



PARIS REINFORCE



PARIS REINFORCE

26/11/2019

D8.5 CREATION OF THE WEBSITE

WP8 – Communication, Dissemination & Exploitation

Version: 1.00

www.paris-reinforce.eu



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EU Project Officer	Frederik Accoe		
Project Coordinator	National Technical University of Athens – NTUA		
Deliverable	D8.5 Creation of the Website		
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EC Summary Requirements

1. Changes with respect to the DoA

No changes with respect to the work described in the DoA.

2. Dissemination and uptake

This deliverable will serve as a reference document among PARIS REINFORCE consortium partners as well as other researchers and members of the scientific community, as it accompanies and documents the design, implementation and deployment of the PARIS REINFORCE project website. The deliverable can also serve as a guideline for research projects that are seeking to explore options for efficient dissemination through a website, providing ideas of how information could be promoted and organized through a dedicated project website.

3. Short summary of results (<250 words)

Towards underpinning climate policymaking with authoritative scientific processes and results and enhancing the science-policy interface, the PARIS REINFORCE website is meant to establish according to the DoA, a leading visual presence in online media, including a project website for the presentation of results, as well as an effective presence in social media channels to further spread excellence and raise awareness. It will be a constant node aiming not only to present and disseminate the project's results but also to be a referenced site containing useful dissemination material as well as useful links related to the climate debate. The project's progress and results will be published online.

The material presented in the website and the social media accounts will be regularly updated by the PARIS REINFORCE consortium in alignment with the "D8.2 PARIS REINFORCE Communication, Dissemination and Exploitation Plan" deliverable.









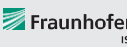









4. Evidence of accomplishment

This report, and the website, which can be accessed at <https://paris-reinforce.eu/>.



Preface

PARIS REINFORCE will develop a novel, demand-driven, IAM-oriented assessment framework for effectively supporting the design and assessment of climate policies in the European Union as well as in other major emitters and selected less emitting countries, in respect to the Paris Agreement. By engaging policymakers and scientists/modellers, PARIS REINFORCE will create the open-access and transparent data exchange platform ⁱ²AM PARIS, in order to support the effective implementation of Nationally Determined Contributions, the preparation of future action pledges, the development of 2050 decarbonisation strategies, and the reinforcement of the 2023 Global Stocktake. Finally, PARIS REINFORCE will introduce innovative integrative processes, in which IAMs are further coupled with well-established methodological frameworks, in order to improve the robustness of modelling outcomes against different types of uncertainties.

NTUA - National Technical University of Athens	GR	
BC3 - Basque Centre for Climate Change	ES	
Bruegel - Bruegel AISBL	BE	
Cambridge - University of Cambridge	UK	
CICERO - Cicero Senter Klimaforskning Stiftelse	NO	
CMCC - Fondazione Centro Euro-Mediterraneo sui Cambiamenti Climatici	IT	
E4SMA - Energy Engineering Economic Environment Systems Modeling and Analysis	IT	
EPFL - École polytechnique fédérale de Lausanne	CH	
Fraunhofer ISI - Fraunhofer Institute for Systems and Innovation Research	DE	
Grantham - Imperial College of Science Technology and Medicine - Grantham Institute	UK	
HOLISTIC - Holistic P.C.	GR	
IEECP - Institute for European Energy and Climate Policy Stichting	NL	
SEURECO - Société Européenne d'Economie SARL	FR	
CDS/UnB - Centre for Sustainable Development of the University of Brasilia	BR	
CUP - China University of Petroleum-Beijing	CN	
IEF-RAS - Institute of Economic Forecasting - Russian Academy of Sciences	RU	
IGES - Institute for Global Environmental Strategies	JP	
TERI - The Energy and Resources Institute	IN	



Executive Summary

The D8.5 report accompanies and documents the design, implementation and deployment of the PARIS REINFORCE project website. The PARIS REINFORCE website can be found at the following address: **<https://www.paris-reinforce.eu>**.

Designed on the basis of most recent practices and principles for web design, the PARIS REINFORCE website follows a modern, yet minimalistic and user-friendly approach, presenting in detail the project's concept and objectives, containing the relevant material and featuring a dedicated section for news and events.

In accordance with the initial communication strategy, as described in D8.2 "PARIS REINFORCE Communication, Dissemination and Exploitation Plan", social media will be utilised as a core communication mechanism during the PARIS REINFORCE project implementation.

The project's website and social media accounts will be constantly updated, allowing for the engagement with the general public and for presenting project results, publications, news, events and overall progress, expecting also participation from partners, related projects, and the broader community, until the completion of the project.



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1 Introduction

Deliverable D8.5 is part of WP8, entitled “Exploitation, Dissemination and Communication”, and, in particular, of Task 8.3, “Creating the project’s visual identity and website”. The project website has been developed and is hosted at <https://paris-reinforce.eu/>. WP8 will also bridge the website to the various platforms related to the climate policy agenda and debates as well as to other projects funded under the LC-CLA-01-2018 call and relevant Horizon 2020-funded projects. Moreover, the I²AM PARIS platform itself will be key to maintaining the visibility of the project’s scientific and policy achievements. Therefore, project partners will be motivated to keep it alive and current (internal exploitation).

1.1 Purpose

The project website, in line with the public interface of the I²AM PARIS platform, will be a constant node aiming not only to present and disseminate the project’s results but also to be a reference site containing useful dissemination material as well as links related to the climate change and policy debate (e.g. from the EC, the Talanoa Dialogue, the UNFCCC, etc.). The project’s progress and results will be published online in the designated website. The development of the website is of paramount importance for the effective promotion of the PARIS REINFORCE concept, results, and stakeholder engagement. The website includes information about the project, including its consortium composition, objectives and mission, organisation, Stakeholder Council, and the I²AM PARIS platform. It also includes agendas of events; all communication, dissemination and exploitation material; project deliverables; and visualised materials (infographics, videos, etc.).

1.2 Structure of Deliverable

This deliverable is structured as follows:

- Section 2 provides a quick overview and short description of the PARIS REINFORCE project website, structure and sections.
- Section 3 discusses the special features of the website, which in essence comprise the simplified overview of the PARIS REINFORCE modelling documentation, since the detailed, comparative and dynamic documentation can be found at the I²AM PARIS platform.
- Section 4 presents the social media in which PARIS REINFORCE has established presence.
- Section 5 concludes this document, explaining the assignments and next steps for content management in the website.



2 PARIS REINFORCE Website

The domain name of the project's website is <https://paris-reinforce.eu/>. It contains the name of the project, with the .eu extension denoting its European origin. The selected wording fulfils the primary requirements of a successful domain name: it is short, descriptive and easy to remember.

The website is built upon the latest version of the Drupal operating system, which is a free, open-source content management system (CMS).

For measuring the website traffic and monitoring the visitors' behaviour, a connection with the Google Analytics service has been established and configured. The data insights coming from the PARIS REINFORCE website can be accessed directly from the Google Analytics interface.

2.1 Design

The design of the PARIS REINFORCE website follows the latest trends in web design, having also in mind the special characteristics of the project's objectives and visual identity "D8.1 PARIS REINFORCE Visual Identity".

More specifically, the PARIS REINFORCE website exhibits the following properties:

- A modern, clean and light interface, with contrasting colours for the text and background to make reading easier on the eye and with vibrant colours being only used for emphasis (e.g. links) where necessary.
- Easy navigation to content through a comprehensive structure that is implemented both on the front page and the various menus.
- A clean and modern typography utilised throughout the website and all sections, with large fonts that are easier to read.
- A responsive design, making the website respond and adapt to the user's input and environment, based on their device (desktop/laptop computer, tablet or mobile/smartphone) and screen size.

Overall, the PARIS REINFORCE website is built on modern web design principles, focusing on usability, accessibility and intuitive navigation.

A preview of the website's front page is presented in Figure 1 below.



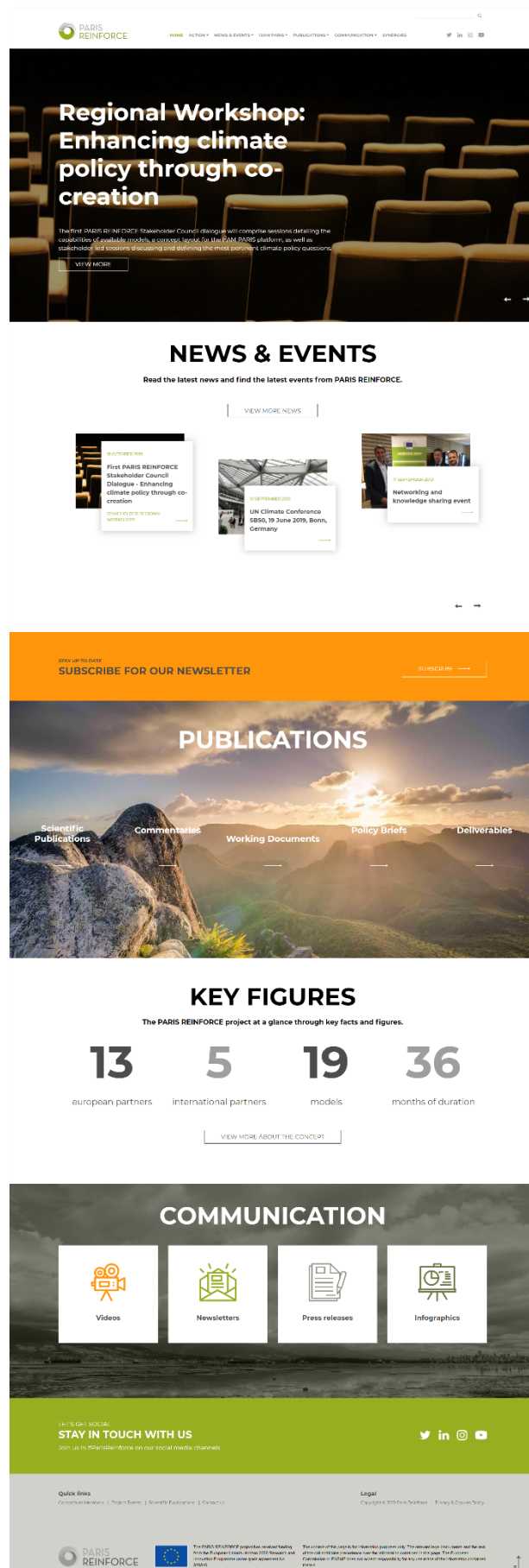


Figure 1 PARIS REINFORCE website Home Page



The PARIS REINFORCE project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 820846.

2.2 Structure and content

The site can be navigated by using the main menu links, which are located at the top part of every website page. This is a two-level navigation menu that aims to guide the visitor in a simple and intuitive manner. Currently, it contains the following items:

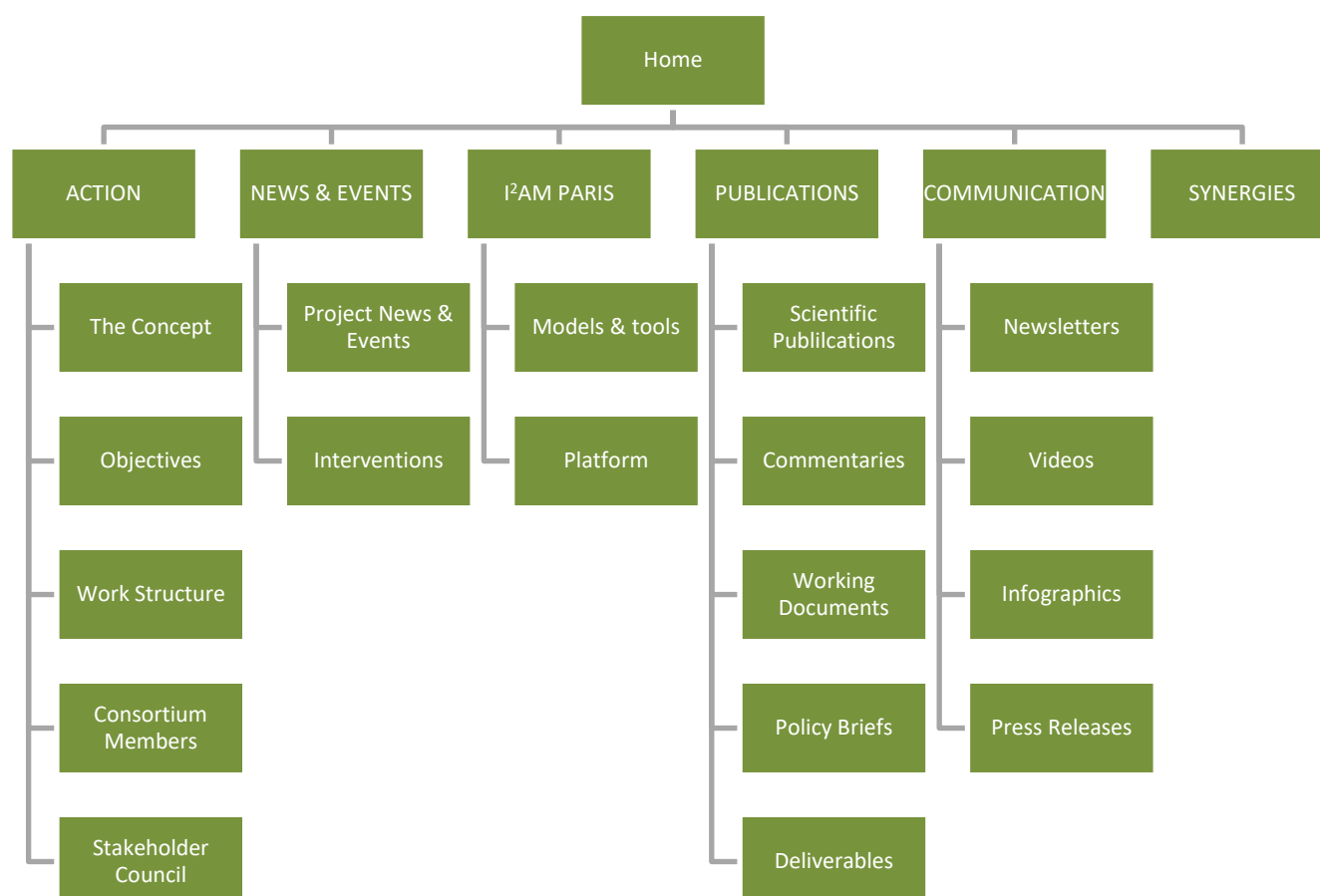


Figure 2 PARIS REINFORCE website structure (site map)

- The “Home” menu-item returns the visitor to the Home page. Clicking on the logo also returns the visitor to the Home page.
- The “Action” menu-item includes the title and the five sections, which contain all available information about the project’s concept, main objectives, work structure, members of the Consortium and the Stakeholder Council.
- The “News & Events” menu-item contains links to all posts about news concerning the project, as well as events scheduled for PARIS REINFORCE that partners will attend or have attended. It is the main place for those visitors that would like to stay in touch with the progress of PARIS REINFORCE.
- The “I²AM PARIS” menu-item includes the title and two sections. The “Models & Tools” section, where the

climate-economy, energy system and sectoral models of the project to be integrated into the I²AM PARIS platform are documented. The “Platform” section will promote transparency of our scientific capabilities and processes, assumptions and results, by providing background information and a direct link to the I²AM PARIS platform. It is worth mentioning that the I²AM PARIS platform is being co-designed with policymakers and other stakeholder groups, in order to increase its usability and value. More on the creation of the I²AM PARIS platform will be available in the upcoming respective report, “D2.4 I²AM PARIS platform”, which will enable modellers to communicate with one another and stakeholders to interact with modelling assumptions, scenarios and results, in an informative way.

- The “Publications” menu-item includes the title and five sections, which contain Scientific Publications, i.e. one of the key means of disseminating the project’s results to the research/academic community and of providing the scientific credibility for the project’s work; Commentaries (a regular flow of short commentaries, of 1-3 pages, by various partners); Working Documents, which focus on the output deliverables of PARIS REINFORCE, which will be consolidated and available in a series of branded reports; Policy Briefs, showcasing significant policy recommendations from the action; and Deliverables of the PARIS REINFORCE project, which will be consolidated and available in a series of branded reports. All the material in these sections are and will be available for download and shared in the most popular social media platforms (Facebook, LinkedIn, Twitter).
- The “Communications” menu-item includes the title and four sections: Newsletters (created with Mailerlite and incorporating inputs from all partners on progress and key outcomes of the project, as well as a GDPR-compliant subscription service); Videos (used to disseminate the PARIS REINFORCE results in a more effective way to appropriate audiences); Infographics (interactive or static infographics for better visualisation of the project’s results); and Press releases (regularly posted by title and date). Materials in these sections can be shared in the most popular social media platforms (Facebook, LinkedIn, Twitter).
- The “Synergy” menu-item contains links to project joint activities, initiatives and organisations related to the project’s themes, work and results.

2.3 Main elements of the Website pages

The PARIS REINFORCE pages consist of three basic design parts or blocks:

- The Header at the top;
- The Footer at the bottom; and
- The Content in between.

2.3.1 Header

The Header, as shown in Figure 3 below, is the container of the PARIS REINFORCE logo, the navigation menu and the search facility. It remains constant for all website pages. The header is marked as fixed, which means that it stays pinned always on top, even if the user scrolls down the page. The header also includes links to the project’s social media accounts (Twitter, LinkedIn, Instagram, and YouTube).



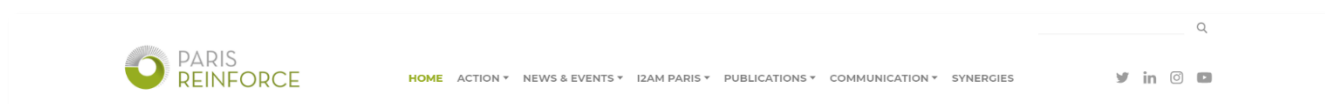


Figure 3 PARIS REINFORCE website header

2.3.2 Footer

The Footer, as shown in Figure 4 below, includes two sections of information.

The left section contains a menu with Quick Links, (currently: Consortium members, Project Events, Scientific Publications and the Contact us page link), followed by a statement that the project is funded by the European Union's Horizon 2020 Research and Innovation Programme. The right section contains a link to the Privacy & Cookies Policy page.

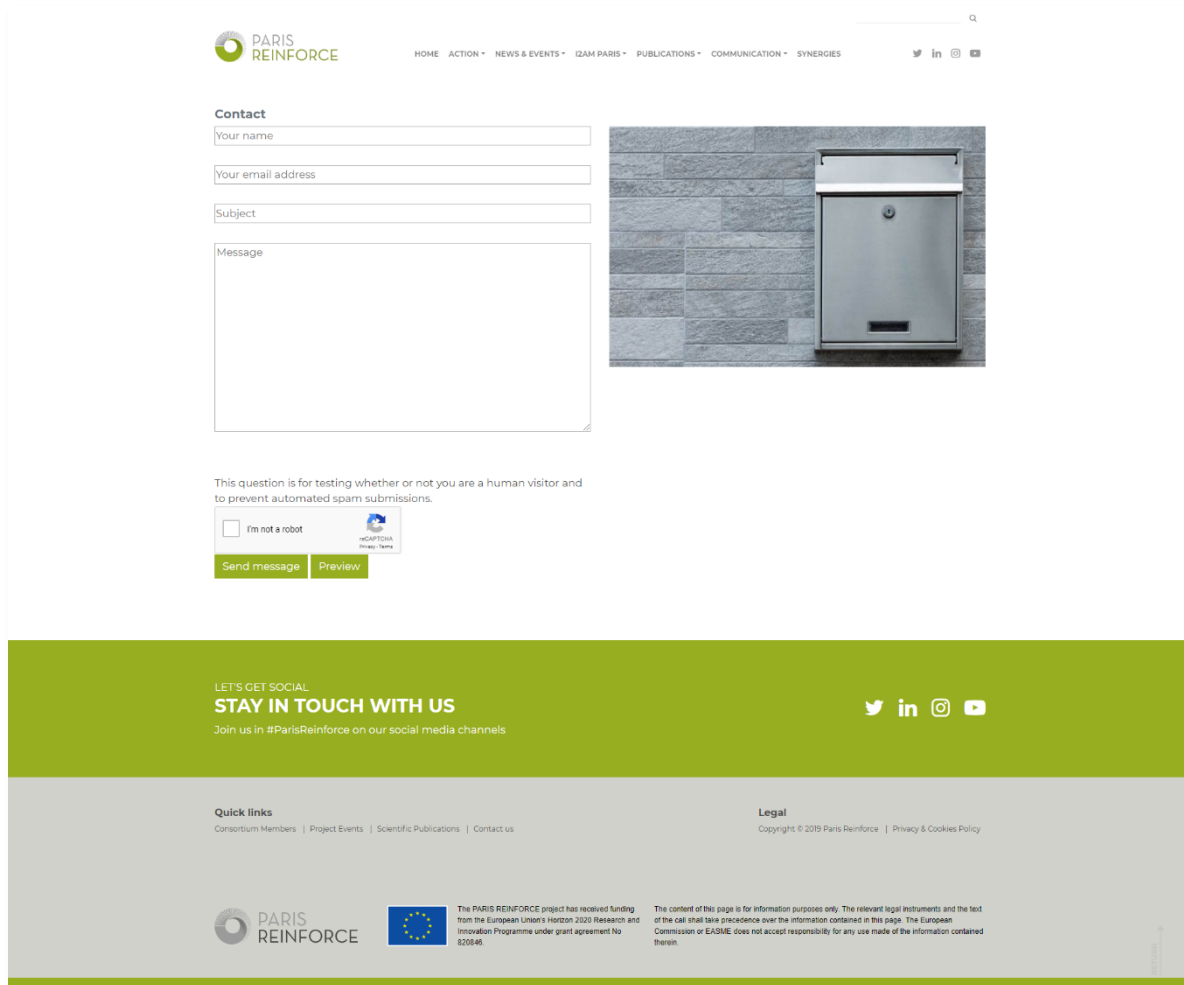


Figure 4 PARIS REINFORCE website footer

The "Contact us" page provides the visitor with the capacity to send an e-mail to the consortium. The name, email address, subject and message are required, as is a CAPTCHA verification of the request. Once this information is provided and the message is sent, it is routed directly to the management team mailing list.

A sample of the "Contact Us" page is shown in Figure 5 below.





Contact

Your name

Your email address

Subject

Message

This question is for testing whether or not you are a human visitor and to prevent automated spam submissions.

☐ I'm not a robot

Send message Preview

LET'S GET SOCIAL
STAY IN TOUCH WITH US
Join us in #ParisReinforce on our social media channels

Quick links
Consortium Members | Project Events | Scientific Publications | Contact us

Legal
Copyright © 2019 Paris Reinforce | Privacy & Cookies Policy

PARIS REINFORCE

The PARIS REINFORCE project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 820846.

The content of this page is for information purposes only. The relevant legal instruments and the text of the call shall take precedence over the information contained in this page. The European Commission or EASME does not accept responsibility for any use made of the information contained therein.

Figure 5 PARIS REINFORCE website “Contact Us” page

2.3.3 Home Page

The home page consists of nine sections, as shown in the sample in Figure 1, with that aim to attract the visitor's interest and briefly inform about the various aspects of the project.

1st section: Header

Please see Section 2.3.1 Header.

2nd section: Slider

The Slider is essentially a slideshow, where the user can also manually navigate sequentially between the slides, using the arrows at the bottom right corner of each slide; the slides are clickable and will direct the user to the corresponding section.



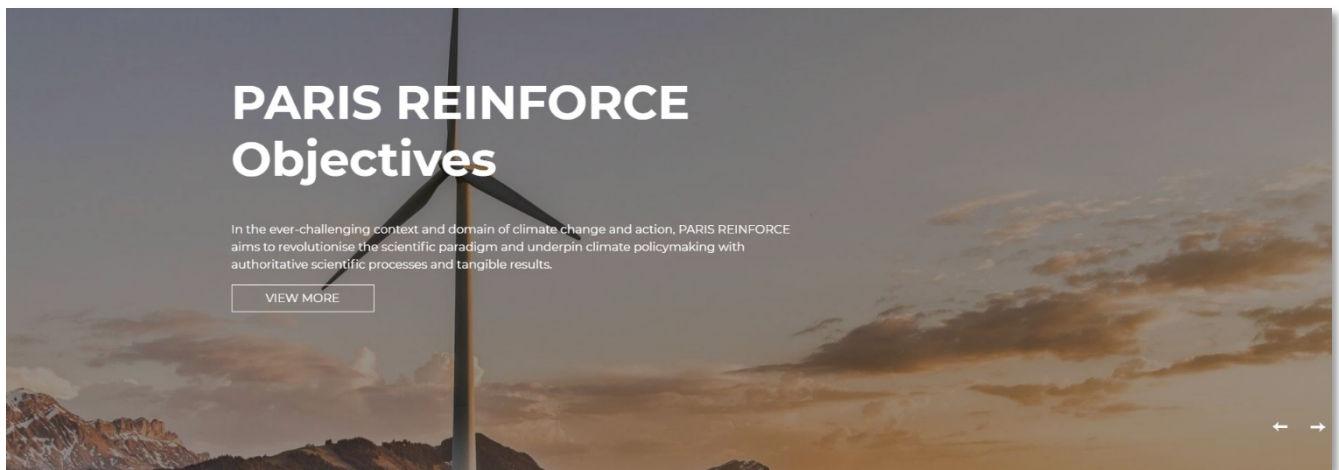


Figure 6 PARIS REINFORCE website Slider

3rd section: News & Events

This section contains links to selected important events and other project-related news. Moving the mouse pointer over the items causes them to bounce slightly. By clicking on an item, the corresponding page is loaded and displayed. The "View more news" button displays the "Project News & Events" page (the same page that is displayed when "Project News & Events" is selected from the corresponding top menu-item).

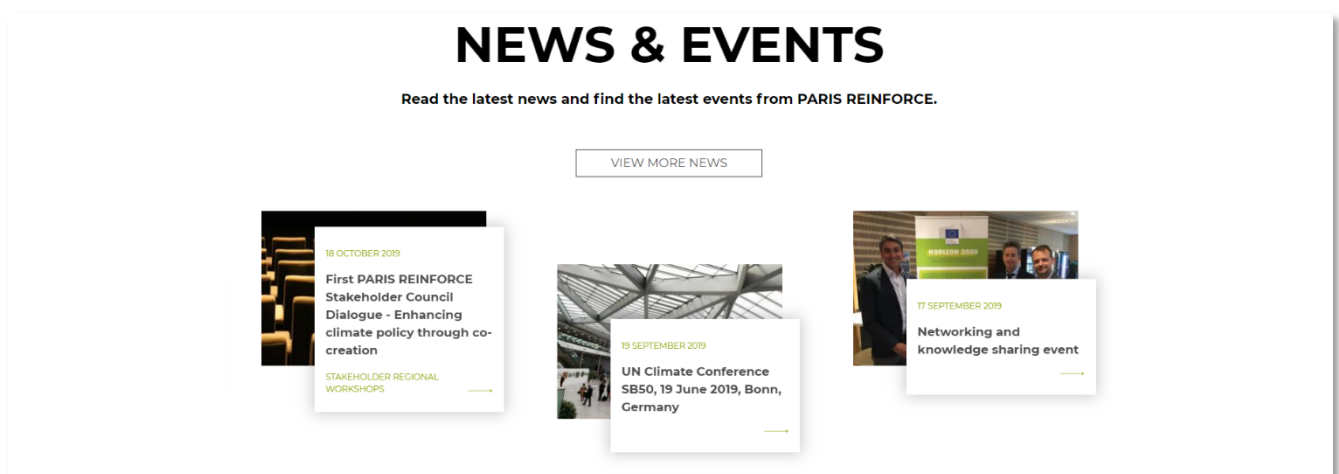



Figure 7 PARIS REINFORCE website "News & Events" section

4th section: Subscribe to our Newsletter Banner

A pop-up page linked via the “Subscribe” button in the right side of the banner allows users to subscribe to the PARIS REINFORCE newsletter.



Figure 9 PARIS REINFORCE website pop-up “Subscription” Form



**PARIS
REINFORCE**

Newsletter

Signup for our news and progress!

Provide below your email and the organisation type that fits best.

Email

Organisation Type*

* Kindly choose one of the following Organisation Types: Scientific Community; Industry; Civil Society; General Public; Policy Makers; Media; Investors; Customers; Other


By filling this form you freely express your interest in receiving PARIS REINFORCE's newsletter and press releases.

Your personal data you provided above will be used by PARIS REINFORCE's CDE leader (IEECP) only for sending you the PARIS REINFORCE newsletter and press releases.

You can withdraw your consent at any time, either by clicking the "unsubscribe link" at the bottom of the newsletter/press release, or by sending an e-mail to: [contact\[at\]paris-reinforce.eu](mailto:contact[at]paris-reinforce.eu) with title "UNSUBSCRIBE".

We use MailerLite as our marketing automation platform. By clicking below to submit this form, you acknowledge that the information you provide will be transferred to MailerLite for processing in accordance with their [Privacy Policy](#) and [Terms of Service](#).

☐ I'm not a robot



Subscribe

Figure 8 Subscription Pop-up

5th section: Publications

In this section, there are five context areas (the same that can be selected from the corresponding top menu-item). The design of this section is such that moving the mouse pointer over each of the items, the background changes to reflect the theme of the area. Upon clicking on any of the five areas, the corresponding page is displayed.

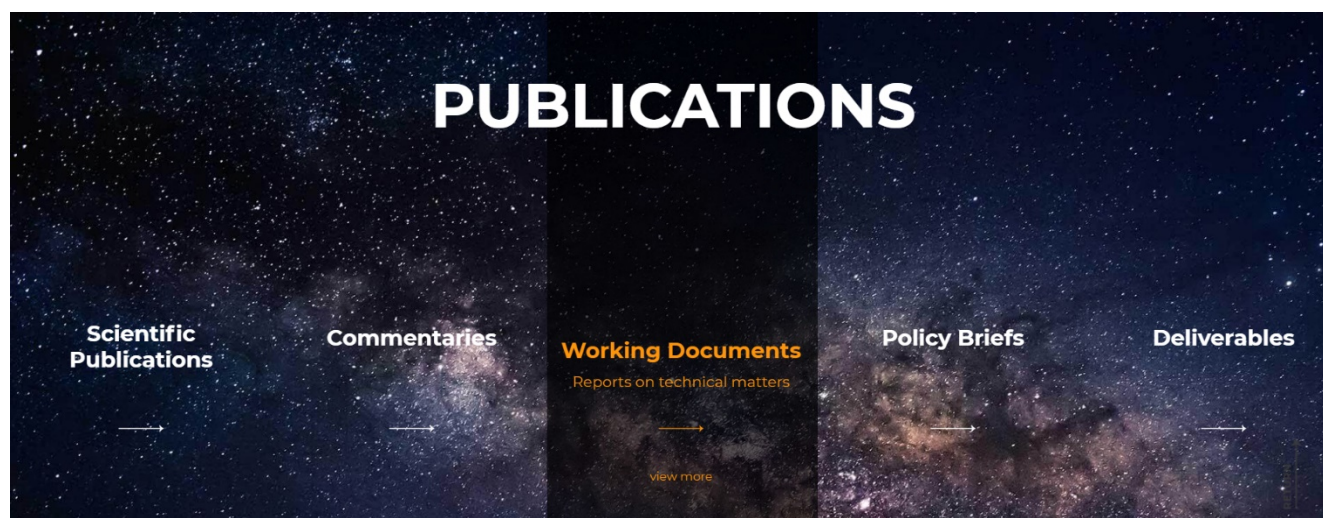


Figure 10 PARIS REINFORCE website “Publications” section

6th section: Key Figures

In order to highlight important numbers on the PARIS REINFORCE website in a way that captures the attention of the visitors, an animated tool showcases big, bold, animated “running numbers” when users return to the homepage. This currently captures the number of European and non-European partners, the number of models, and the duration of the project; but may change, along the way, to capture more critical information or findings.

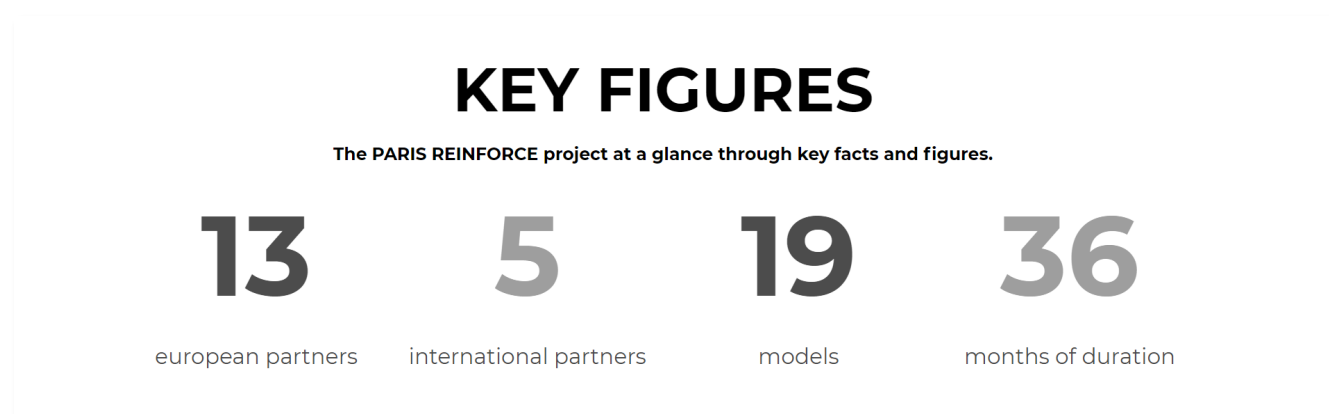


Figure 11 PARIS REINFORCE website “Key Figures” section

7th section: Communication

This section contains four graphic elements that correspond to the same elements available from the “Communication” top-menu item. Moving the mouse pointer over each of the items, the background changes to the graphic’s colour, to indicate that, when clicked, the corresponding page will be displayed.



Figure 12 “Communication” section

8th section: Let’s get Social (social media accounts)

In this banner, users are prompted to join and follow PARIS REINFORCE through selected social media accounts (Twitter, LinkedIn, Instagram and YouTube). The Social Media accounts banner is displayed in every page of the website, just before the footer section.



Figure 13 "Let's get Social" section

9th section: Footer

Please see Section 2.3.2 Footer.

2.3.4 Other pages

The rest of the pages, also called ‘inside pages’, can be categorised into “static content” pages and “dynamic content” pages. A static content page usually contains information that is not altered frequently. Typical examples for the PARIS REINFORCE website are: The Concept, The Objectives, The Work Structure, The Consortium members, The Stakeholder Council and the Contact Page. On the other hand, dynamic pages contain information that changes frequently, such as the News & Events, I²AM PARIS, Publications, Communications, and Synergies sections.



An example of a static page is shown in Figure 14 below.



Figure 14 “The Concept” static page



An example of a dynamic page is shown in Figure 15 below.

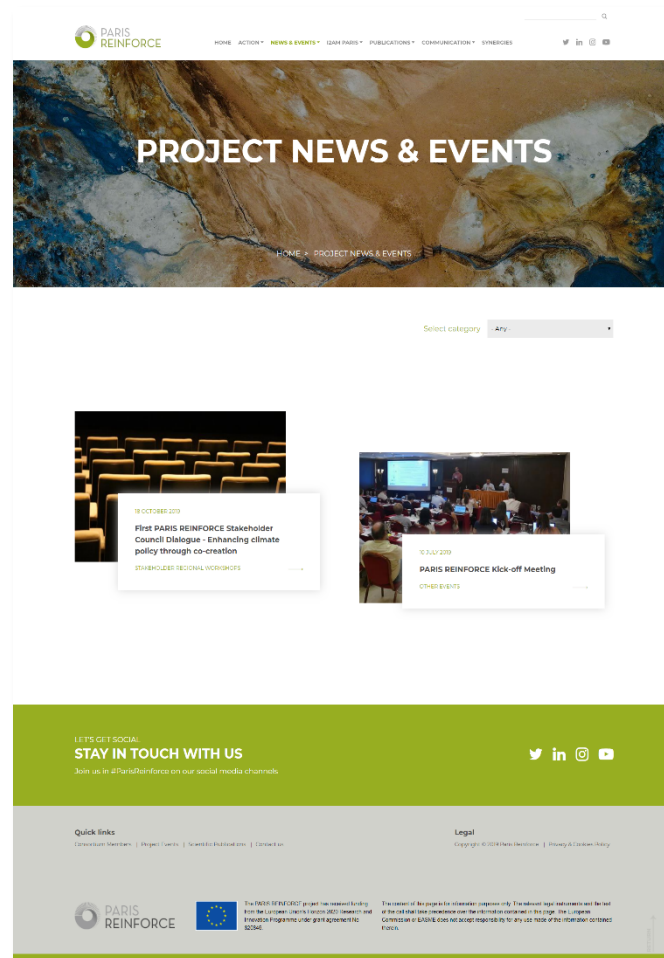


Figure 15 The “Project News & Events” dynamic page



3 Special Features

A comprehensive list of the PARIS REINFORCE models, covering the regions, geographical extents, sectoral coverage, range of greenhouse gas (GHG) emissions, foundations, and main endogenous and exogenous parameters per model and main indicators is showcased in the Models & Tools section under the I²AM PARIS top menu heading.

The models are grouped in Global Models and National Models. Each model is represented by a square element which contains the name of the model.

The design of this section is such that moving the mouse pointer over each of the elements, the background colour changes. By clicking on the element, a new page opens containing the description and an accordion-type list of the model's main features.

It should be noted that this section features a simplified overview of the documentation of each model. The detailed documentation of the models; a comparative analysis of the models grouped in global, national/regional for Europe, and national/regional for countries outside Europe; and a dynamic documentation of all models is available at the I²AM PARIS platform.



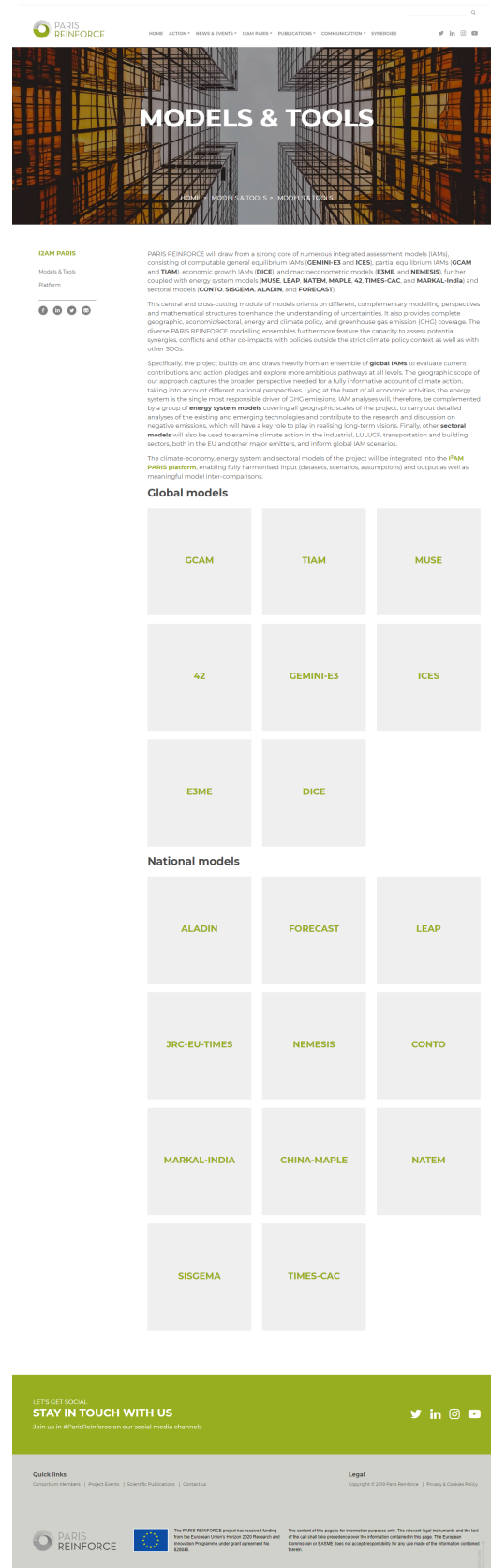


Figure 14 PARIS REINFORCE website “Models & Tools” page



4 Social media accounts

PARIS REINFORCE has established its presence in four social networks listed in the table below, along with their respective web address.

Social Network	PARIS REINFORCE ACCOUNTS	URL
	parisreinforce	https://www.instagram.com/parisreinforce/
	@parisreinforce	https://twitter.com/ParisReinforce
	paris-reinforce	https://www.linkedin.com/company/paris-reinforce/
	PARIS REINFORCE	https://www.youtube.com/channel/UC4g1FQ-QX33QH9HrTNMnkIA

Table 1 PARIS REINFORCE in Social Media

Links to the PARIS REINFORCE social media accounts have been added to all pages of the website as part of the header and in the "Let's get Social" banner. These will be used throughout the duration of the project to engage users and create traffic to the website.

In addition, all pages contain links to the major social media websites (Facebook, LinkedIn, Twitter) and email, to encourage visitors to share the web page they are viewing via their individual accounts.

All PARIS REINFORCE partners are encouraged to follow the above social media accounts and contribute content by using the hashtag **#parisreinforce** whenever possible, or by re-posting PARIS REINFORCE content, as mentioned in the "D8.2 PARIS REINFORCE Communication, Dissemination and Exploitation Plan" deliverable.

The PARIS REINFORCE social media account pages are shown in the following sections.

4.1 Instagram

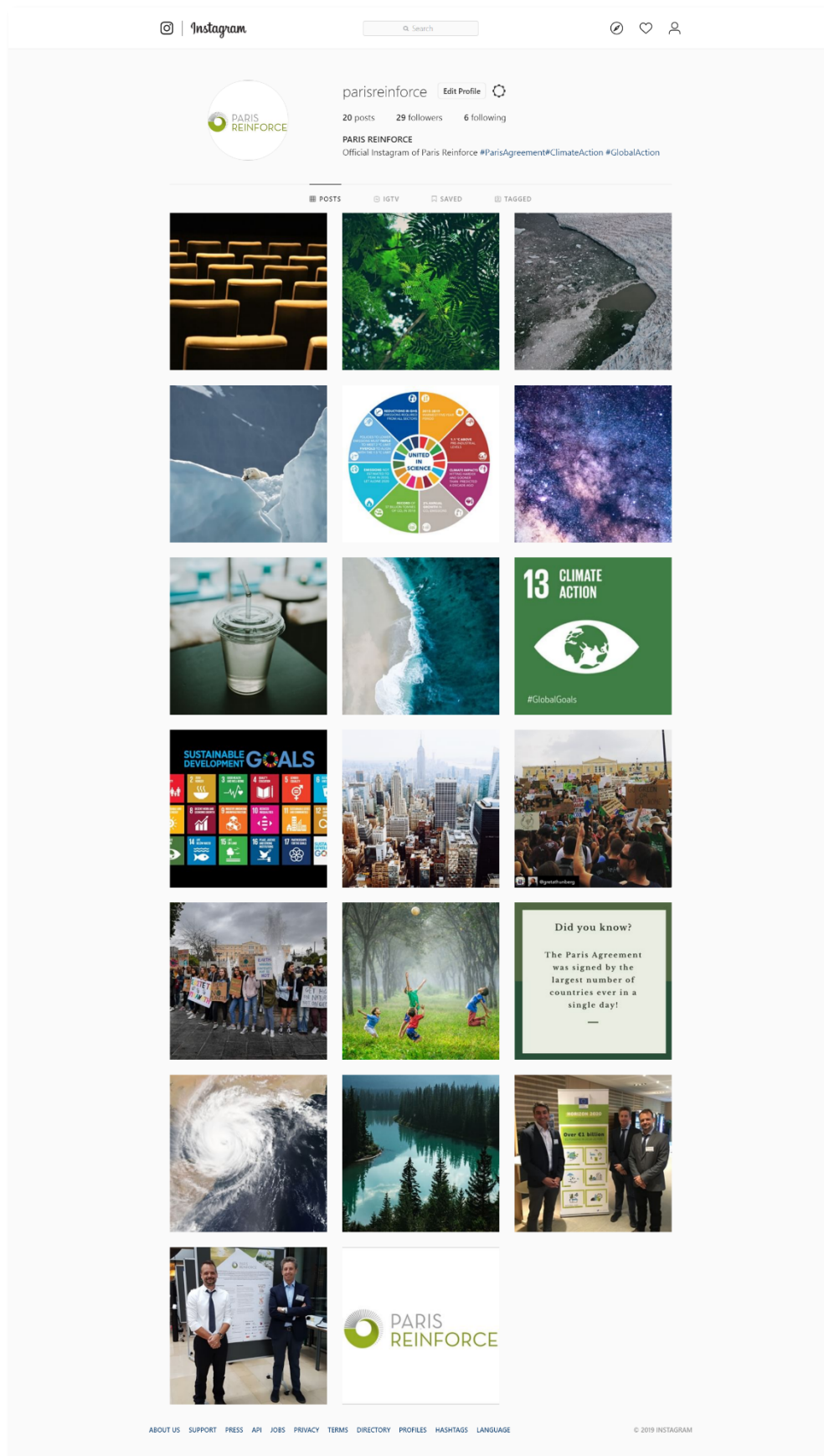


Figure 16 PARIS REINFORCE Instagram Account Page



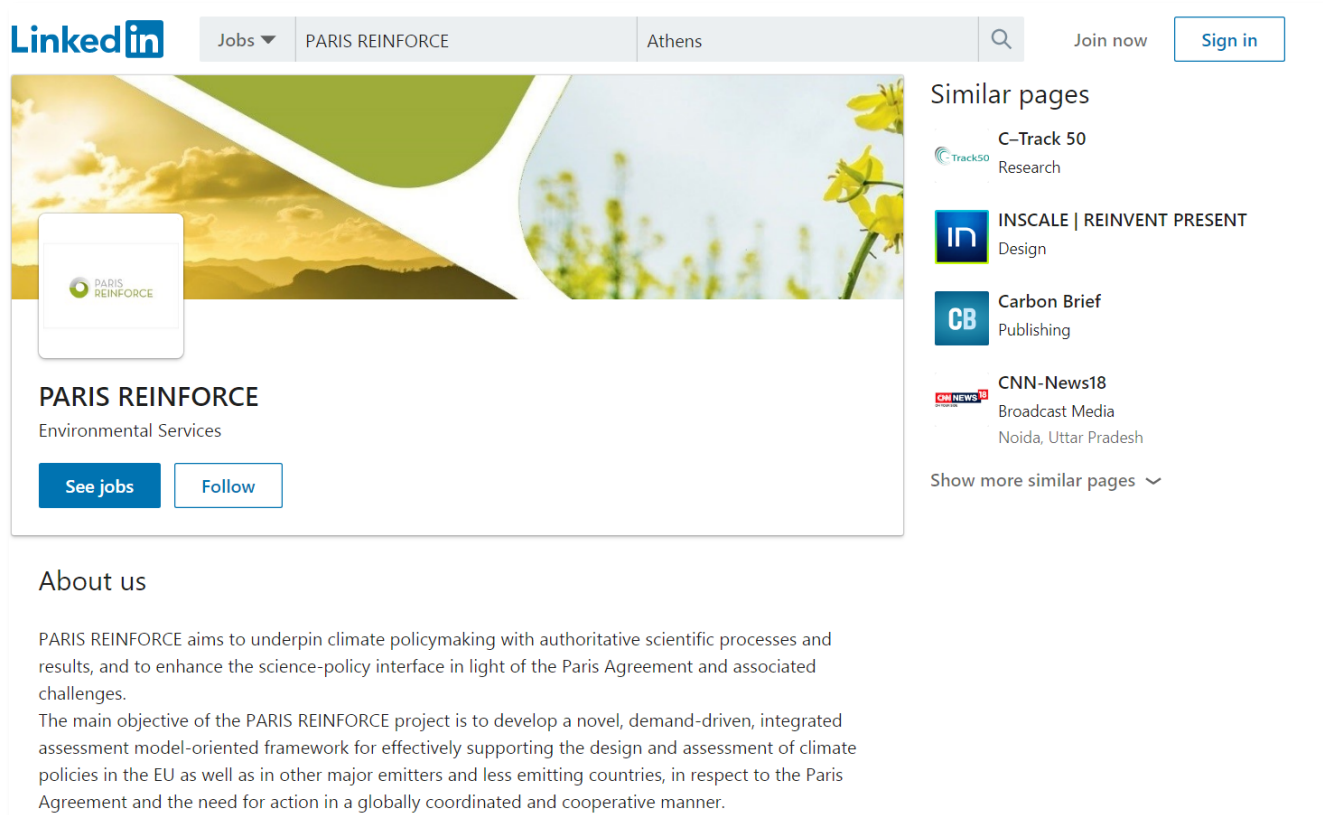
The PARIS REINFORCE project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 820846.

4.2 Twitter



Figure 17 PARIS REINFORCE Twitter Account Page

4.3 LinkedIn



The screenshot displays the PARIS REINFORCE LinkedIn profile. The header includes the LinkedIn logo, navigation tabs for 'Jobs', 'PARIS REINFORCE', and 'Athens', a search icon, and buttons for 'Join now' and 'Sign in'. The profile banner features a landscape image with a green overlay and the PARIS REINFORCE logo. Below the banner, the company name 'PARIS REINFORCE' is listed with the tagline 'Environmental Services', accompanied by 'See jobs' and 'Follow' buttons. The 'About us' section describes the project's mission to support climate policymaking and its objective to develop an assessment model-oriented framework. A 'Similar pages' sidebar on the right lists related entities like C-Track 50, INSCALE | REINVENT PRESENT, Carbon Brief, and CNN-News18.

PARIS REINFORCE
Environmental Services





[See jobs](#) [Follow](#)

About us

PARIS REINFORCE aims to underpin climate policymaking with authoritative scientific processes and results, and to enhance the science-policy interface in light of the Paris Agreement and associated challenges.

The main objective of the PARIS REINFORCE project is to develop a novel, demand-driven, integrated assessment model-oriented framework for effectively supporting the design and assessment of climate policies in the EU as well as in other major emitters and less emitting countries, in respect to the Paris Agreement and the need for action in a globally coordinated and cooperative manner.

Similar pages

-  **C-Track 50**
Research
-  **INSCALE | REINVENT PRESENT**
Design
-  **Carbon Brief**
Publishing
-  **CNN-News18**
Broadcast Media
Noida, Uttar Pradesh

[Show more similar pages](#)

Figure 18 PARIS REINFORCE LinkedIn Account Page

5 Next Steps

- In May 2020, the I²AM PARIS platform will be officially launched. A first-order draft prototype of the platform was prepared for the purposes of the 1st Stakeholder Council Dialogue of the project (upcoming deliverable D3.3) and can be accessed at <http://paris-reinforce.epu.ntua.gr/main>.
- The website will be continuously updated, enhanced and improved with new material as the project evolves.

