**D1.1 – Deliverable 1.1  Project website**

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| **Grant Agreement number** | ERASMUS-LS  Project N. 101048131 |
| **Project Full Title** | EU MED FOR CLIMATE SUMMER SCHOOL |

## DELIVERABLE INFORMATION

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| **Abstract:** | **The objective of this deliverable is to present the first version of the project website and the project social channels which will be two important dissemination channels throughout the project duration, as well as the online document respository. The website presented in this deliverable is the first version. The content available on the website will be continuously extended during the next months in order to give visitors a broad overview of the project's objectives and the progress.** |

| | |
|---|---|
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## Abstract

Carrying out and implementing appropriate, synergic and integrated communication and dissemination activities is essential for the successful management of a project.

Art. 17 of Grant Agreement emphasizes the importance of promoting the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner, possibly engaging in a two-way exchange. Going beyond the project community is crucial to enable the society to realize the concrete value, impact and benefits of the project, thus showing how they can contribute to solving fundamental societal challenges and how they can positively affect the everyday life of people, in terms of better quality of life, job employment and so on.

The Coordinator ROMA TRE intends to share the project and its results not only with the audience that may effectively use them, i.e. scientific community, stakeholders, professional organizations, policymakers (Art. 17.2 of Grant Agreement), but also with a broader audience, not necessarily specialized. This implies the definition of clear communication objectives, the identification of targeted measures and messages to promote the project as well as the choice of adequate tools and channels.

With this objective in mind, the project website has been conceived as the core component of the Communication, Dissemination activity showcasing the project and presenting up-to-date information to the wide and different audiences.

# 1  DESCRIPTION OF THE PROJECT

Today, the Mediterranean region is affected by significant environmental anthropogenic changes, which compromise future environmental and socio-economic sustainability, with serious repercussions also in term of human security. The main drivers of change include climate change, population growth, environmental pollution, biodiversity loss, and unsustainable land and sea use practices. In such a scenario, significantly efforts are needed to mitigate drivers of change, implement transformative adaptation, and increase socio-ecological resilience.

New opportunities arise from the EU's New Agenda for the Mediterranean, which identifying a range of actions along five key policy areas – human development, good governance and the rule of law; strengthen resilience, build prosperity and seize the digital transition; peace and security; migration and mobility; green transition: climate resilience, energy, and environment – aims to turn common challenges into opportunities, in a mutual interest approach.

In line with the EU's New Agenda for the Mediterranean key strategic priorities and consistent with the EU climate action and the UN's 2030 Agenda for Sustainable Development, the Roma Tre University (Dottorato in Filosofia Roma Tre/Tor Vergata; Master Studi dell'ambiente e del territorio – Environmental humanities), in collaboration with the Institute for Studies on the Mediterranean of the Italian National Research Council (CNR- ISMed), proposes the EU-MED CLIMATE Summer School.

## 1.1 Learning objectives and methods

The Summer School wants to be a laboratory where to test innovative teaching and learning models, contributing to the advancement in systemic knowledge to understand the complexity of the Mediterranean issues in the 21st century.

To achieve these objectives, the training course aims to 1) combine theoretical and practical knowledge, offering different kinds of learning activities (lectures, laboratories, and case study analyses); 2) develop a constructivist learning approach, encouraging the active participation of students in the knowledge process (interactive seminars, thematic dialogue tables); 3) re-imagine disciplinary boundaries, involving both academics, researchers and scholars with different disciplinary background, and non-academic actors; 4) strengthen the relationship between art and science, through the participation of artists and by utilizing the different forms of art as effective tools to make the learning process more successful and creative.

The so-designed proposal aims to achieve the following learning outcomes: 1) encourage students' holistic vision and systemic thinking without neglecting the scientific rigor of the individual disciplines; 2) stimulate students' critical thinking and creative potential, combining different ways of knowing – pre-conscious, intuitive and rational – using arts aside sciences to deepen the insight of questions traditionally approached only through scientific knowledge.

The ultimate objective of the Summer School is to provide a crucial integration to the current academic programs offered by the Roma Tre University. The training course hopes to shape a future-oriented academia curricula, nurturing the skills of a new generation of Mediterranean specialists in the fields of culture, arts, education, science, and policy-making, capable of envisioning a sustainable and just future for the region, in compliance with the new Mediterranean Strategy for Sustainable Development (MSSD) 2016-2025 core vision of 'A prosperous and peaceful Mediterranean region in which people enjoy a high quality of life and where sustainable development takes place within the carrying capacity of healthy ecosystems'.

## 2      INTRODUCTION

### 2.1 Purpose and scope of this document

The Deliverable 1.1, Project website, falls within the project work package focused on Communication and Dissemination. The present report illustrates how the EU MED website has been designed and implemented, developing an attractive, accessible and usable interface, with special attention to responsiveness, versatility and technological performance. The website structure and contents are here described as well as the technologies used. In addition, screenshots of the entire website are provided. Finally, the deliverable includes a presentation which illustrates the design process of the EU MED logo, the guidelines to apply it properly and the basic foundational elements on which the project visual identity has been building in order to make the project instantly recognizable and consistently communicated.

As already stated, the project website is an important dissemination channel, as it is usually the first contact point for people interested in the project. Therefore, it must be very clear, complete and should not only provide basic information, but also updated information about current challenges, recent presentations and other project-related information, without disclosing confidential information or sensitive data. Therefore, a minimalistic, distinct, and discreet approach is adopted

Available at https://www.EU MEDproject.eu/, the EU MED website has being online for testing since January 2022 and online and visible for searching engines from June 2022.  It represents the main communication tool to raise awareness by making the project known and spreading information about the EU MED objectives and scope over the wide and different communities of reference. At the same time, on the dissemination side, the website will contribute to maximising EU MED impact towards scientific community, stakeholders and the general public, showing how the project's results.

Therefore, the target groups that the EU MED website intends to reach have been identified as it follows:
3       Research scientific community;
4       The European Commission;
5       European and national policymakers, interests groups;
6       Journalists and the general public;
7       Local communities and community organizations;

8       Private and public organizations dealing with cultural heritage management;
9       SMEs, NGOs, financial institutions, investment funds;
10      Other cultural heritage related projects

## 3. DOCUMENT STRUCTURE

The deliverable is structured into the following chapters:

- Chapter 1 includes a description of the EU MED project;
- Chapter 2 presents an introduction to the deliverable, detailing the document structure;
- Chapter 3 describes the aims and purpose of the deliverable:
- Chapter 4 describes website architecture and contents, giving details of the key information hosted by the single sections of the portal, as shown by the related screenshots;
- Chapter 5 describes the Social Media Handles;
- Chapter 6 describes the EU mandatory rules for external communication of project activities and outputs;
- Chapter 7 provides some standard project templates
- Chapter 8 illustrates website analytics tools and KPIs (Key Performance Indicators) used to assess EU MED website performance in order to optimize it, identifying the actionable steps to take to give users a better overall experience;
- Conclusion  concerns conclusions and further implementations of EU MED website that will be made gradually, as the project evolves.

## 4. EU MED WEBSITE: DESIGN, DEVELOPMENT AND CONTENTS

### 4.1 Structure

EU MED website contains different information, including public information about the project objectives, achievements, events and news, as well as a private space and document repository only available to the Consortium.

The website design is characterized by a self-explanatory, user-friendly structure. Actually, if navigation and site architecture are not intuitive, it is difficult for users to comprehend how the system works and how to find the information they are looking for. Consequently, the website developers have opted for a clear structure, with easily recognizable sections and links, for the best possible user experience.

The public website intends to provide an overview of the project available to the wide audience, an introduction to the Consortium and team members, project activities and results, contact information for any party interested in collaborating with us and EU MED privacy policy, clearly describing what data the website collects from the users and how the Consortium will use these data.

A screenshot of the first version of the website is illustrated in Figure 4.1. The homepage provides a quick summary of the project and accommodates key information (project objectives, tools, objectives, information about the Scientific Coordinator), as well as useful utilities for the users (e.g., Didactic materials, news). The website is gently separated in 3 sections by the means of a header, a footer and the main section. Website header consists in the project logo, the main menu and links to social media handles

**Figure 4.1. Main Navigation menu**
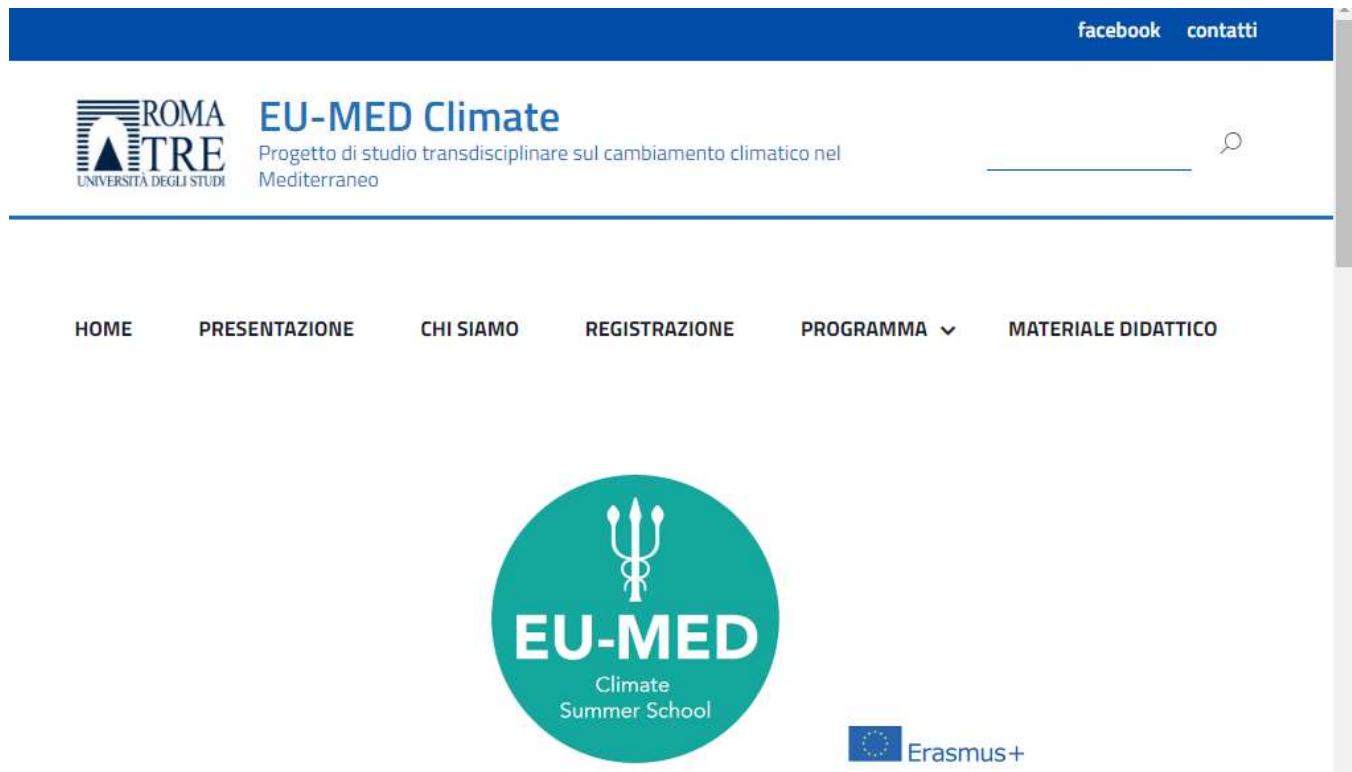


## 4.2 Navigation

With the only exception of the landing page, each of the abovementioned categories are expandable to show further subsections and provide the user with more specific information.

The navigation of the website is structured as follows:

- Home Page: This is the initial landing page for any visitor to the website. It consists of a slide show of some project images, a description of the EUMED main aims and objectives;
- The Project: divided in 4 subsections
  - Presentation (Presentazione). The page presents detailed information about the project challenges, objectives, concept and approach, expected results, target end users and EU policies.
  - Who are we (Chi siamo) This page introduces EUMED Scientific Coordinator UNIROMA TRE and the governance bodies consortium.
  - Application form (Registrazione). It contains all the information and forms to apply to

yearly edition of EU MED Summers School

- o Programme (Programma). This page provides an overview of the Yearly EUMED Summers Schools.
- o Didactic Material: This page provides all the scientific and didactic material presented by the teachers and experts during the different edition of EU MED Summer school details the pilot blueprint roll-out of the project.
- o Contact: The contact page presents an opportunity for interested stakeholders to reach out to the project coordinator team through the means of a form where they can input their name, email address, phone number and a message. The page includes a GDPR Agreement consent checkbox and a captcha to avoid spamhe top menu bar consists of the following 5 items:

Two additional will be implemented:

Resources: This page is a knowledge library, enclosing all relevant EU MED's publications and deliverables.

A menu including the following options is displayed.

Scientific Publications: This section includes all scientific papers and journals published that are produced by EU MED partners as main scientific outcomes of the project.

Deliverables: This section hosts a table of all project deliverables, their abstracts and the entire public deliverables.

News and Events : This page is updated with the latest meetings and task related information of the project.
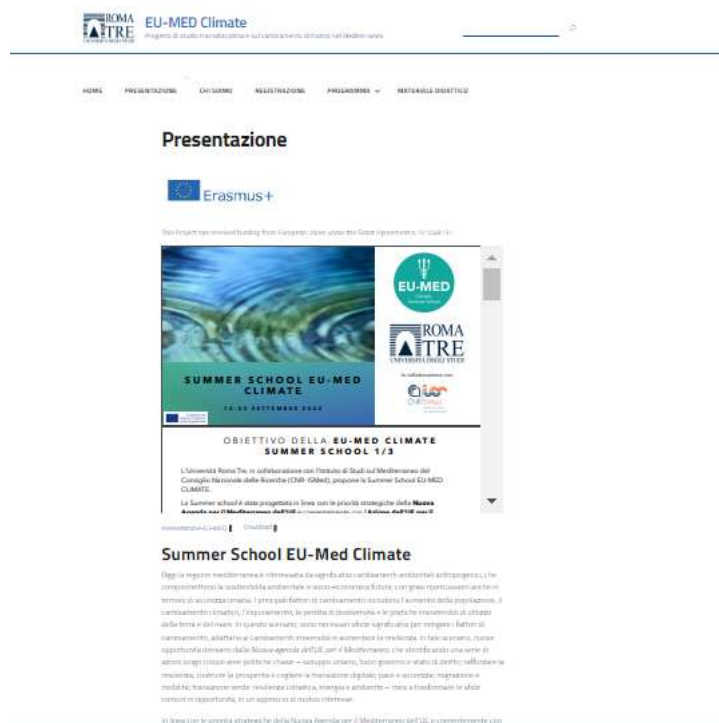
**Figure 4.2.  EUMED Presentation page**

**Figure 4.3 Chi siamo page**



**Figure 4.4 Registrazione page**

**Figure 4.5 Programme**



**Figure 4.6 Didactic Materials**

### 4.3 Technical info, security and privacy

*4.3.1 Hosting choice*

EUMED  website is hosted on  UNIVERSITÀ DEGLI STUDI DI ROMA ROMA TRE CLOUD with the most modern technological standards and with advanced security systems.

*4.3.2 Content management system*

EUMED website has been developed using WordPress CMS. WordPress holds the largest CMS market share by far, and currently powers over 30% of the websites. As a result, many users are already familiar with the WordPress CMS, requiring less staff training when building a new site. Other reasons to choose the WordPress CMS over other competitors are its powerful extendibility through the use of over 55.000 plugins (according to WordPress plugins repository, most of them free) to add important features to the website, and the fact that its code is written very clean and simple, making it easy for search engines to read and index a site's content.

*4.3.3 Privacy policy.*

The last section has been specifically designed to describe the privacy policy to inform the website visitors on what info is collected by EU MED website and how this information is managed, in order to create a transparent environment in which people are more confident, thus eliminating stress and concerns about potential abuse of personal data. Further details and explanations are provided in the next chapter, focused on more technical issues.

*4.3.4  Temporary Google drive*

A GoogleDrive folder has been set up for the archive, at the beginning of the project,  of all  versions of the documents produced (e.g. deliverables, reports, etc.) Partners receive emails about updates and comments regarding the documents they are working on, ensuring a transparent way of working.

The link to the GoogleDrive folder is

https://drive.google.com/drive/u/0/folders/1b0cSuw17u8Kkw7bOdyVhSgZGwnC71B27

### 4.4 Social Media Handles

Social networks play an important role in getting the public interested in the EUMED  project and allowing participation and interaction. To this purpose, Facebook  accounts have been created with the aim to share project announcements and developments in short bite-sized messages suitable for this type of media.

They will also help to share news and articles written for the project website thus supporting the objective to increase user traffic towards the website itself.

Figure 4.7 Facebook homepage
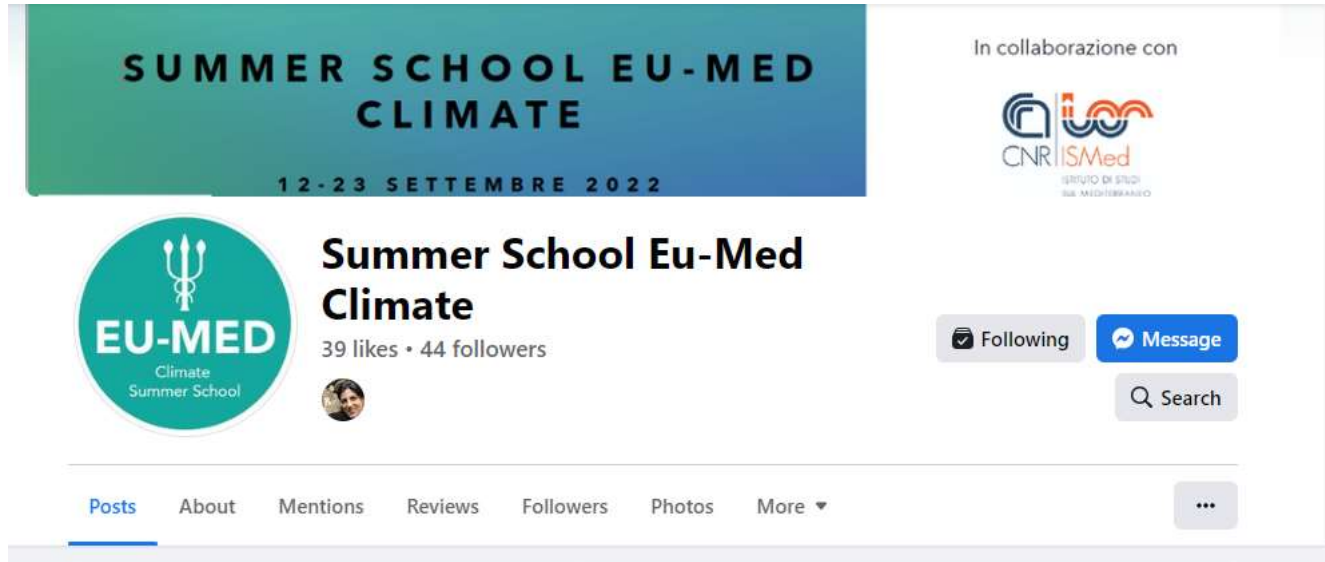


## 5. EUMED SUMMERS SCHOOL LOGO

Through a comprehensive analysis of the project objectives and activities, a number of logo proposals emerged.

The ideas behind the final logo are:

- Idea of Mediterranean as 'in the midst of the lands' (etymology of the name, colours to be chosen)
- Play between the trident of Poseidon and the staff of Hermes (which is also the symbol of pharmacology, i.e. finding the remedy through therapeutics based on its theoretical and practical knowledge)
- The colour chosen is aqua green because it links green themes to the Mediterranean.

Figure 5.1 EUMED Logo study and final logo



## 6. GUIDELINES FOR COMMUNICATION WITH EXTERNAL ENTITIES

### 6.1 Guidelines for Dissemination of Results

As indicated in Article 34 of Regulation (EU) 2021/241, recipients of Union funding shall Union funding shall make known its origin and ensure its visibility, including through the Union's logo, in accordance with the established technical characteristics, and the statement 'Funded by the Erasmus+ programme, in particular when promoting actions and results, by disseminating coherent, effective and proportionate information to different audiences, including the media and the general public.

The EU emblem must be displayed with at least the same prominence and visibility as the other logos. The Guidelines for information and communication actions by the Implementing Entities of the provide, on the basis of the provisions of European regulations, indications on information to the

public on financial support obtained from the European Union (EU) in order to facilitate and simplify the application of the extensive system of EU rules on which the eligibility of interventions for accounting or the withdrawal of granted funding.

**Figure 5.1 EUMED Logo study and final logo**



This Project has received funding from European Union under the Grant Agreement n. 101048131

## 6.2 Disclaimer

The content of this [deliverable/report/poster/brochure/etc] reflects only the author's view. The European Commission  are not responsible for any use that may be made of the information it contains.

## 7.STANDARD PROJECT TEMPLATES

## 7.2 Deliverable template

A deliverable Word template is available for partners' download and use in the EUMED project repository. The suggested structure for the Table of Content includes a number of pre-set and compulsory headings, namely:

- Revision History
- List of Authors
- Table of Contents
- Index of figures (to be deleted if not needed)
- Index of tables (to be deleted if not needed)
- Executive Summary
- Introduction (including a sub-section titled "Deliverable structure" and illustrating the structure of the document)
- As many chapters and paragraphs as needed

- Summary and conclusions
- Annex (if any)

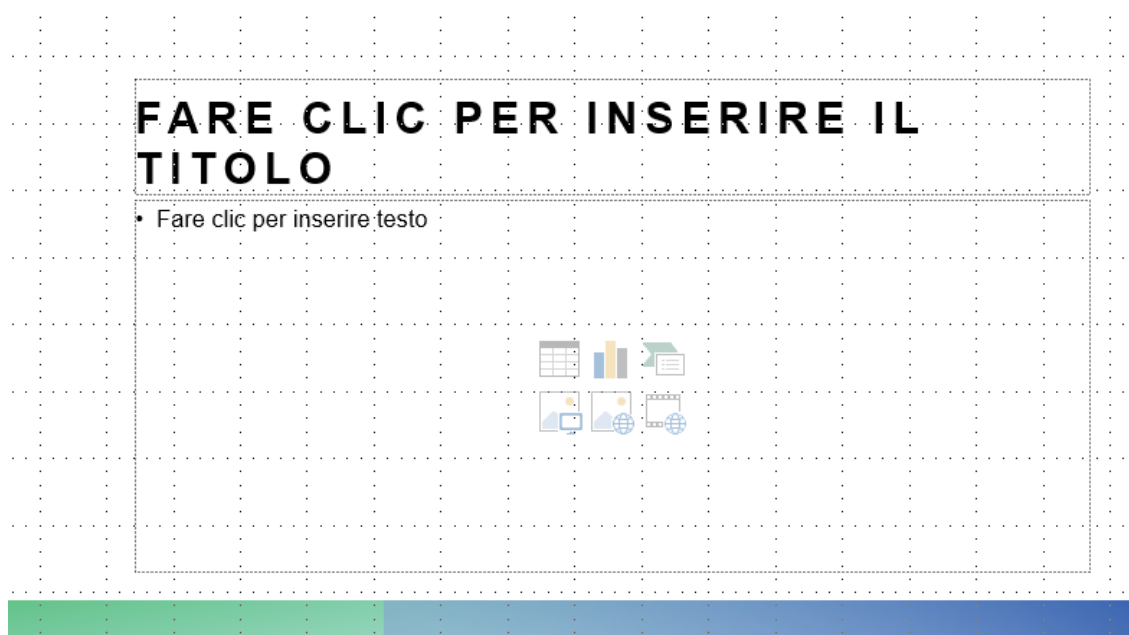**Figure 6.1 EUMED  deliverable template cover page**

## 7.2 PowerPoint presentation template

A standard PPT template in both 4:3 and 16:9 screen presentation size is provided for both internal use and project dissemination purposes.

Figure 6.2 EUMED  PPT  template cover page



Figure 6.3 EUMED  PPT  template page

## 8. EVALUATION

The implementation of communication and dissemination strategy implemented by EU MED WEBSITE will be regularly evaluated with Google Analytics. The frequent evaluation will enable monitoring of the quality of communication and dissemination activities.

The following list is intended as the minimal set of attributes that will be monitored to measure the effectiveness of the campaign. More attributes could be added from the beginning of the project or ongoing.

| Indicators | Type of indicator | Forecast | Currently achieved |
|---|---|---|---|
| Number of official website developed | Quantitative | 1 | |
| Number of Newsletters published | Quantitative | 3 | |
| **WEB ANALYTICS** | | | |
| Total visitors on the website | Quantitative | TBD | |
| New / returning visitors on the website | Quantitative | TBD | |
| Growth rate (*measures the increase or decrease in visitors to the website typically either month-over-month or year-over-year*) | Quantitative | TBD | |
| Traffic sources analysis (*displays information about the places on the website that drive traffic to the site*) | Qualitative | TBD | |
| Keyword analysis (*to determine which keywords represent project's best opportunities for C&D and impact maximisation*) | Qualitative/ Quantitative | TBD | |
| Device analysis (*which devices are used to visit the website*) | Qualitative | TBD | |
| Demographic analysis | Qualitative/ Quantitative | TBD | |
| Country analysis | Qualitative/ Quantitative | TBD | |
| **SOCIAL ANALYTICS** | | | |
| Total fan/follower for each channel | Quantitative | TBD | |
| Growth rate | Quantitative | TBD | |

| Indicators | Type of indicator | Forecast | Currently achieved |
|---|---|---|---|
| Engagement rate (*measures the level of engagement that a piece of created content is receiving from an audience*) | Quantitative | TBD | |
| Comment rate | Quantitative | TBD | |
| Post per week | Quantitative | TBD | |

**Table 1. KPIs for website monitoring and evaluation**

## 9.CONCLUSIONS

EU MED website represents the main online tool to communicate the project and disseminate all its results and events. It will be regularly updated by the UNIROMA TRE in order to provide the latest news, relevant results and breakthroughs. Available for 5 years after the end of the project, the website will be continuously improved and updated as the EU MED project evolves.

A list of future improvements to the EU MED website has been already planned, as it follows:

- The EU MED homepage will host videos and other promotional materials will be provided by the communication agency that has been subcontracted.
- A repository for the project's findings and results will be accessible from the EU MED website. Access to these documents can be made public, or it can be limited to certain users.