overshooting"; „Innovative Climate Services"), which are easy to remember and take into account SEO factors. High quality photographs contribute to a strong visual identity and support the communication of the key message. The banner is presented as a slideshow and each menu button is represented by an own picture.

3.4.   Technical Implementation

The website is programmed in responsive web design (RWD). RWD is an approach to web design aimed at crafting sites to provide an optimal viewing and interaction experience – easy reading and navigation with a minimum of resizing, panning, and scrolling – across a wide range of devices from desktop computer monitors to mobile phones. The technical challenges include to program fast loading pages, to ensure browser consistency and to optimize for high search engine rankings. The mobile design has been implemented with a so-called hamburger menu. Interactive elements have been minimized in order to facilitate fast loading pages.

3.5.   Structure and content

A good and simple site structure helps the user as well as search engines to navigate the site. The PROVIDE website is characterized by a minimalist header, just including the logo and the horizontal menu bar, a body and a large footer. The EU emblem is displayed in the footer as well as a disclaimer stating that the PROVIDE project has received funding from the European Union's Horizon 2020 research and innovation programme. With this, the requirement to promote the action and visibility of funding as set out in Articles 27.3, 28.2, 29.4 and 38.1.2 of the H2020 General Model Grant Agreement is fulfilled. Furthermore, the footer includes the PROVIDE logo, linked social media icon (Twitter) and Imprint/Privacy Policy/Copyright. The header and footer are consistent on all pages of the PROVIDE website.

The menu bar displays the main pages of the website: *Home – About – Stakeholder – Tools and Data – News – Innovation Place*. The subpages can be reached via buttons on the main pages (such as Work Packages under *About*).

3.5.1. Home

Paris Agreement Overshooting – Reversibility, Climate Impacts and Adaptation Needs:
The homepage is the first impression of the website, and the visual identity influences the
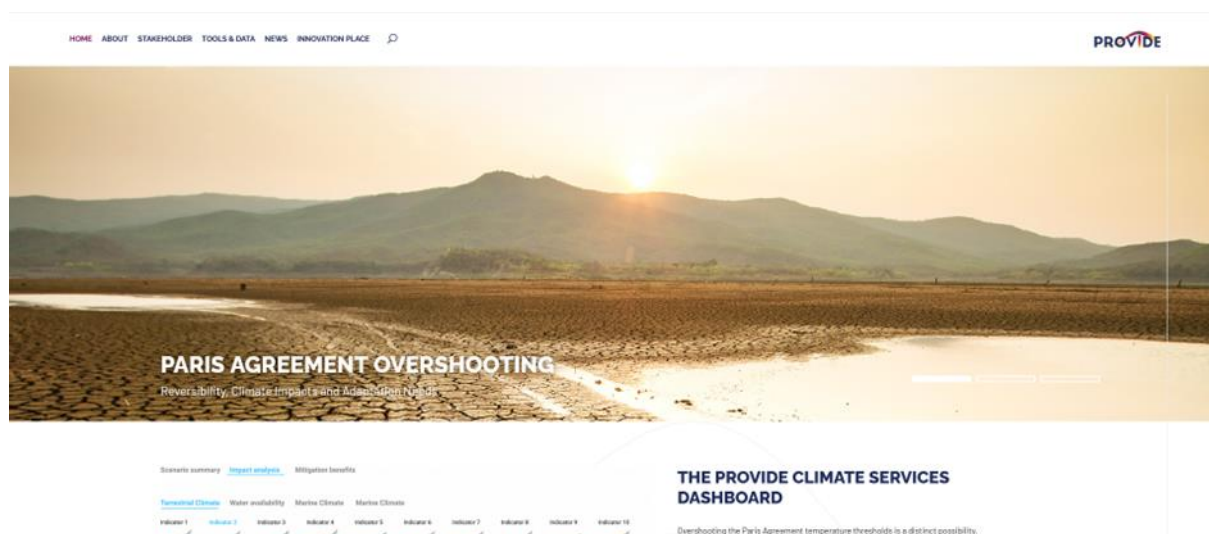further engagement of the visitor (Figure 2).

Figure 2: Homepage (1)

To catch the visitor's attention, a slide show with catchy slogans and pictures are
displayed. A short text features the Climate Service Dashboard and project summary.

In the centre of the homepage the buttons are placed: *Get involved* (link to the stakeholder
page to sign-up as a stakeholder) – *Newsletter* (to sign-up for the Newsletter) – *Contact* (to
contact the CO via email) (Figure 3).

Figure 3: Homepage – contact (2)

The latest news from the *News* page are also displayed on the homepage (Figure 4).
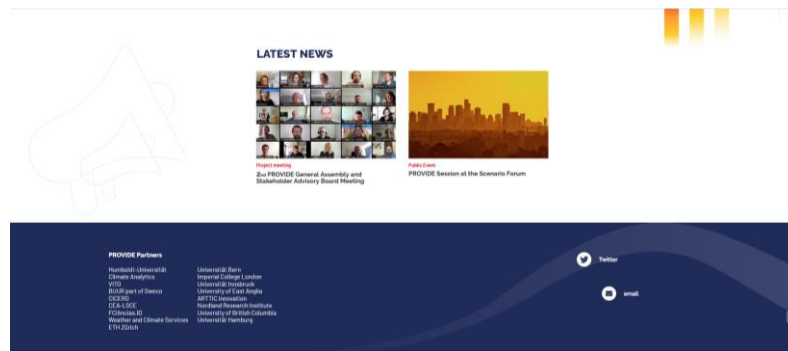
Figure 4: Homepage – news (3)

3.5.2. About

The *About* page combines the main information about the PROVIDE project, including information about the consortium and the Work Packages (Figure 5 – Figure 7).

Figure 5: About page (1)

Figure 6: About page - Consortium (2)

Figure 7: About page - WPs (3)

3.5.3. Stakeholder

The Stakeholder co-development process is one of the most important feature of PROVIDE (Figure 8). Interested stakeholders can directly sign-up a questionnaire to get involved. It's planned that each IR will have its own subpage (Figure 9), which will present the results of the IR Engagement meetings.

Figure 8: Stakeholder page (1)

Figure 9: Stakeholder page (2)

3.5.4. Tools & Data

The *Tools & Data* page will be continuously updated, and the latest tools will be included (Figure 10).
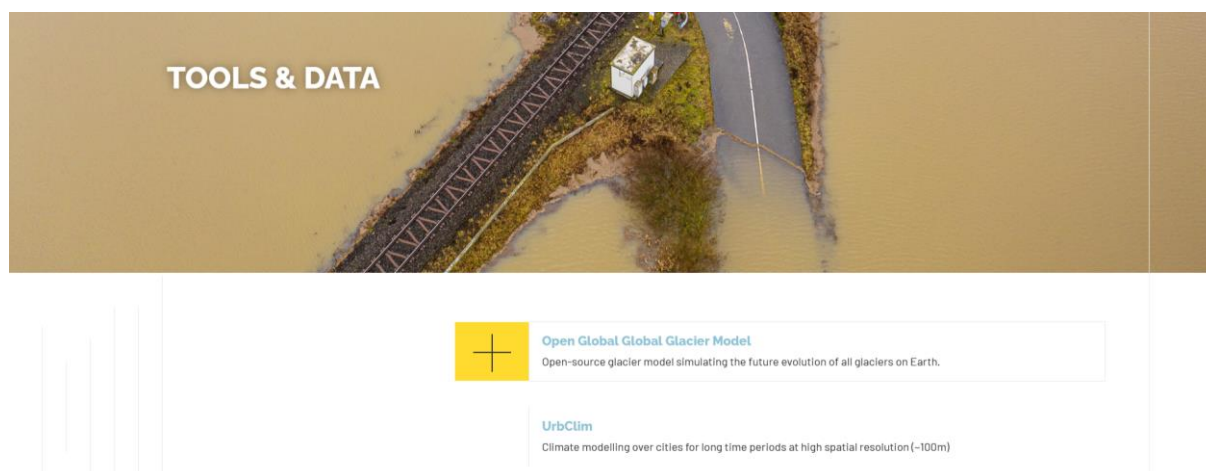

Figure 10: Tools & Data page

3.5.5. News

The *News* page (Figure 11) features the latest project news, organised in different categories.
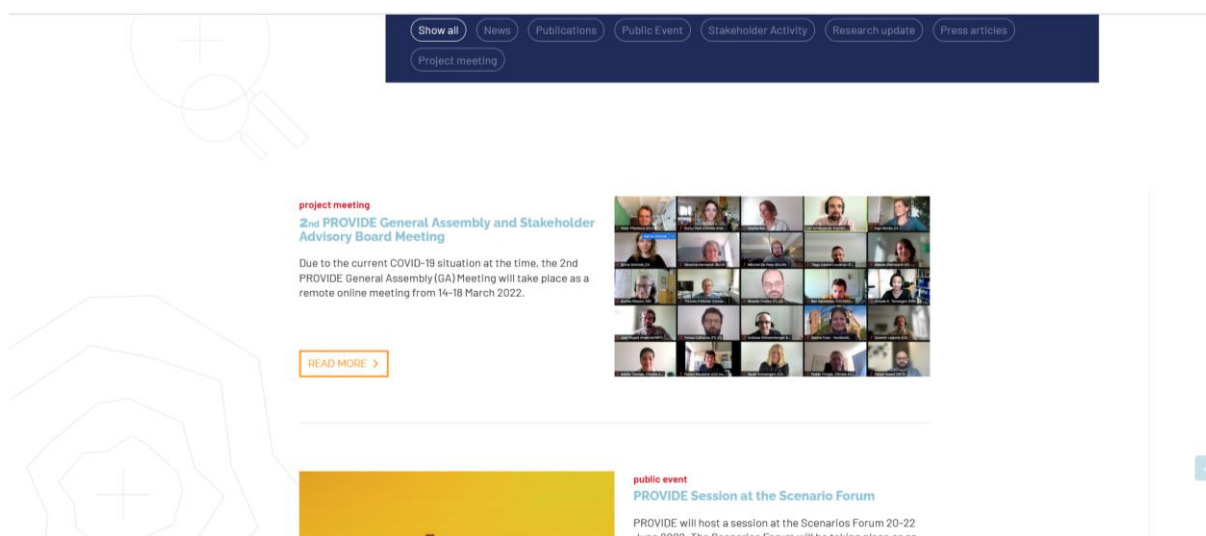

Figure 11: News Page

3.5.6. Innovation Place

This page is linked to the Innovation Place website. An Open Innovation platform supporting collaborative research through the matching of pre-screened R&D projects, qualified organisations, and public funding opportunities. PROVIDE partners can directly login the internal project workspace (Figure 12).
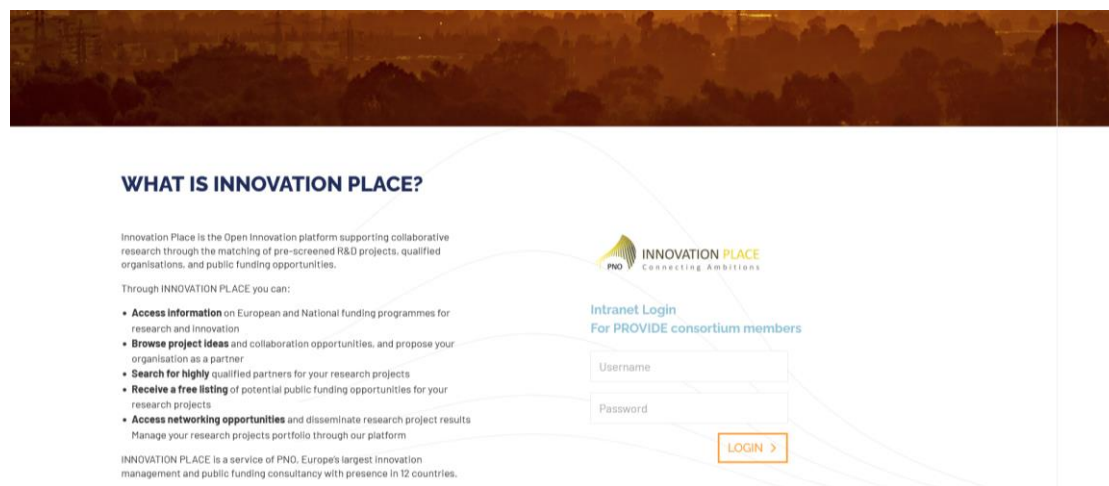
Figure 12: Innovation Place Page

4.   Social Media

In addition to the public website, PROVIDE has a strong presence on the social media platform Twitter. Latest news, achievements, milestones and events from PROVIDE will be promoted, linking to the main website for more information. The PROVIDE Twitter channel provides the opportunity for the public to engage with the PROVIDE project. Twitter is mainly used for networking with key stakeholders as well as the general public, journalists and the scientific community.

5.   Newsletter

A newsletter template has been designed. Subscription to the Newsletter is possible via the project website. The newsletter will summarise the relevant achievements and results of the project, as they become available. The newsletters will be also issued to announce and introduce the Overshoot Adaptation Webinars and will therefore focus on the specific topic covered by each webinar. They will be distributed towards the PROVIDE Stakeholder Community, the Twitter channel and partners communication departments.

6.   General Communication material (poster, flyer)

PROVIDE partner CA has produced a general project flyer (Figure 13) at project start for interested stakeholder and to promote PROVIDE project. As the visual project identity has been set up, the project flyer will be updated soon to reflect the new PROVIDE design. It will be uploaded on the project website. During the project duration, if physical meetings will take place, posters might be produced as well. This communication material will be distributed at workshops, conferences, events and, if needed, will be updated over the project lifetime.
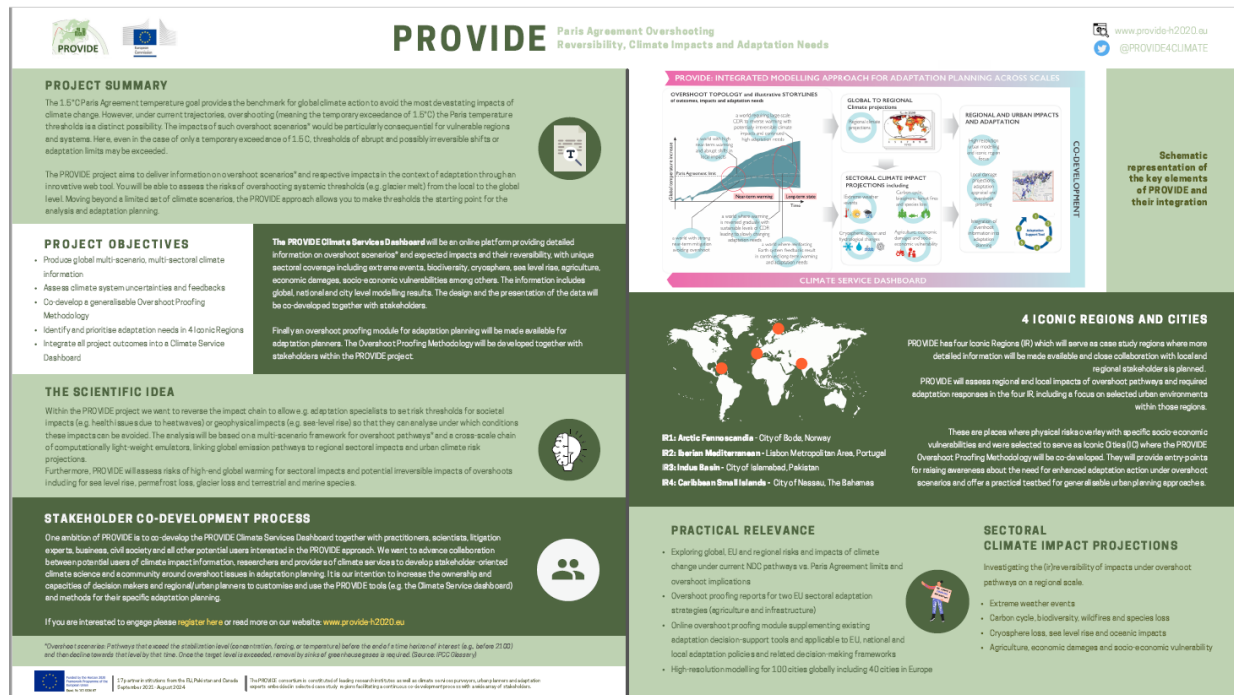
Figure 13: Preliminary Flyer (Design will be updated)

7. Internal communication material

7.1. Templates

Together with the logo, templates for presentations and other documentation have been developed (Figure 14 – Figure 16). The PROVIDE Microsoft PowerPoint (PPT) templates are coherent with the PROVIDE visual identity, including the fonts. The design of the cover slide is taken up the lines of the logo. The templates are being regularly used by the project partners for internal and external presentations.

Figure 14: PPT Template - cover slide (1)

Figure 15: PPT Template - content slide (2)

Figure 16: PPT Template - chapter cover slide (3)

The PROVIDE Microsoft Word Templates that are used for all text documents, e.g., deliverables, meeting agenda and minutes. For EC deliverables a specific cover and template had been designed (see the cover of this report).

8.   Conclusion

The PROVIDE public website is online and fully operational since 10 March 2022 and is running smoothly. Browser consistency and the mobile interface had been continuously improved throughout the development process. The page will be updated and maintained on a frequent basis, editorially and technically. Updates will become more and more frequent as the project progresses. The website will be an important means to communicate and disseminate information about the project and to attract all relevant stakeholders.