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Non-CO2 Forcers and their Climate, Weather, Air Quality and Health Impacts

Deliverable 8.1

Operational project web site, project identity design

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EXECUTIVE SUMMARY

This deliverable describes basic elements or tools supporting the communication of the project to the external audience, in case of the website providing useful information for the public and end-users. On the other hand, other elements like logo, visual style and identity used in the outputs and results support the visibility of the project and help to identify the project results with the project web as a source of further information, guidance, results and outputs. This will support the dissemination of the results, and eventually their exploitation as well.

The FOCI website (www.project-foci.eu) will serve as an organized information platform of the project for partners and visitors to find key project information, eventually with an option to use the communication methods for individual target groups. It will promote especially external communication, with support of dissemination and exploitation of the results. Descriptions of the individual WPs, information on all project partners, relevant news and archived newsletters, and explanations of the project and its outcomes will all be included. Additionally, the website will contain both a public and a private, restricted area. This will enable project partners of appropriate WPs to share information on the project with end-users and stakeholders, as well as to get feedback from them. The website can support also the information provision inside of the project, although for working exchange and share of project documents the Sharepoint space has been established. The website will also serve as a legacy for FOCI once the project is completed.

The project website will serve mostly as a central place for general information about the project and will be designed in a simple, user-friendly, and modern way. Its structure is in accordance with the Best Practice Guidelines produced by the European Commission, it is powered by WordPress editorial system, which enables different levels of access and creation and submission of the individual contributions.

The significant "trademark" of the project is the logo, which shall be used in all the FOCI documents, materials and presentations, clearly including acknowledgement of the funding by the European Union, following the GA manual, as well as using the European Union logo. The visual style introduced for the website has been used for the FOCI presentation template, which should be used for overall FOCI project presentations. While individual partners might need to use their institution's templates, the FOCI logo together with the logo of the European Union (by the GA manual) should appear at the opening and final slides.

1. INTRODUCTION

There are a few key elements to make the legacy of any project, to support its visibility and to provide basic tools for conveying the project information to the public. This deliverable describes the selection of basic elements or such tools. The website can support the communication of the project to the external audience, providing useful information, eventually with an option to choose the communication methods for some specific target groups. This channel can serve even the information exchange inside of the project. Moreover, other elements like logo, visual style and identity used in the outputs and results support the visibility of the project and help to identify the project results with the project web as a further source of information, guidance, results and outputs. This will support the dissemination of the results, and eventually their exploitation. Thus, the main goals of the webpages are

- To make the project visible in standard internet environment

- To provide a common information channel for communication, and eventually to support the dissemination and exploitation

- To serve as an internal tool for communication and sharing basic information related to the project

- To provide a platform for the users feedback

The different web-based platforms can provide different degrees of activity or the interactivity of the tool, from simple static web pages through different environments enabling active participation on different levels of authorization to submit contributions to the system, with the rich content of different media, including animations. An adequate environment need to be selected to find proper relation between the hierarchy of potential contributors, which is given by the project organization, and website structure, which in our case looks to be quite straightforward. Moreover, potential content needs to be considered, which in case of scientific project will be mostly just document types, making the situation not so complex.

Another contribution to the project visibility is the project branding. The significant "trademark" of the project is the logo, which should be used in all documentation, materials and presentations to identify clearly the project. Within the European Union projects, the acknowledgement of the funding by the European Union, as defined in the GA manual, as well as using the European Union logo, has to be included as well. Another element of this brand is visual style introduced for the website and other materials, such as project presentations or leaflets. This unification supports the project identity and maintains the awareness of the project.

Clearly, as a part of the communication strategy of the project and tools taking part in or affecting the project outreach, these key elements need to conform to the rules of communication defined in the Communication, Dissemination, and Exploitation Plan (D8.2) and QA/QC Procedures (D9.1)

2. WEB PAGES

The website of the project is a common standard tool establishing the information interface via internet. The first important step is to define the name of the domain and to reserve it at the selected provider. The name should be clearly connected to the project, considering that sometimes problems can arise from the availability of some names and potential similarity to some other already defined and existing domains. Our final choice was www.project-foci.eu.

2.1 Web content

In connection to the communication plan the content of the web pages need to be discussed and defined. In the first step, standard development of the website is to provide information on the project, its implementation, project partners etc. Further extension to provide a restricted area for communication to end-users or stakeholders is foreseen, this needs to be considered when choosing the implementation platform for the website. This will be used to communicate and protect their sensitive data through surveys etc., for e.g. some proof-of-concept studies. Clearly, the content of the website will grow and even the structure, as well as implementation methods, might change to enable better supporting the dissemination and exploitation of the project results. One important possibility is the above mentioned foreseen restricted part for end-users and stakeholders, News tab, or move to forefront of some important results of the project.

2.2 Website structure

Having the content defined and following the communication strategy with defined target groups, the structure of the website can be further developed. In the first iteration, it serves mainly to provide basic information on the project for wider science community, potential end-users and stakeholders, or other scientific-literate public. Specific development is expected to cover other tasks of the Communication, Dissemination and Exploitation Plan within the duration of the project (sections for end-users, decision makers, etc.). The original structure proposed and implemented is presented in Table 1. One of the main requirements was to produce a simple, user-friendly, and modern design corresponding to the choice of theme and template of WordPress environment used (https://wordpress.com). Its structure is in accordance with the Best Practice Guidelines produced by the European Commission.
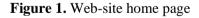
Table 1. Web-site structure

- Home
    - o   Our Mission
- About
    - o   Concepts & Objectives
    - o   Partners
- Work Packages
    - o   •WP1: Processes: anthropogenic
    - o   •WP2: Processes: natural

- o •WP3: Improvements in Earth System Modelling
- o •WP4: Regional model improvement
- o •WP5: Multiscale emissions processing
- o •WP6: Multiscale projections
- o •WP7: Integration of knowledge
- o •WP8: Global dissemination
- o •WP9: Project management
- Outputs
  - o Newsletter
  - o Reports
  - o Deliverables
  - o Publications
  - o Presentations
- Contact us
- Search, Twitter, Impressum, etc.

The home page of the web-site is shown in Figure 1.

Figure 1. Web-site home page

2.2 Website implementation

After some discussion and first setup as static webpages (to be able to produce and show some preliminary content as soon as possible) we decided to use editing platform WordPress, which enables to structure the contributions within the proposed outline, so that not only the administrator of the website can publish the content but also other project team. This is especially convenient for the content under individual WPs items. Thus, in addition to standard basic outputs for the webpages provided by the coordinator or project manager, individual content of WPs can be provided by WPs leaders or co-leaders, and eventually any other

responsible person involved in the WP, with the password protected access just to their relevant WPs. Such organization of the output publishing can support the broader engagement of project members in communication of project results and more live inputs for the web, e.g. under the foreseen News Tab. The list of these eventual contributors (WPs leaders and co-leaders) is presented in Table 2.

Table 2. Current FOCI WP Leaders and Co-Leaders

WP	WP Name	Current WP Leader and the responsible person	Co-Leader
WP1	Processes: anthropogenic and non-CO2 species	CSIC (Marco Pandolfi)	FMI (Risto Makkonen)
WP2	Processes: natural non-CO2 species	UHel (Tuuka Petäjä)	SU (Radovan Krejci)
WP3	Improvements in Earth System Modelling	BSC (Oriol Jorba)	KNMI (Twan van Noije)
WP4	Regional Model Improvement	ARIANET (Sandro Finardi)	CU (Tomas Halenka)
WP5	Multiscale Emissions and Scenarios	UHam (David Grawe)	WEMC (Alberto Troccoli)
WP6	Multiscale Projections and Impacts	UH (Ranjeet Sokhi)	CU (Tomas Halenka)
WP7	Integrated Analysis for Policy	SEI (Johan Kuylenstierna)	TAU (Colin Price)
WP8	Global Dissemination and Coordination	WMO (Alexander Baklanov)	WHO (Christian Schweizer)
WP9	Project Management	CU (Tomas Halenka)	UH (Ranjeet Sokhi)

The authenticity of website identity is guaranteed by the SSL certificate, which make the connection to the web pages secure. This is an important requirement when the inputs from the broader group of contributors is expected. There is also a Twitter connection enabled on the webpages.

3. VISUAL STYLE

The key element of visual style of the FOCI project is the logo, which used the original idea developed by graphic designer from the FOCI acronym. This is accompanied by the background using a piece of motif from the logo. This has been used for the web pages as well as the project presentation theme.

3.1 Logo

A simple idea for the logo using the FOCI acronym was accepted unanimously at the PMC meeting during the kick-off meeting. It was based on the preliminary design by the graphic designer and finalized later by her (see Figure 2) together with the preparation of the background for visual style of the project, both for the web and project presentation template. The logo, as the key "trademark" of the project, shall be used in all the FOCI documents, materials and presentations. It has to be accompanied by the acknowledgement of the funding by the European Union, following the GA manual, which includes using the European Union logo (see Figure 3).

Figure 2. FOCI logo

Figure 3. EU funding logo

3.2 Graphic design of FOCI

Visual style introduced for the website has been used for the development of the FOCI presentation template, which should be used for general overall FOCI project presentations (see Figure 4, for full PPT template go to Sharepoint). Clearly, individual partners might need to use their institution's templates, then the proper use of FOCI logo together with the logo of the European Union (by the GA manual) should appear at the opening and final slides. In addition, the FOCI flyer was created to support the project visibility, using the similar graphic design, which will be further developed within the duration of the project presenting the main results of the project (see Figure 5).

Figure 4. FOCI PPT template

Figure 5. FOCI flyer

5. REFERENCES

[1] European Commission: Horizon Europe Programme – Annotated Model Grant Agreement, Version 1.1, 15 April 2022 [Available at: https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/agr-contr/general-mga_horizon-euratom_en.pdf].

[2] Horizon Europe Online Manual. https://rea.ec.europa.eu/horizon-europe-dissemination-and-exploitation_en

APPENDICES

Appendix 1 Abbreviations

GA	Grant Agreement
CA	Consortium Agreement
WP	Work Package
D (number)	Deliverable (number)
IPR	Intellectual Property Rights
PCG	Project Coordination Group
PMC	Project Management Committee
PO	Project Office

SSL	Secure Sockets Layer
PPT	PowerPoint
QA/QC	Quality Assurance/Quality Control

Appendix 2 List of Tables

Appendix 3 List of Figures