



REVEALING THE ROLE OF GEOSS AS THE DEFAULT DIGITAL PORTAL FOR BUILDING CLIMATE CHANGE ADAPTATION & MITIGATION APPLICATIONS

D8.1 EIFFEL Website

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1.0	01-Sep-2021	Kostas Naskou	Submitted version





Executive Summary

The main scope of the EIFFEL website (Task 8.1-WP8) is to disseminate information and raise awareness of the project's goals, activities and foreseen actions, allowing the different types of users to navigate smoothly and accurately across the various sections.

The primary goals are to reflect the project's mission and brand identity on the website, grab visitor's attention, provoke action and give them a reason to stay within the first few seconds. This report, provides a short description of the content and structure of the EIFFEL website.

The first draft of the website (www.eiffel4climate.eu) is launched in month 3 of the project in order to promote its objectives. In this first stage, we will be inserting the basic and general information on the project and expected work in order to create initial content what will later become a dynamic and up to date content (non-technical to ensure comprehension by non-experts), provided by all partners, according to their role in the project and facilitated by EIFFEL.

In a nutshell, we designed EIFFEL's website according to the following principles: simplicity, visual hierarchy, navigability, consistency, accessibility (responsive layout), user satisfaction.





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List of Acronyms and Abbreviations

Acronym	Meaning
CMS	Content Management System
DOW	Description of Work
EO	Earth Observation
EU	European Union
GDPR	General Data Protection Regulation
GEO	Group on Earth Observations
KPI	Key Performance Indicator
MySQL	Open-Source Database
NVMe	Non-Volatile Memory express
SDG	Sustainable Development Goal
SLA	Service Level Agreement
PHP	Hypertext Preprocessor
PMT	Project Management Team
URL	Uniform Resource Locator
WP	Work Package





1 Introduction

The main scope of this document is to provide a short description of the content and structure of the EIFFEL website. The objective of the EIFFEL website is to disseminate information and raise awareness of the project's goals, activities and foreseen actions, allowing the different types of users to navigate smoothly and accurately across the various sections.

1.1 Context

The primary goal of the EIFFEL website (Task 8.1-WP8) is to serve as a central focal point for a clear communication and wide dissemination of the project news, activities, outputs and results, while at the same time provide an accurate reflection of the EIFFEL's brand identity in a visually attractive and engaging manner.

This report, presents the EIFFEL website's concept, its structure and main elements. The first draft of the website (www.eiffel4climate.eu) is launched in month 3 of the project in order to promote its objectives. In this first stage, we included basic yet pertinent information about the project in order to create initial content what will later become a dynamic and up to date content (non-technical to ensure comprehension by non-experts), provided by all partners, according to their role in the project and facilitated by EIFFEL.

This deliverable comes as a part of a series of documents which includes the "Dissemination and Communication Strategy and Action Plan" and the "Report on the project contributions to GEO and EuroGEO community".

1.2 Intended Readership and Document Structure

This document describes the scope of the current deliverable and the main objectives of the website. Table 1 summarises the intended audience of the website and their interests. Additionally, the development and menu of the EIFFEL website is outlined and depicted, summarising the work completed to date and the initial structure and content of the site at launch.

Table 1. Website Audience

Intended Audience	Reasons for interest in reading
EIFFEL partners	To be informed about the project's latest news, actions, success stories etc.
European Commission	To assess the quality of the document and the presented planned actions.
Target groups: End-users, decision makers stakeholders, policy makers, scientific community	To be informed about the project in general, its objectives, the upcoming events, news and





	discover how they could be involved and benefited.
Representatives of organisations involved into similar projects	To share knowledge, information, best practices and so on that could be useful in implementing their respective activities. Also introduce them the EIFFEL project in order to identify potential synergies in the field of interest.
Anyone interested	Predominantly, promote and raise awareness generally on EIFFEL project.

2 General Overview of the Website

The website serves as the primary gateway to all information and as a tool for clear communication and wide dissemination, with news and updates related to the various project activities and pilots’ results. It has already been designed in a modern, professional and attractive way and will allow visitors to navigate across the various webpages easily and quickly. Several dynamic and static items have been foreseen to ensure a good balance of visual appeal and professional outlook. A feedback request section, will be integrated in the website that will facilitate and enhance the communication with users and with stakeholders interested in the project.

The navigation architecture of the EIFFEL website has taken into account the needs of the consortium members and the different dissemination/engagement targets. The front-end consists of a number of distinctive and dynamic content parts which are positioned accordingly to accommodate the content of each section. Furthermore, it will provide up to date information on project events and link to social media accounts (Twitter, LinkedIn, YouTube). The website uses an interface design which allows for simpler and more comfortable. For a perfect user experience, it is adaptable to all screen sizes and resolutions (responsive design), not only on desktop but also on mobile and tablet (touch screen devices).

As a general principle the EIFFEL website, is designed in an attractive and informative way with strong emphasis on user experience aspects.

The main elements included and foreseen to be included are:

Logo & Header: It has been designed to contain a nature-based background concept, highlighting the main concept of the project (climate change adaptation & mitigation), together with the official logo(s) of the project.

Main Menu: It is a standard horizontal menu, consisting of the following main menu entries and sub-menus:





About (project, scheme, vision), Work Packages, Implementation, Co-design, Pilots, Publications, Success stories, Outreach, News & Events, Contact form. Some of these entries leads to related sub-content.

Modules: These are blocks, which are positioned in different areas of each page, dedicated on enhancing the usability of the EIFFEL site in terms of special content access, information briefing on renewed and updated project material, the project news and the secured content sharing facilities.

Main Content: The main content area has been designed to allow the flow of the web content in a user-friendly manner via a single or multi-column frame template. It should be noted that in order to assist users in accessing the various web sections (e.g., Project Partners), specific modules inline to the content are and will be used. The navigation architecture is presented in the next chapter, together with a brief description of the content for each webpage.

3 Content of the Website

The EIFFEL website (eiffel4climate.eu) is designed to act as the main information gateway informing the user community (incl. the public) and stakeholders of the EIFFEL objectives and goals, thematic areas, current and planned activities, and outputs/achievements, partnering organisations and services of the project.

3.1 Homepage

The homepage is the first view of the website and is meant to welcome the visitor with an overview of the project.

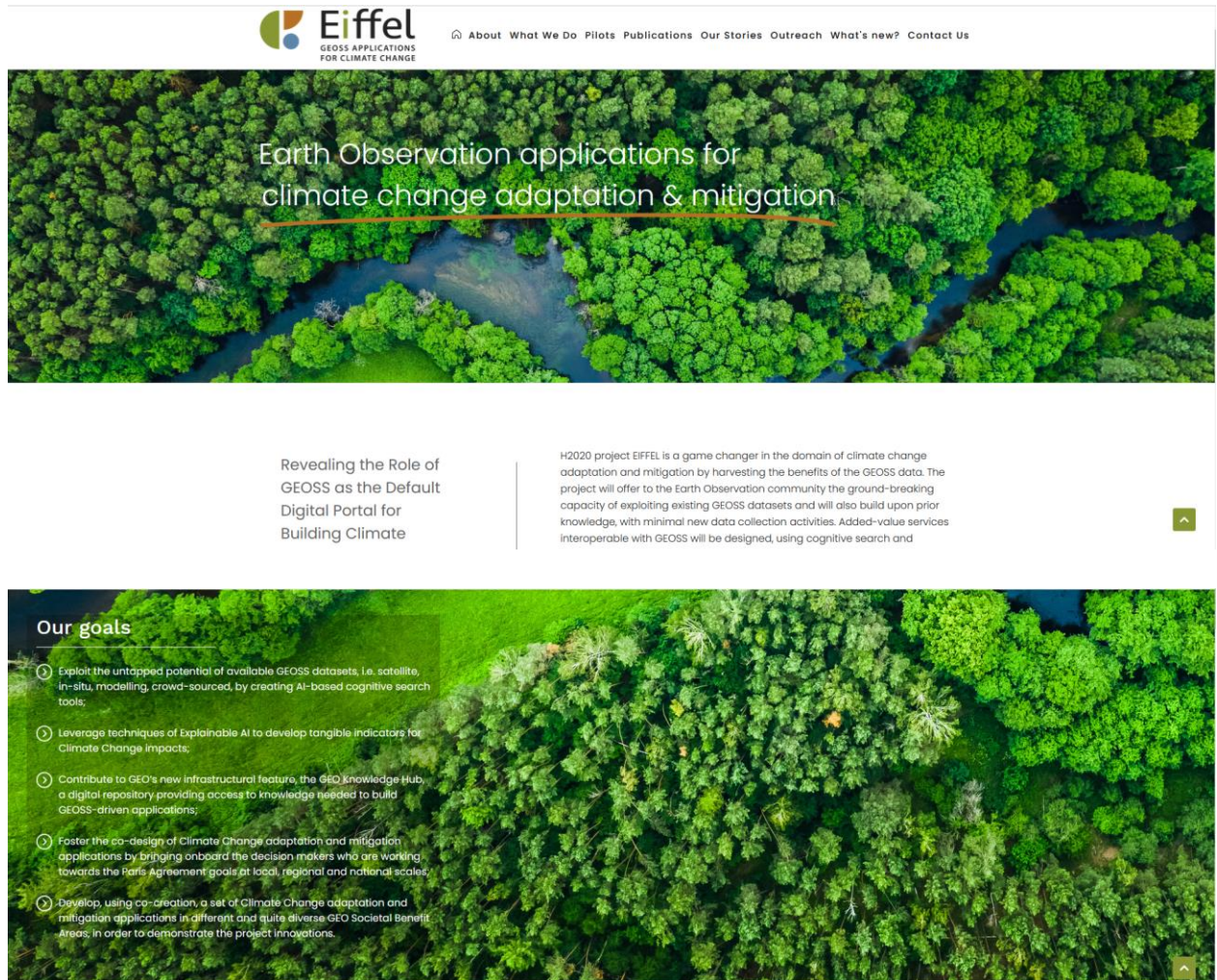
The users will navigate to the different pages of the website through a number of static and dynamic items presented in the homepage. The following sections have been implemented or are foreseen to be implemented:

- Brief overview of EIFFEL project;
- Brief overview of the project's objectives;
- Preview of main organisations, policies & directives that the project supports (GEO, EuroGEOSS, Copernicus, SDGs, Paris Agreement, Sendai Framework);
- Preview of the latest highlights/current activities (provided with links to the relevant sections of the website);
- Partners' logos & links, providing information concerning the profile of each of the partnering organisations that cover the whole project;
- Other national and international projects that EIFFEL is relevant to;
- Easy access to Contact us (Header & Footer);
- Clickable footer providing an additional route (besides the main menu bar) to access the various sections of the website;
- Social media links (header & footer);
- The acknowledgment stating that the project received funding from the EU (footer).





The homepage is a chance to attract visitors to the Eiffel website and learn more about the project. The landing page, is designed in a way that conveys the core information of the project in a concise and precise manner. It's the first thing visitors will see, and it can serve as a short "elevator pitch" letting the visitor know what Eiffel site is all about. So, the website introduction content absolutely needs to be compelling.



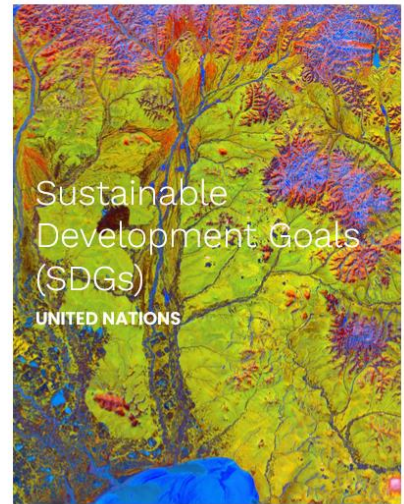
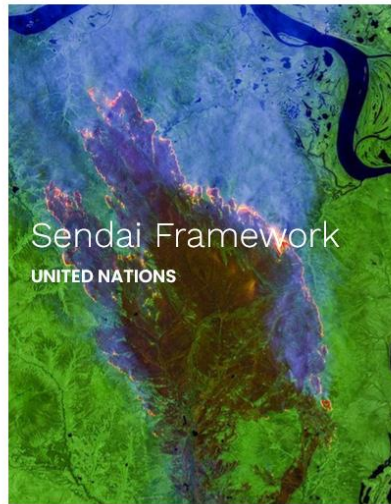
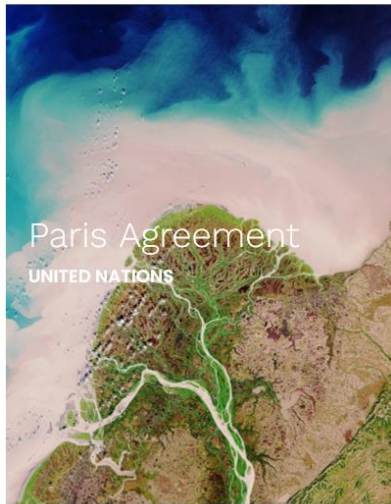
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Things That Matter



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Our team

Behind the project



Sharing Knowledge

Bridging Communities

01

Horizontal Projects

NextGEOS

e-shape

PARSEC

02

Water & Land-Use Management

Imprex

EMAPS

03

Sustainable Agriculture

DIONE

ReCAP

WOSOMS | ESA



Home
About
What We Do

Pilots
Publications

Our Stories
Outreach

What's new?
Contact Us



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 101003518



Figure 1. EIFFEL homepage screenshots





3.2 Main menu sections

Menu navigation exists to help the user find content and it should be simple and intuitive. When looking at EIFFEL website, the expectation is to navigate with ease and have a great experience, therefore the starting point was to figure out what kind of features the website offers and the hierarchy in which information should be displayed.

It was also important to consider the type of menu navigation, language and labelling. EIFFEL site may be science-specific however, it's important not to forget about the user and how they would interpret or understand what the project does.

An horizontal menu was developed since it seemed the perfect solution thanks to its high visibility as well as its enhanced usability. A properly designed horizontal main menu can positively affect the traffic and conversions but the main benefit, is the clarity it offers – all subcategories are clearly linked to their main category. Additionally, it's more in-tune with how people read on the web.

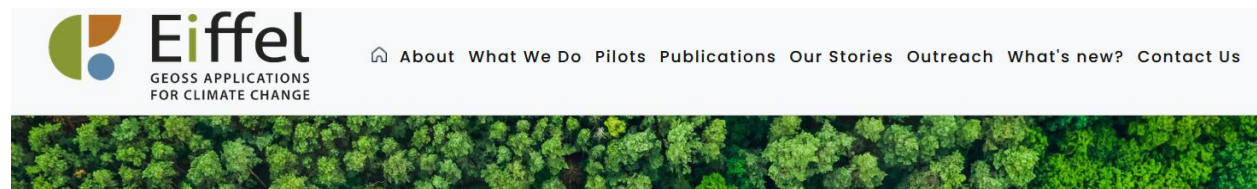


Figure 2. "Menu" webpage screenshots

The Main Menu item "[About](#)" illustrates detailed information on EIFFEL project.

Fast Facts - The section "Fast Facts" reveals the main funding information of the project such as: starting date, duration, EC contribution etc.

About - This part presents in more elaborate manner the main goals, the objectives and the vision of the project.

Our Scheme - The "Our Scheme" item provides the concept and methodology. This section presents the tools that will be created in order to extract information from GEOSS (big) datasets, by greatly facilitating search, reuse and augmentation of available data, allowing for external stakeholders to understand the main methods that EIFFEL will use in order to implement the project.

Our Vision - This section will present the expected impacts of the project (Integrated GEOSS climate applications to support adaptation & mitigation measures of Paris Agreement).

At the bottom of the page, other substantial expected impacts of the EIFFEL project are presented.





Fast Facts

EIFFEL (Revealing the Role of GEOSS as the Default Digital Portal for Building Climate Change Adaptation & Mitigation Applications)

Starting day → 01 / 06 / 2021

Project information → 36 months, 19 partners, EU contribution 4.999.466,25 €

Call (part) identifier → H2020-LC-CLA-2018-2019-2020

Topic → LC-CLA-19-2020-Building a low-carbon, climate resilient future: climate action in support of the Paris Agreement

Coordinator → Institute of Communications & Computer Systems (ICCS)

EU Project Officer → Izabela Freytag

About

The stairway to excellence

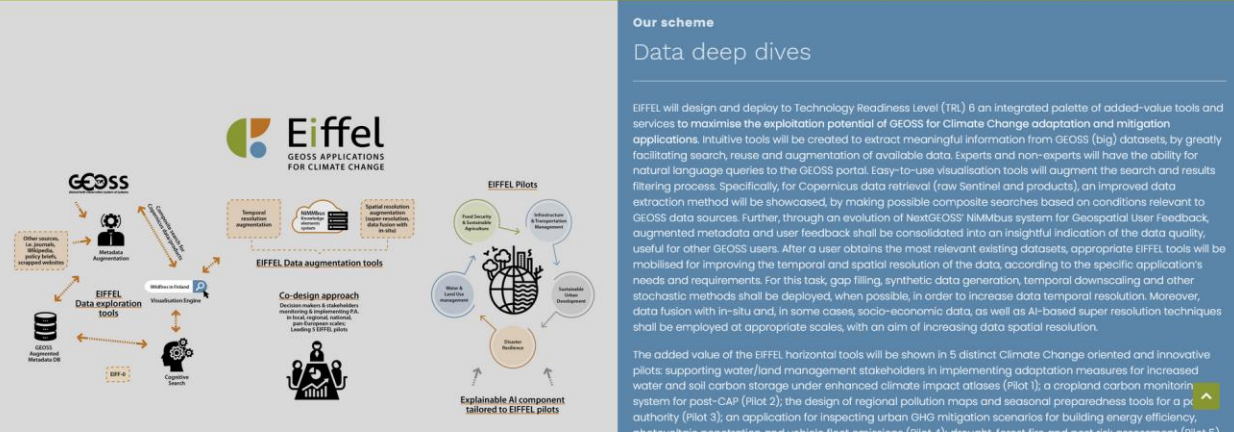
EIFFEL will offer the EO-based community the ground-breaking capacity of exploiting existing GEOSS and external datasets and build upon prior knowledge, with minimal new data collection activities. Added-value services interoperable with GEOSS will be designed, using cognitive search and metadata augmentation tools based on Artificial Intelligence (AI), including Natural Language Processing. These tools will leverage advanced cognitive features to extract meaningful information from and enrich GEOSS metadata. Moreover, novel methods (super resolution, data fusion) for augmenting the spatiotemporal resolution of explored EO data will be proposed, in order to address the needs of the diverse EIFFEL Climate Change adaptation and mitigation applications. The latter will cover: (i) a set of five different GEO Societal Benefit Areas (SBAs), namely in Water and Land Use Management, Sustainable Agriculture, Transport Management, Sustainable Urban Development and Disaster Resilience domains; (ii) various EU geographical and climatic regions, at local, regional, national, cross-border and pan-European scales. Further, the value of using explainable AI techniques for improving the credibility and comprehensiveness of such Climate Change applications, so that they can offer actionable insights to the decision makers, will be showcased. EIFFEL will foster the co-design of Climate Change adaptation policies and mitigation strategies and monitor Climate Change effects in the respective regions. The project, in line with EuroGEO's emphasis on early engagement with stakeholders and their participation in the application design, has ensured that they are active consortium members. EIFFEL complies with the framework of results-Oriented GEOSS, to improve the delivery of applications tailored to decision making centres and will actively participate in the GEO Work Programme post-2019. Last, it provides tangible proof of the value of GEOSS data for creating Climate Change applications and encourages projects and initiatives to offer their data through the portal.

Our scheme

Data deep dives

EIFFEL will design and deploy to Technology Readiness Level (TRL) 6 an integrated palette of added-value tools and services to maximise the exploitation potential of GEOSS for Climate Change adaptation and mitigation applications. Intuitive tools will be created to extract meaningful information from GEOSS (big) datasets, by greatly facilitating search, reuse and augmentation of available data. Experts and non-experts will have the ability for natural language queries to the GEOSS portal. Easy-to-use visualisation tools will augment the search and results filtering process. Specifically, for Copernicus data retrieval (raw Sentinel and products), an improved data extraction method will be showcased, by making possible composite searches based on conditions relevant to GEOSS data sources. Further, through an evolution of NextGEOSS' NIMMBus system for Geospatial User Feedback, augmented metadata and user feedback shall be consolidated into an insightful indication of the data quality, useful for other GEOSS users. After a user obtains the most relevant existing datasets, appropriate EIFFEL tools will be mobilised for improving the temporal and spatial resolution of the data, according to the specific application's needs and requirements. For this task, gap filling, synthetic data generation, temporal downscaling and other stochastic methods shall be deployed, when possible, in order to increase data temporal resolution. Moreover, data fusion with in-situ and, in some cases, socio-economic data, as well as AI-based super resolution techniques shall be employed at appropriate scales, with an aim of increasing data spatial resolution.

The added value of the EIFFEL horizontal tools will be shown in 5 distinct Climate Change oriented and innovative pilots: supporting water/land management stakeholders in implementing adaptation measures for increased water and soil carbon storage under enhanced climate impact atlases (Pilot 1); a cropland carbon monitoring system for post-CAP (Pilot 2); the design of regional pollution maps and seasonal preparedness tools for a px authority (Pilot 3); an application for inspecting urban GHG mitigation scenarios for building energy efficiency; and a tool for assessing the impact of climate change on the health of ecosystems (Pilot 5).



Our vision

Impact is what matters

Expected impacts of integrated GEOSS climate applications to support adaptation & mitigation measures of Paris Agreement:

- Contribute to the direct support of the adaptation and mitigation measures of the PA, as well as the other GEO engagement priorities such as the Agenda for Sustainable Development, and the SFDRR 2015-2030.
- Contribute to the European input to the GEO Work Programme post-2019 to address the Climate Change challenge cross-cutting all GEO Societal Benefit Areas (SBA) (e.g. for improved land use management).
- Increase European capability to combine multiple EO data sets with models, socio-economic and in-situ data, based on a systematic exploitation of the GEOSS Platform.
- Reinforce in-situ component of European observing systems for monitoring of internationally recognised Essential Climate Variables.
- Contribute to the new EuroGEO pilot applications to better understand Climate Change contributors/impacts, minimise the degradation of the Earth system, support accountability to long-term goals, inform climate services, decision making.





Expanding frontiers

Impact on the European industry & SMEs that target EO-based applications

EIFFEL will give a competitive advantage for new market opportunities and strengthen the competitiveness and growth of EO- and AI/ICT (Information and Communication technology) companies, by providing a very useful toolbox to capitalise on openly available datasets of GEOSS and external resources. EIFFEL's enabling AI-driven system for the development of not only Climate Change but, beyond this, EO-based and Copernicus downstream applications in general, removes several barriers of adoption in key European industries and sectors.



Impacts on Science

EIFFEL methods can dramatically improve the efficiency in researchers' workplaces, by severely cutting down resources needed for finding, combining and making data analysis ready, thus augmenting the overall scientific potential. The true disruptive scientific capacity of robust and open EO data can only be unlocked with the correct tools and EIFFEL cognitive search and metadata augmentation tools aim at building this capacity.



Figure 3. "About" webpage screenshots

The Main Menu item **"What we do"** introduces the work packages of the EIFFEL project.

The project is structured into eight work packages which are presented in this section, as well as the related tasks under each work package and the Management structure of the project. A "who is who" ID card will be linked with the name of each WP leader aiming to present their profile. It is foreseen to include the key deliverables in this section.

WP8

Impact creation & EIFFEL sustainability | NOA

Mirka Rossi

The overall aim of WP8 is to maximise project impact through an effective campaign of communication, dissemination and engagement activities. This will be achieved by: (i) raising awareness of and encouraging engagement with the project for targeted audiences and (ii) disseminating project results.

- > Task 8.1 Dissemination & communication plan & promotional activities (Leader NOA, ALL) >

- > Task 8.2 Communities of Practices coordination, stakeholder engagement & digital training (Leader SYKE, NOA, PRO, OUNL, IHE, iBEC, Attica, NPA, BPA, NB) >

- > Task 8.3 EIFFEL transferability potential & inclusion of results & best practices to Climate-ADAPT (Leader UAB, NOA, ICCS, ECMWF, SYKE, i-BEC) >

- > Task 8.4 EIFFEL's contributions to the GEO's strategy & Work Programme & liaison with EuroGEO (Leader NOA, i-BEC, ICCS, ECMWF, UAB) >

- > Task 8.5 Exploitation, business plan & IPR management (Leader Libra, All) >





WHO is WHO
experts behind the EIFFEL project



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Mirka Rossi graduated in 2000 from ST.GEORGE Independent Studies - Commercial College, she completed her studies in English-Greek Executive Secretarial and Administration Course for Personal Assistants.

With her fluency in English (she was born in Cape Town - S.Africa and spent her junior years in Kenya) from an early age she started working in private owned businesses and large multinational companies such as Kraft Foods SA, as an administrative support and executive assistant to the Sales Director, Coca Cola Hellas as a Marketing executive assistant and for Alfa Laval as a Communication Specialist, introducing and promoting corporate concepts, ideas and culture, public relations, organizing Exhibitions and Events in Greece and abroad.

Since 2019 she is managing the dissemination and communication activities in various European research and innovation funded projects (i.e. e-shape H2020 project).

WP8 & Task 8.1 Leader (Communication & Dissemination)



About What We Do Pilots Publications Our Stories Outreach What's new? Contact Us

Management

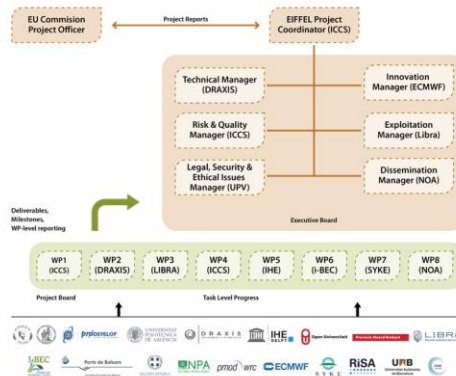


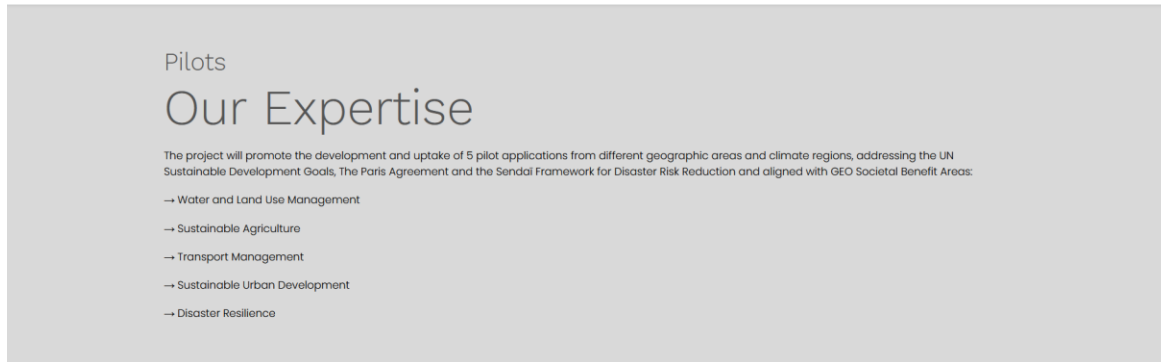
Figure 4. "What we do page" webpage screenshots





The Main Menu item **“Pilots”** introduces the pilots of the EIFFEL project.

In the pilots' page the website provides insight regarding the activity and main objectives of each pilot. A “who is who” ID card will be linked with the name of each pilot aiming to capture the profile of all pilots in a compelling way.



@Jan Weijers

Pilot 1: Water & Land-Use Management Regional Scale & Cross-border



Development of a framework, models and DSS for embedding co-design into spatial water and land management strategies to enhance climate resilience, focusing on water shortage, droughts and soil carbon sequestration. Regional stakeholders use climate impact atlases for testing adaptation measures; these need enhancement using data of high spatiotemporal resolution. The Province of NB is leading the co-design process.

- > Pilot Description & Climate Change application >
- > Expected benefits >
- > Addressed Stakeholder categories >
- > Relevance to SDGs >
- > Target Essential Climate Variables >



@Kletr/shutterstock.com

Pilot 2: Sustainable Agriculture National scale



This pilot will develop a consistent land representation system for efficient estimation of carbon stock changes and measures that influence emissions of GHGs. This will be used by farmers and policymakers to manage local and national microclimate effects more efficiently in support of a shift towards a low carbon and climate resilient economy in the agriculture.

- > Pilot Description & Climate Change application >
- > Expected benefits >
- > Addressed Stakeholder categories >
- > Relevance to SDGs >
- > Target Essential Climate Variables >

Figure 5. “Pilots” webpage screenshots





The Main Menu section “[Publications](#)” is meant to provide access to all the publications (papers, research articles etc.) related to the project as well as their correspondent links.

The Main Menu section “[Our stories](#)” aims to promote the pilots’ success stories (banners) with an aggregated overview of the key messages that the pilot would like to deliver. At this initial phase of the project, no publications have been generated as it corresponds to later stages. The webpage will be updated accordingly.

The Main Menu section “[Outreach](#)” will provide access to the various communication materials produced by the project including the project brochures and leaflets, as well as promotional videos developed.

The Main Menu dedicated section “[What’s new?](#)”, since the communication activities are central to the success and impact maximisation of EIFFEL, will provide the opportunity to the various different stakeholders to obtain information on the dissemination activities (conferences, workshops, upcoming events, etc.) carried out by the project and will give more detailed information on announcements of workshops and special sessions in scientific conferences and meetings and announcements of activities open to the public (e.g. press conferences). Furthermore, external stakeholders will have access to photos, presentations, videos produced in the framework of the events organised or attended by the project.

All the highlights of the project will be announced through this webpage. Press releases and articles appearing in specialised magazines/journals and/or national media will be also included.

In each announcement, important keywords (tags), of what the post is about, will be added to improve the website’s search engine optimization ranking and encourage users to click through and read the content.

Overall, this section is expected to maximise the visibility and impact of the project, through the efficient communication of the project’s progress to the stakeholder community.



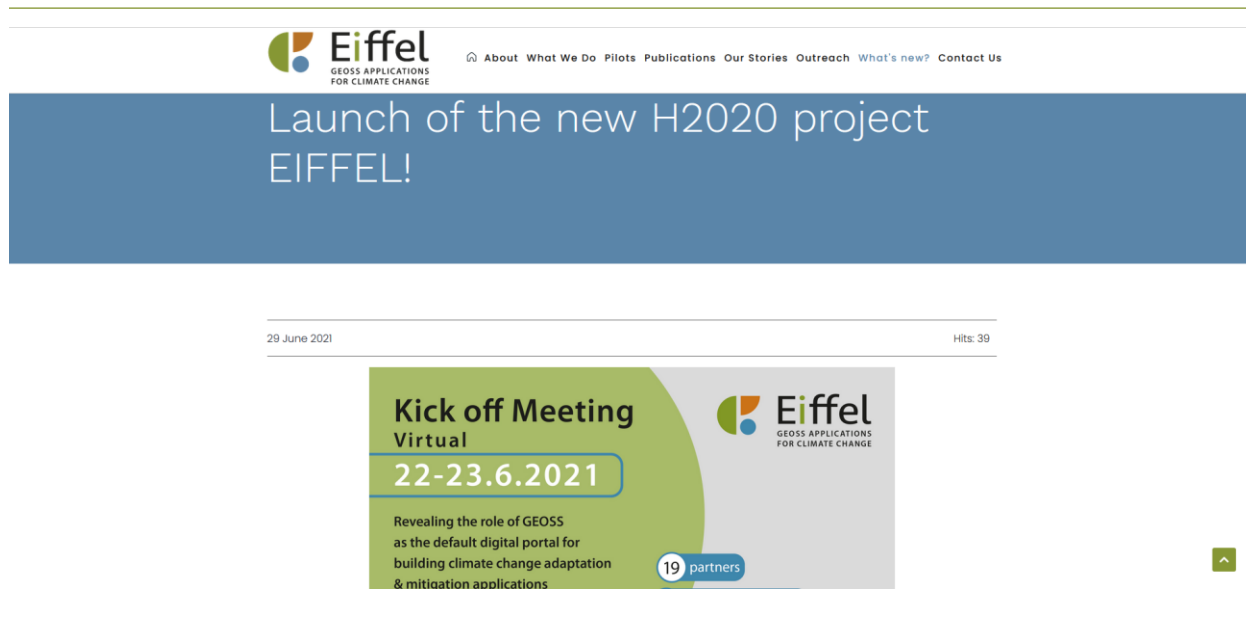


Figure 6. “What’s new?” webpage screenshots

The Main Menu item “[Contact Us](#)” gives to the visitors all the contact information of the project. A contact form is available in order easily and fast to communicate with EIFFEL team.



Figure 7. “Contact Us” webpage screenshot





3.3 Footer

A website footer provides site visitors with a sense of consistency, as the same information will appear at the bottom of every single one of the site pages. Due to evolving user behaviour, creating a sense of consistency is increasingly important.

To maintain visitor engagement, secondary site navigation is a must-have footer item (even if it duplicates the header menu) therefore, informative and enticing information is included. A well-crafted, cohesive website footer can have a greater impact on user engagement than any other area of the website.

Transparency and informing the public about how their data is being used are two basic goals of the GDPR. Eiffel website, will include a privacy notice template that will be adapted to the project.

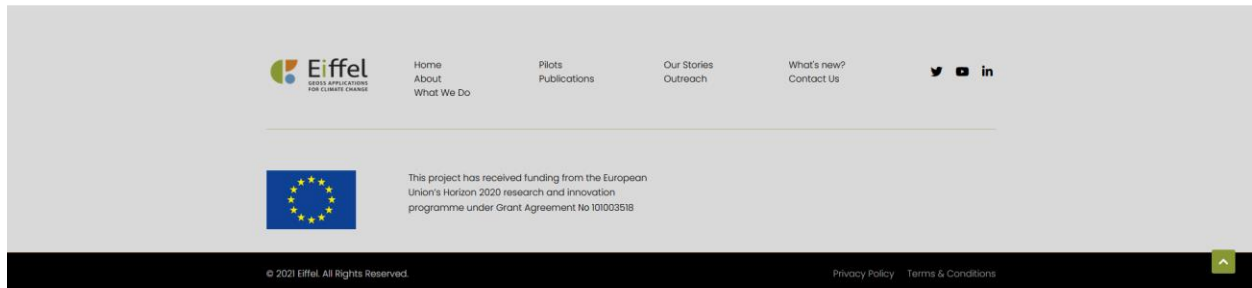


Figure 8. Website's Footer screenshots

3.4 Technical Information

Domain name

The eiffel4climate.eu domain name is registered by ICCS and the URL is www.eiffel4climate.eu

Web hosting

The Eiffel website is hosted on one of the best hosting providers in Greece with 2h Ticket SLA Support, on a dedicated, state-of-the-art Virtual Private Server with increased resources and NVMe disks, achieving the highest reading and writing speeds. Hosting service guarantees uninterrupted 24/7 system availability.

Design of the website's template

Eiffel website is foreseen to be updated and expanded periodically throughout the project's lifetime and hopefully beyond. For this reason, it was necessary to build a robust, versatile and consistent design intended to be used as a building block for the entire website.





The template that has been used is a custom made based on a Joomla Commercial Template, built specifically for the EIFFEL website, adopting a design and colour scheme used throughout the EIFFEL project, (i.e., leaflet, presentations) allowing for balance between professionalism and attractive graphic features.

Some of the features implemented due to the Joomla platform on the EIFFEL website are the following:

- The navigation menu, is a powerful menu module which provides functions above and beyond the capabilities of the default Joomla menu, providing exclusive menu item options such as custom module drop-downs.
- The graphic customizers allowing for real-time, live changes on the website's design and layout, at times circumventing the complex code needed.
- The responsive layout adapts automatically to the viewing device's width, such as mobile, tablet or desktop, without the need for a separate layout or content.
- The content control module is a revolutionary extension designed to give an incredible level of control over the presentation of the site content. Sophisticated content filters, robust layout modes and options, integration with multiple content providers, and a streamlined no-nonsense interface all contribute to a powerful yet user friendly experience from start to finish.
- The use of multiple plugins, who integrate seamlessly due to the design of the platform, granting useful attributes to the website.

For statistical purpose, EIFFEL uses Google Analytics, a web analytics service offered by Google that tracks and reports website traffic. It is the most widely used web analytics service on the web.

CMS platform

Considering the dynamic nature of the project and the high demands in terms of content administration and updates, the utilisation of a Content Management System (CMS) application was deemed appropriate for the implementation of the EIFFEL website. To that end, the well-established Joomla CMS on latest and stable version was selected. Joomla is a free and open-source content management system based on PHP and MySQL.

Databases

Joomla uses PHP (programming language) to store and retrieve data from the MySQL database. The information stored in database include: posts, pages, comments, categories, tags, custom fields, users, and other site options such as site URLs etc.

Third Party modules, Plugins and Components

A number of components that contribute to the dynamic and interactive nature of the website, enhance the user experience and improve the usability of the system were implemented into the website.





3.5 Foreseen updates & Interoperability facilities

At present, several of the planned functionalities have been implemented into the website. Thus, several of the pages are already available with content that is primarily stemming from the Technical Annexes. However, as the project progresses and more activities kick off, several updates are foreseen.

This will concern first and foremost upgrading the text to make it more attractive and user friendly for the different types of users. Other than such content upgrades, the EIFFEL website will be an environment that is dynamically refreshed and curated so that all external stakeholders can stay up-to-date with the latest developments, news, events, milestones, etc. of EIFFEL.

The communication and dissemination manager, the members of the coordinating team, the work package and pilot leaders, will be responsible for regular content updates, further facilitated by augmented functionalities as the website becomes a portal.

In any case, the website is an ongoing process that will have to keep up with user demands and the communication and dissemination manager will constantly work into the on-going web strategy and support.

