



ProCleanLakes

Project website and social media package

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Executive Summary

This deliverable documents the development of the first version of the ProCleanLakes project website. It describes the design and the technical development of the project website. The ProCleanLakes website will be the main channel for the communication and dissemination of the project. It will be updated on a current basis during the lifetime of the project and be enriched with more content as the project matures, with the aim of documenting the work progress and promoting projects' achievements and demonstration tools. It will serve as a comprehensive repository for the project's materials and results, ensuring that all relevant information and outputs are readily accessible. The official prototype is accessed under: www.procleanlakes.eu

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1 Introduction

1.1 Objectives of the Work Reported in this Deliverable

The scope of this document is reporting the initial version of core activities of **Task 7.1: Dissemination and Communication** that is the development of the project website, and of the social media package. These two activities establish the online presence of the project and initiate the interaction with both the general public and the scientific community. The two activities outlined in this deliverable lay the foundation for the communication and dissemination strategy of the project.

1.2 Outline of the Deliverable

This document is divided in two thematic areas. The first thematic area describes the design of the project website, and the technical infrastructure behind it. The second one includes the social media accounts. Updated versions of the abovementioned, and additional activities of Task 7.1 for the creation of the project identity and branding, and the production of project materials will be reported in the future deliverable **D7.2 Dissemination and communication plan [M9]**.

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2 The ProCleanLakes Website

2.1 The Significance of a Web Presence

A project website is a valuable tool for expanding the reach, building credibility, and increasing the impact of Horizon Europe-funded projects. The website of the ProCleanLakes project can be accessed via the domain address: www.procleanlakes.eu. A research project website, when developed and maintained effectively, can yield numerous benefits:

- **Enhanced Visibility:** It improves the visibility of the project, making it discoverable to a wider audience, including potential collaborators, funding agencies, and the media.
- **Knowledge Transfer:** It offers a platform for sharing project-related content, such as research papers, deliverables, and multimedia materials. This aids in the transfer of knowledge to both specialized and general audiences.
- **Stakeholder Engagement:** It facilitates stakeholder interaction, including industry partners, policymakers, and the community. The website provides a means for disseminating project updates, events, and opportunities for collaboration. Also, it enables signing up to the e-newsletter.
- **Communication Hub:** It serves as a centralized communication hub for project updates, news, blogs, videos, and press releases.

2.2 Domain Name

A website for the project was initiated in the early stages of the project (as shown in Figure 1). The website of the ProCleanLakes project can be accessed via the domain address: <https://procleanlakes.eu/>.

ProCleanLakes - Integrated emerging approaches for joint protection and restoration of Natural Lakes in the spirit of European life heritage support

Coming Soon

Figure 1 Coming soon ProCleanLakes Website

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The ProCleanLakes website has been designed to efficiently and clearly (where possible) address the main questions that external visitors might have, such as the project's purpose, its demonstration and monitoring sites and objectives, the participants involved, communication details (both internal and external), and contact information for further inquiries.

The website will continuously evolve and expand as the project progresses. A dedicated server solution has been implemented to ensure flexibility and to select the most suitable tools and technologies for future website requirements. The project's domain name is: <https://procleanlakes.eu/>.

2.3 Structure

Figure 2 below illustrates the structure of the ProCleanLakes website.



Figure 2 Structure of the ProCleanLakes Website

2.4 Homepage

The Home page is designed to briefly introduce the project, welcome visitors, and provide key facts and links to the various topics covered by the ProCleanLakes project. It also offers context by mentioning the funding program and associated organizations. The initial Home page layout is shown in Figure 3. Additionally, the page "Project" includes links, featuring the logos of ProcleanLakes consortium partners with hyperlinks to their websites, enhancing navigation and usability. Links to the project's Instagram, LinkedIn and YouTube accounts are prominently displayed in the Header and Footer of the Home page.

Serving as the gateway to the entire website, the Home page clearly guides visitors to different sub-sections based on their relevance. Its structure is designed to be visually appealing and user-friendly, with integrated social media links. The header showcases the ProCleanLakes logo, and the website is presented in English. The design follows a responsive web design theme.

Under the website header, the main menu is placed, which includes:

- **HOME**
- **PROJECT**

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- ABOUT
- NEWSLETTER
- **PROJECT SITES**
- **NEWS**
- **RESOURCES**
- **CONTACT**

These links can be renamed if necessary. The main menu can function as a dropdown menu. When the cursor hovers over a menu item, the menu expands, revealing links to subsections and their pages. Navigation extends to the second level, allowing visitors to access all site information with a single click.

The central section of the Home page is dedicated to mission, project sites, basic information about the project, news, arranged in three columns, and call to action button for sign up in the project newsletter. These are shown in Figure 5. All news items can be accessed through the "News" section in the Header Menu.

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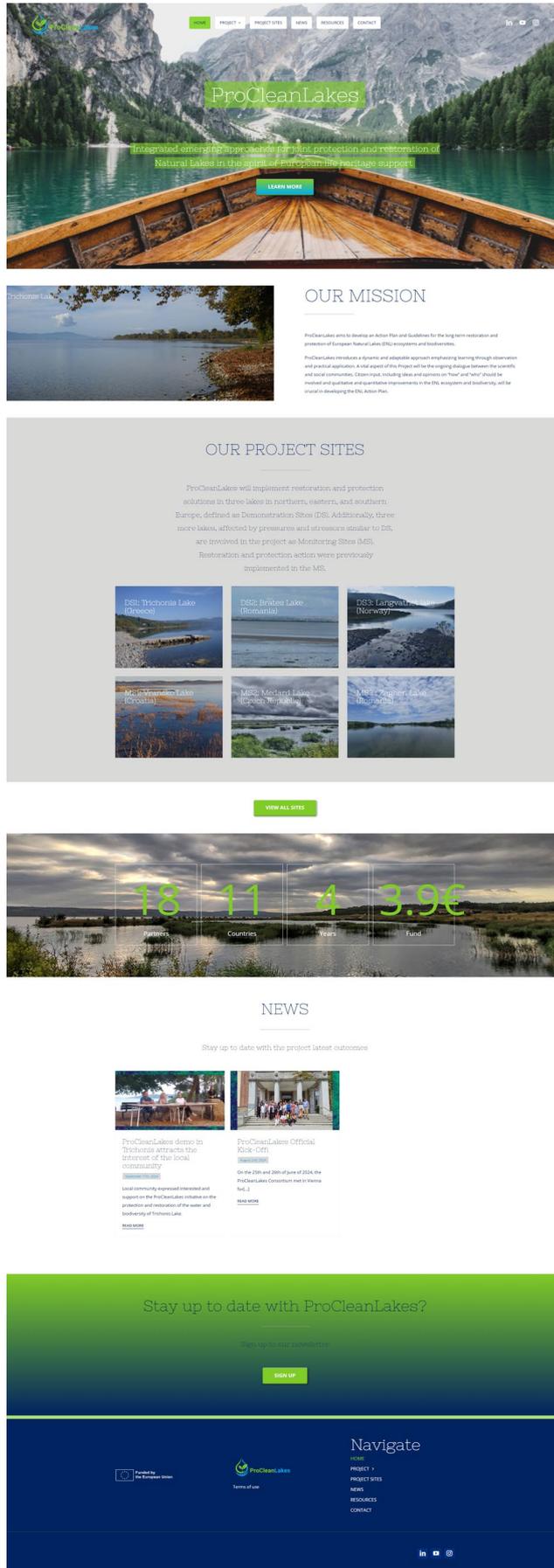


Figure 3 Website Home Page

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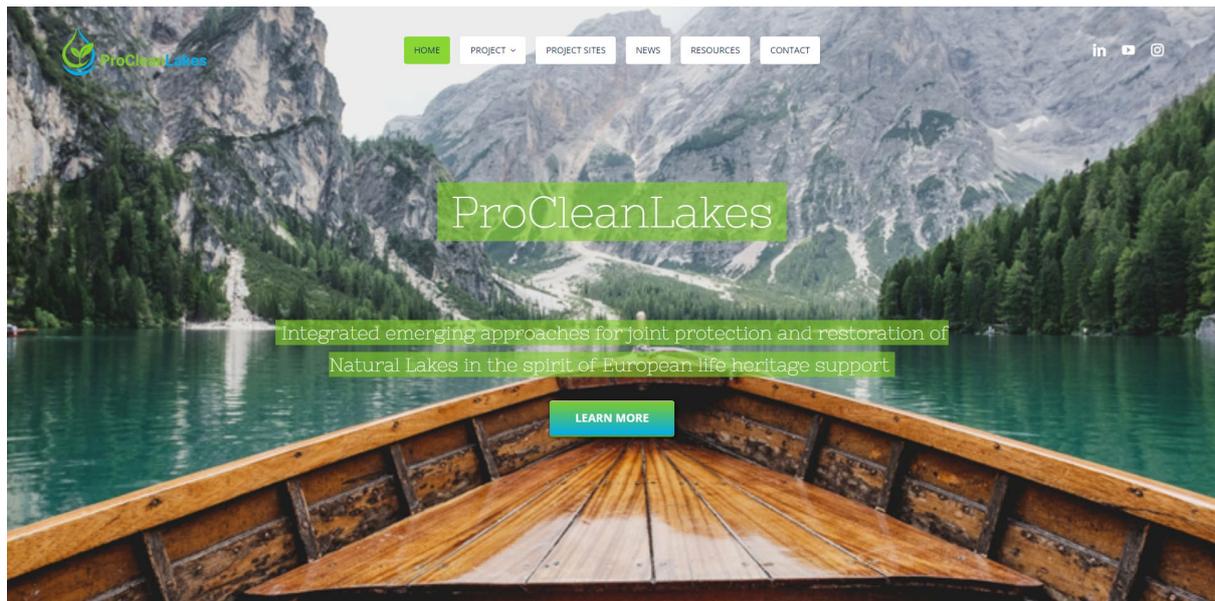


Figure 4 Part of ProCleanLakes Home page

On the homepage, a summary of each article is displayed, with a link to the full entry. This summary is not automatically generated; it can be customized by entering the article summary in the Excerpt field on the Post Edit screen in the admin area. The "Read More..." link directs visitors to the complete article within the News section.

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OUR MISSION

ProCleanLakes aims to develop an Action Plan and Guidelines for the long-term restoration and protection of European Natural Lakes (ENL) ecosystems and biodiversity.

ProCleanLakes introduces a dynamic and adaptable approach emphasizing learning through observation and practical application. A vital aspect of this Project will be the ongoing dialogue between the scientific and social communities. Citizen input, including ideas and opinions on "how" and "who" should be involved and qualitative and quantitative improvements in the ENL ecosystem and biodiversity, will be crucial in developing the ENL Action Plan.

OUR PROJECT SITES

ProCleanLakes will implement restoration and protection solutions in three lakes in northern, eastern, and southern Europe, defined as Demonstration Sites (DS). Additionally, three more lakes, affected by pressures and stressors similar to DS, are involved in the project as Monitoring Sites (MS). Restoration and protection action were previously implemented in the MS.

<p>DS1: Trichonis Lake (Greece)</p>	<p>DS2: Brates Lake (Romania)</p>	<p>DS3: Langvatn Lake (Norway)</p>
<p>MS1: Vransko Lake (Croatia)</p>	<p>MS2: Medard Lake (Czech Republic)</p>	<p>MS3: Zagheri Lake (Romania)</p>

[VIEW ALL SITES](#)

18	11	4	3.9€
Partners	Countries	Years	Fund

NEWS

Stay up to date with the project latest outcomes

ProCleanLakes demo in Trichonis attracts the interest of the local community

[Discover the story](#)

Local community expressed interested and support on the ProCleanLakes initiative on the protection and restoration of the water and biodiversity of Trichonis Lake.

[READ MORE](#)

ProCleanLakes Official Kick-Off!

[Discover the story](#)

On the 25th and 26th of June of 2024, the ProCleanLakes Consortium met in Vienna for...

[READ MORE](#)

Figure 5 Part of ProCleanLakes Home Page

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All ProCleanLakes project partners are represented with their logos, as shown in Figure 6.

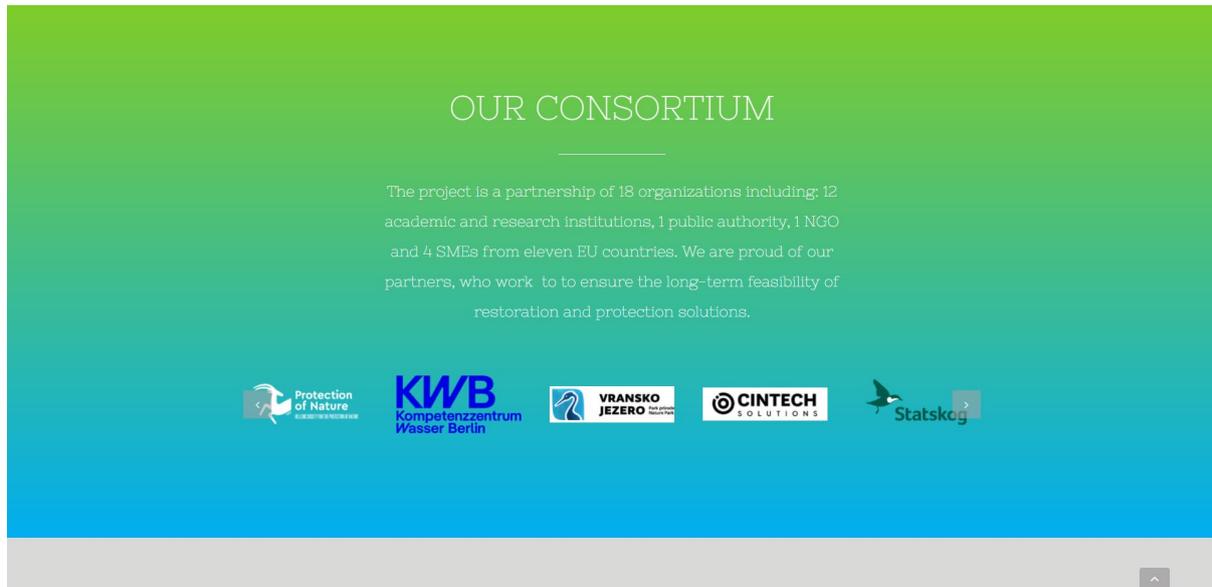


Figure 6 Partners Information

Finally, Instagram, YouTube and LinkedIn icons are added and hyperlinked to the ProCleanLakes social media accounts both on the upper and bottom side (Figure 7) of the Home page.

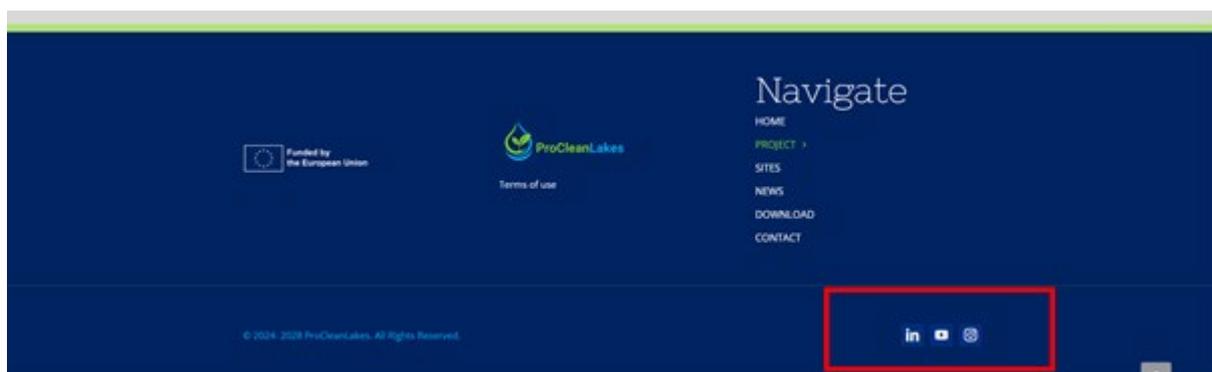


Figure 7 Part of ProCleanLakes Home Page

The footer, as shown in Figure 7, of each page includes the following information:

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- **Acknowledgment for the funding received by the EU**



- **Terms of Use**

A hyperlink where the visitor can review the ProCleanLakes website Terms of Use.



2.4.1 Newsletter

Additionally, a newsletter will be published periodically to keep readers informed and raise awareness about ProCleanLakes milestones, outcomes, activities, events, and other relevant topics. On the Home Page, just above the footer, there is

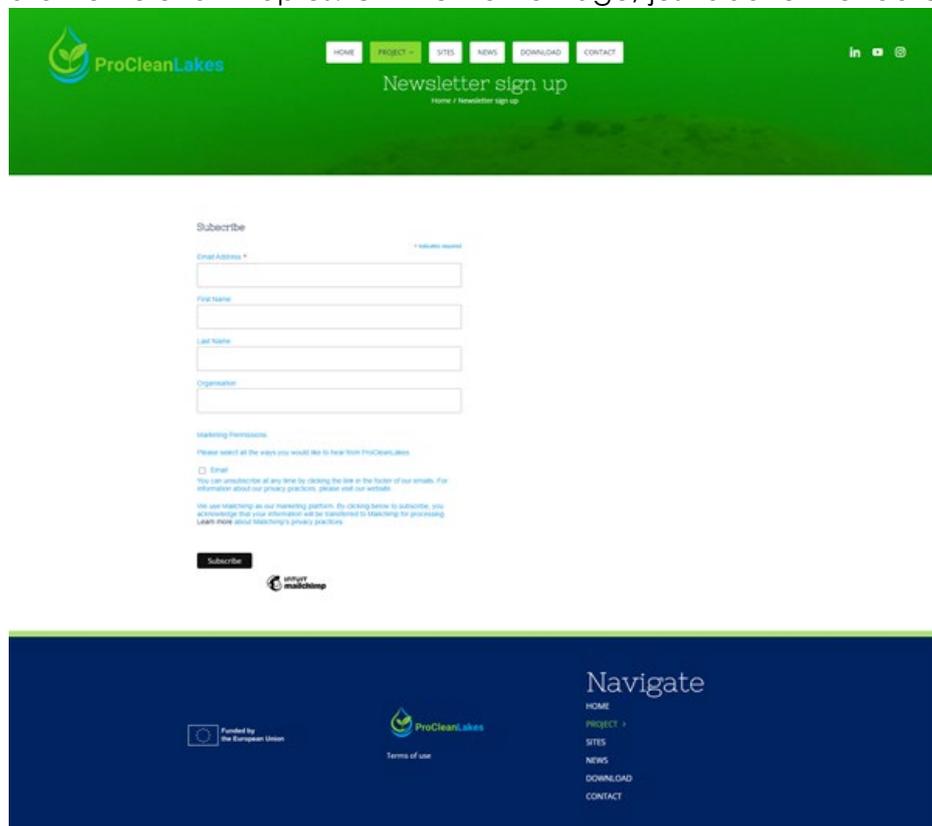


Figure 8 ProCleanLakes Newsletter Subscribe Page

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a subscription button. By clicking the “Subscribe” button, users are prompted to provide their email address, name and organization. The personal data collected will be used solely for sending the newsletter and will be handled with care. Users have the option to unsubscribe at any time, and any data collected will be immediately deleted from the ProCleanLakes records upon unsubscribing. Figure 8 illustrates the newsletter registration form.

2.4.2 Use of Cookies, Terms of Use & Privacy Policy

At the bottom of each page, we've added a Privacy settings banner that asks visitors for their consent regarding the use of cookies collected from the website, as illustrated in Figure 9. Visitors also have the option to review the “Terms of Use” before providing consent, as shown in Figure 10. This feature is designed to ensure privacy and protect any personal information collected from the website. Users can visit the Terms of Use page to understand what types of data are being collected and for what purposes. Without the use of session cookies, several website functions would not be available. These measures, along with Secure Socket Layer (SSL) technology, ensure that the ProCleanLakes website complies with GDPR regulations.

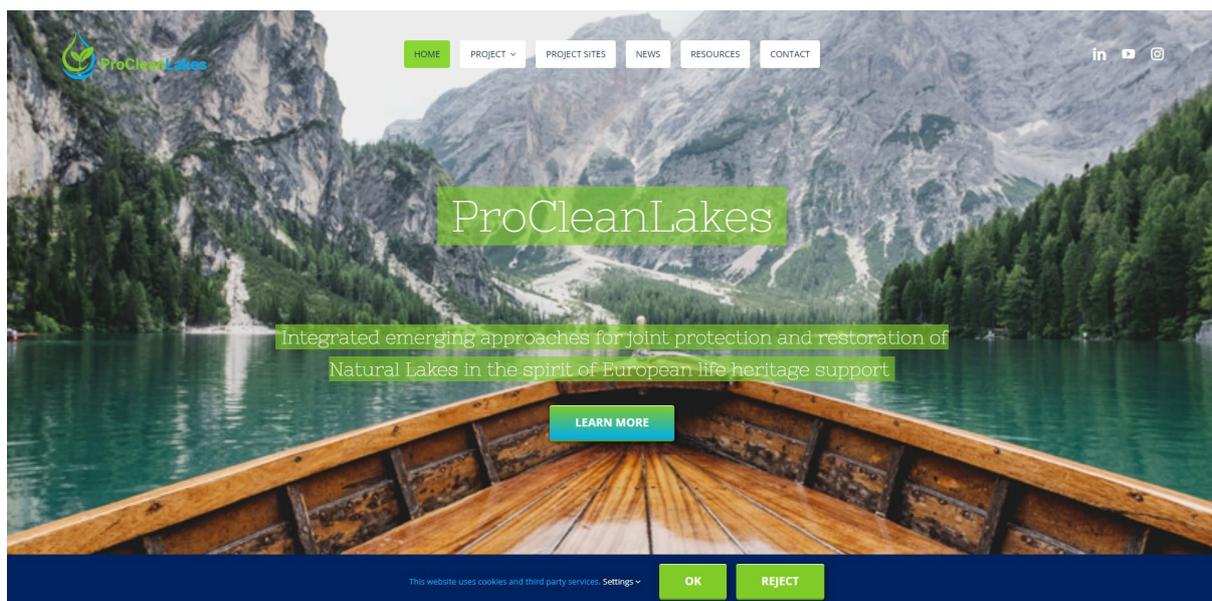


Figure 9 Cookies Notification Bar

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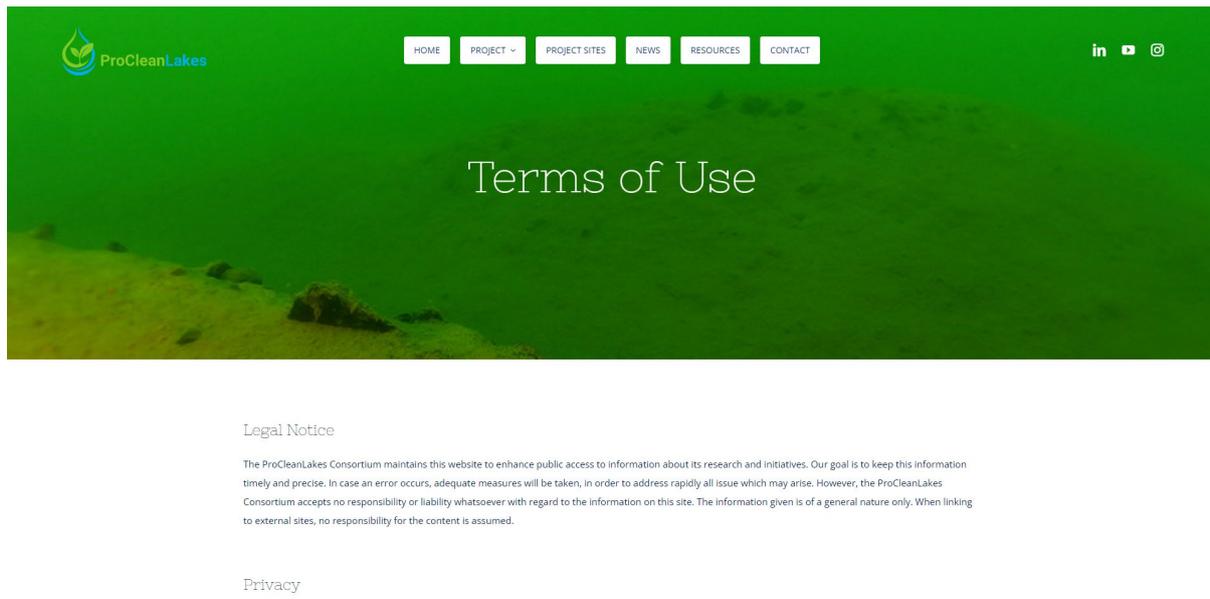


Figure 10 ProCleanLakes site Terms of Use Page

2.5 Sections

The “**Project**” section contains the overview of the project.

The “**Sites**” section contains the three demonstration and three monitoring sites.

The “**News**” section contains relevant news regarding the project, and events in which the project participates or organizes.

The “**Resources**” section hosts all informative dissemination and communication material. As the project progresses, this section will also hosts public deliverables, scientific publications and other results.

On the top of each page the project logo is placed on the top left corner.

2.6 Browser Compatibility & Google Analytics

To ensure maximum visibility, the ProCleanLakes website was designed for optimal display across all major web browsers on common operating systems. This includes various versions of Firefox, Internet Explorer, Google Chrome, and Safari on Linux, Apple macOS, and Microsoft Windows.

To monitor website usage, the site was registered with Google Analytics. This allows for detailed reports that provide insights into user activity, including the number of visitors, the most popular links and pages, and the countries from which users are accessing the site (Figure 11).

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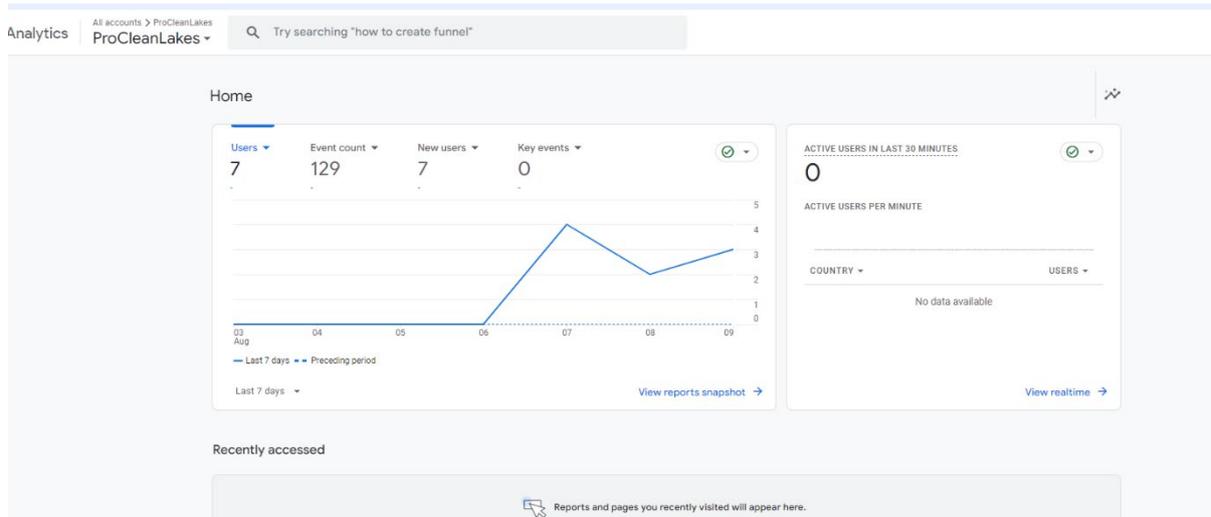


Figure 11 Google Analytics

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3 Social media

The social media presence of the project aims at improving and boosting the communication outreach due to their potential to reach larger ranges of target groups even the ones that are not familiar with the technical infrastructure of the project. Through the social media accounts the communication outreach is performed in an easier and more direct way, and the connection with synergy projects is further promoted.

The selected social media channels are: LinkedIn, Instagram and You Tube.

LinkedIn: procleanlakes-project

Instagram: procleanlakes_

You Tube: <https://www.youtube.com/@ProCleanLakes>

3.1 Keywords and Hashtags

The following keywords and tags can be used for tagging online information and social posts depending on the specific channels:

Keywords: natural lakes, ProCleanLakes, HorizonEU, EUmissions, Mission Ocean

Hashtags: #HorizonEU #EUmissions #Missionocean #naturallakes #restoration #protection

All three social media accounts will be kept up-to-date with the newest information and materials available by the project. Our focus points for LinkedIn and Instagram are to: a) be frequently updated, b) publish relevant posts, c) connect with synergy projects, hubs and influencers to boost reach, d) be aligned with the information and news published on the project website and, e) post live from events where ProCleanLakes is present. You Tube channel will be used as a hub for all videos produced for the project with the aim to increase the reach of the videos through YouTubes "neutral" users.

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4 Conclusions

The ProCleanLakes project website was developed to quickly provide the general information of the project, its main objectives and architecture, and address the key queries that external visitors to the website would expect to read. In this early stage, the website provides links to ProCleanLakes social media to cover collaboration, communication and dissemination requirements. As the task activities of the ProCleanLakes project mature, and be more detailed, more tools will be configured to support the project in all relevant ways. The project website will be continuously updated and evolve as the project work also evolves.

In the frame of **Task 7.1: Dissemination and Communication**, the project is developing its branding, and communication and dissemination material. A thorough description of the activities and communication material to be created (including project brochures, factsheets etc.) will reported in the future deliverable **D7.2 Dissemination and communication plan [M9]**.