



IMPETUS

Turning climate commitments into action

Deliverable Report

IMPETUS website

Design and structure

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- ¹ PU = Public
CO = Confidential, only for members of the consortium (including the Commission Services)
R = Report
ORDP = Open Research Data Pilot

Technical References

Project acronym	IMPETUS
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Call	H2020-LC-GD-2020-2
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Project website	http://climate-impetus.eu/
Coordinator	EUT



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Abbreviations

Abbreviation / Acronyms	Description
ESCI	European Science Communication Institute
EU	European Union
RKB	Resilience Knowledge Booster
URL	Uniform Resource Locator
WP	Work Package



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Executive Summary

This document describes the objectives, structure and design principles of the website for the 4-year 'Dynamic Information Management Approach for the Implementation of Climate Resilient Adaptation Packages in European Regions' project 'IMPETUS'. This work is the focus of WP 7 Communications and Dissemination in Task 7.2.1, led by ESCI.

The IMPETUS website must support the project goals to accelerate climate-resilient innovation and delivery of the EU Green Deal by demonstrating actions that deliver rapid and far-reaching change, and by supporting the transfer of social, technical and business innovations as well as accelerating their uptake. Coordinating its work where relevant with sister projects REGILIENCE, TransformAr and ARSINOE to seek synergies and maximise the impact of their individual and collective messages and exploitable results, IMPETUS will ensure its website fills a niche in the wider ecosystem of climate change adaptation platforms.

The initial IMPETUS website uses a simple design, structure and level of content, while anticipating the need to evolve to support the developing and complex requirements of the project and its collective actions with its sister projects. The website for external communication serves as the main access point to key information about IMPETUS, in conjunction with social media channels. It provides information about the objectives, partners and activities and will be regularly updated with progress and results.

The website uses WordPress and is on a secure, GDPR-compliant site at URL: <https://climate-impetus.eu/>.

1 IMPETUS website importance and objectives

The IMPETUS website must support the project objectives to accelerate climate-resilient innovation and delivery of the EU Green Deal, which are to be achieved by:

- demonstrating actions that deliver rapid and far-reaching change
- supporting the transfer of social, technical and business innovations and accelerating their uptake.

Stakeholder engagement, co-design of solutions and sharing exploitable results through seven demonstration sites' 'Resilience Knowledge Boosters' (RKBs), events, online learning, and a multi-sided platform will be key IMPETUS activities. Communications and dissemination at local, regional and international levels will support these activities and ensure the IMPETUS exploitable results can be disseminated and taken up by other relevant communities. The website will be a 'shop window' for delivering such messages and content in conjunction with interlinked social media channels.

The website serves as the main access point to key information about IMPETUS. It provides information about the objectives, partners and activities and will be regularly updated with information on progress and results. Results such as a federated group of RKBs are intended to maintain the climate adaptation work and outreach at local and regional level even after IMPETUS ends, and so the website will give visibility to such groups and partners and their content, as part of the project's work to support and strengthen their local and regional communications and dissemination activities and networks.

As one of four sister projects in the climate space, IMPETUS will coordinate its work where relevant with REGILIENCE, TransformAr and ARSINOE. Together they will seek synergies and maximise the impact of the individual and collective project messages and results. As coordination on communications and dissemination is a significant area, this could affect the ultimate structure and usage of (parts of) the IMPETUS website. The flexible design of the initial IMPETUS site means it can evolve to fill a niche in the wider ecosystem of climate change adaptation platforms that are publicly available.



2 Technical infrastructure

Two Web domains were obtained for the IMPETUS website for external communications. On 6 December 2021 a 'coming soon' placeholder page was published on a secure site at <https://climate-impetus.eu/>, with the initial version of the designed site to be published by 31 December 2021. The second domain, at <http://impetus-climate.eu>, re-directs to the main site.

The website was built using WordPress, one of the main internationally recognised content management systems. The technical infrastructure allows for easy updates and flexible adaptation of the website as more content is generated, and to support the evolving needs of the diverse work packages. It also allows for federated access by partners to upload content contributions if so desired, the gathering of usage statistics using the GDPR-compliant Matomo monitoring tool, and the integration of social media content using plugins for Twitter, LinkedIn and YouTube. Site maintenance and management will be carried out by ESCI, who, as the site's data controller, also provides the legal accountability for the site's privacy policy, cookies notification and any other legal notices.

3 Structure, visual appearance and content

3.1 Structure

The structure of the IMPETUS website allows for user-friendly, intuitive browsing which encourages viewers to stay longer on the website and explore its content by using:

- simply structured menu bar and pages;
- enough white space to avoid overwhelming visitors with tightly-packed content;
- dynamic presentation of elements where possible, for a vivid viewer experience.

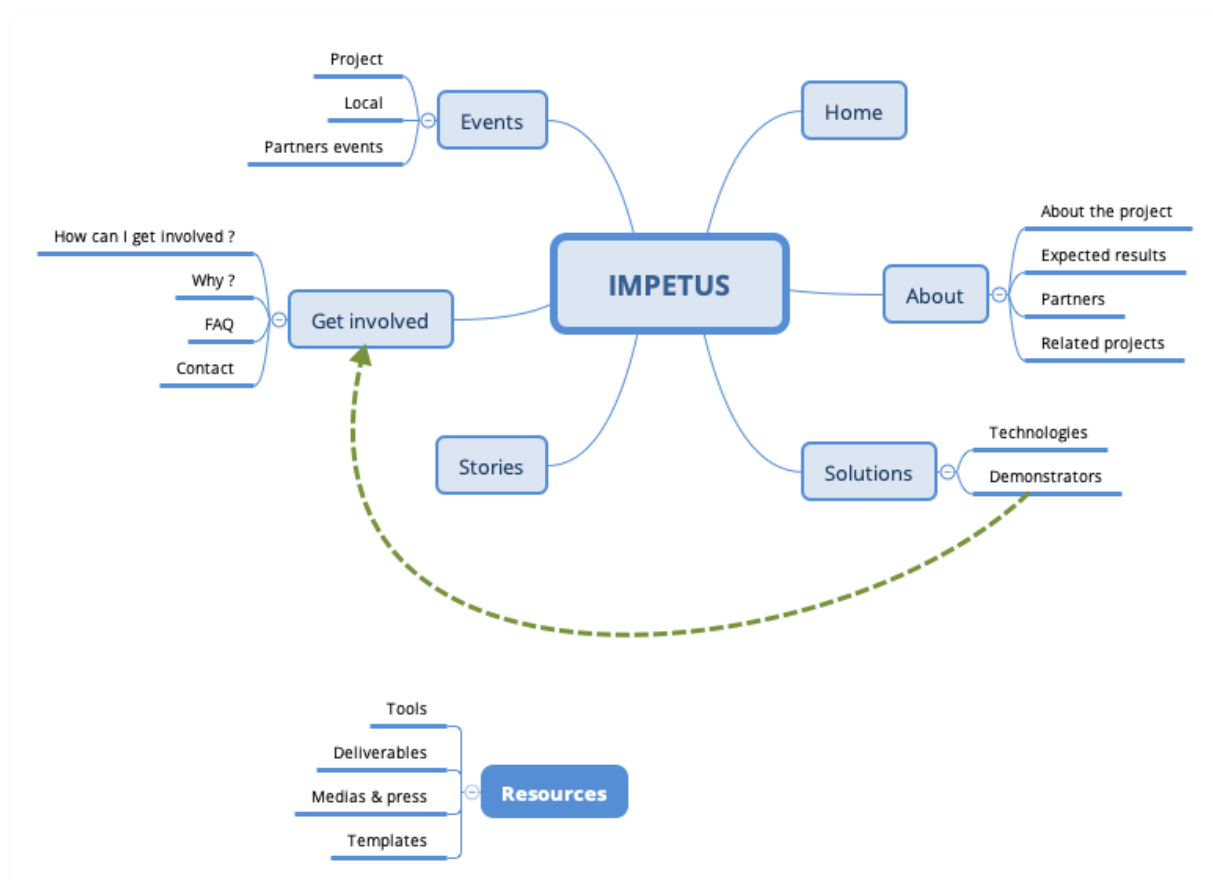


Figure 1. Sitemap of the IMPETUS website (created using xmind.net software)

The website is structured so that the background, goals, and approach of IMPETUS are communicated clearly. It is separated into the following areas:

- Homepage
 - With a brief project overview linking to more detailed information
 - Preview of most recent 'stories', social media posts, videos
- About
 - Fuller explanation of the project background, goals, activities, expected results
 - Partners information and logos
 - Sister projects and coordination information
- Solutions
 - Overview of the seven demonstration sites and testing of solutions
- Stories
 - News, interviews, features and other content that adds the most dynamic updates to the site
 - Giving visibility to partners, demo sites and local / regional contributors and activities
 - Presenting the human face of IMPETUS and climate change adaptation activities
- Events
 - Overview of project-organised & relevant externally-organised events
 - Highlighting opportunities for participation as appropriate
- Get involved
 - Highlighting opportunities for engagement with project activities and other climate-related actions through events, demo sites, etc.
- Resources
 - Where media and other audiences can find materials such as maps, leaflets, posters, public deliverables, glossary etc.
- Contact
 - Where the media or other web visitors can find how to contact the project team with any enquiries.
- Header & footer
 - Visible on every page, contains EU emblem and funding statement, disclaimer, link to privacy policy and legal notices, social media 'follow' buttons, project contacts, possibly also an eventual newsletter link.

3.2 Visual appearance

The appearance of the IMPETUS website is in line with the visual identity that was developed for the project in preparation for its launch on 1 October 2021, as detailed in D7.1 (31 January 2022). The site uses typeface '[Inter](#)', with paragraphs style in 'regular' 16px font and heading styles using 'extrabold italic' with font sizes 41 px (H1), 32px (H2) and 21pc (H3).

The website uses the same colour palette as in the project visual identity and picks up on elements from the graphics created for the launch, particularly dots used in dots in backgrounds, banners and maps, thus reflecting aspects of the look and feel used for the social media channels (Fig. 1), which were set up at the beginning of the project. This consistency creates visual recognition among target audiences.



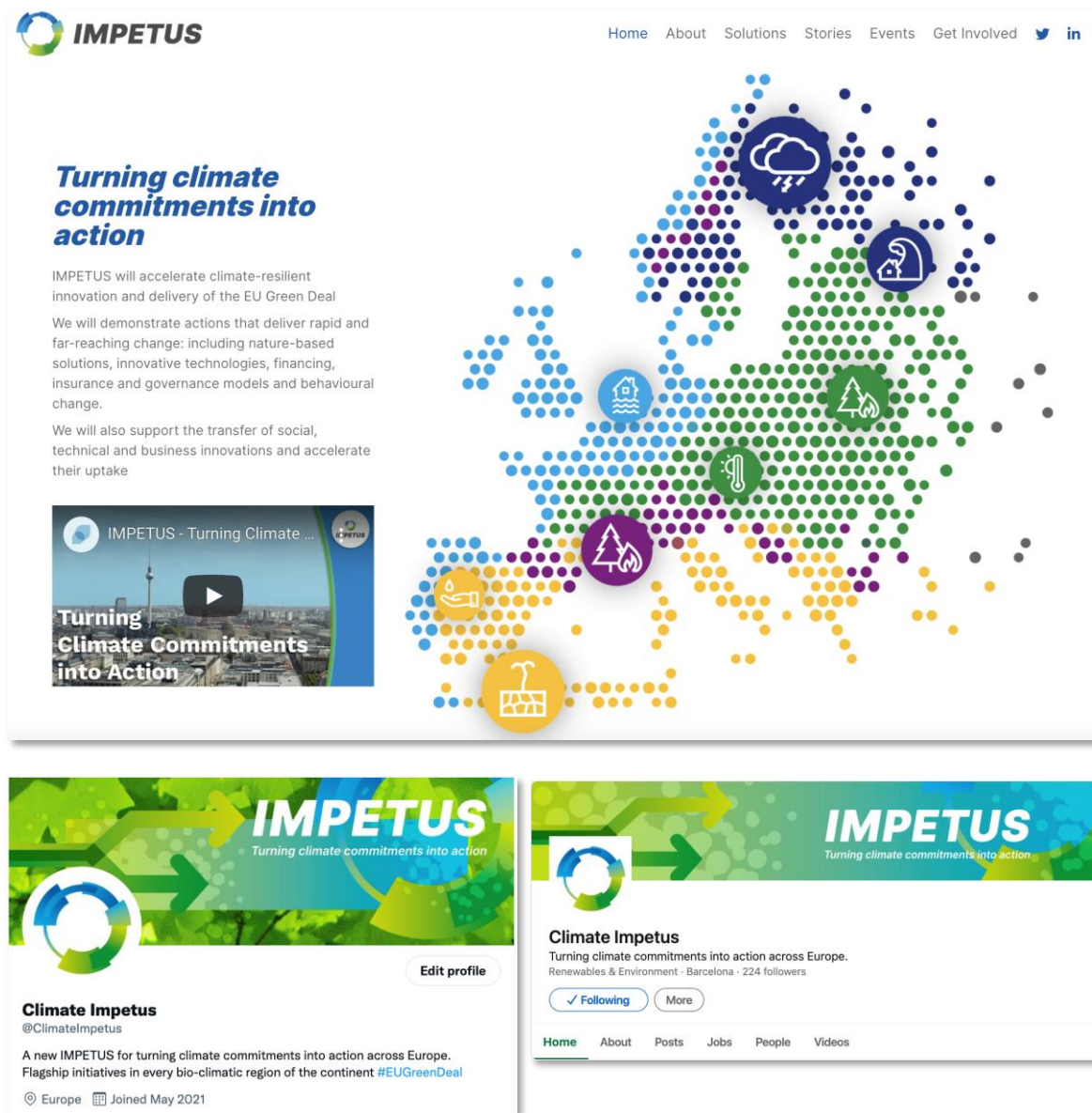


Figure 2. Homepage of the IMPETUS website (above) and social media channels (below)

Dots-based maps on the site to indicate e.g. kinds of natural risks are illustrative and are not intended to be scientifically correct, but they are created using a relief map (<https://tangrams.github.io/heightmapper/>) as a basis for the image data.

The use of elements such as icons and infographics increases the visual attractiveness of the website and contributes to an easier understanding of the concepts described in the content. The colourful look and feel combined with images of people where relevant and possible – for example in testimonials, news and other content - will make the site attractive, welcoming, and present a human dimension to the project and the climate change issues and solutions it is dealing with.

This welcoming look supports the ambition for IMPETUS to engage with a wide range of stakeholders as the project progresses.



3.3 Content

The welcoming approach is reflected in the website content in other ways, for example by using friendly, inclusive and jargon-free (or explained) language, and by making it clear whenever there are opportunities for web visitors to interact and engage with project teams and activities.

The initial IMPETUS website explains the objectives, approach, expected solutions and impacts of the project. The information is presented in a way that has the needs of the least specialised target audience in mind: the general public. The website, therefore, 'speaks to' everyone through simple, but compelling texts accompanied by graphical elements, such as icons or infographics.

The flexible design means that content will be expanded and developed as the project progresses, results become available, and relationships with partners, stakeholders and sister projects mature. Functionality and the level of content complexity may need to be reviewed and adapted, depending on decisions to be made about the nature and delivery of the project's 'multi-sided platform', learning content and other exploitable results. Content maintenance will be managed by ESCI with contributions by the project partners as named and interlinked contributors, to help raise their profile and long-term sustainability of their climate mission beyond the project.

In line with the grant agreement, all the pages of the website acknowledge funding from the European Union's Horizon 2020 research and innovation programme, including the grant agreement number and the EU flag logo.

4 Conclusions and future work

4.1 Conclusions

The initial IMPETUS website, published by 31 December 2021 at <https://climate-impetus.eu>, features a user-friendly and flexible design that follows the project's visual identity and gives information in a simple but compelling manner, about the project's vision, activities and results. The website will be updated about results, events, news and other content as it becomes available from the WP7 team and wider IMPETUS partners and sister projects and visibility will be given to the contributing organisations. The website will remain a dynamically updating resource throughout the project lifespan.

The site will evolve and grow to support the goals of IMPETUS to deliver its exploitable results to their potential users and highlight the issues and solutions relating to climate change adaptation. It will also develop to fill a niche in the overall ecosystem of climate change adaptation platforms, as part of cooperative activities with sister projects REGILIENCE, ARSINOE and TransformAr. Targets for website usage will be set as part of D7.1 on the project framework for communications and dissemination. By highlighting the contributions and activities of demonstration sites, RKBs, partners and sister projects, the IMPETUS website will support the goal for them to strengthen their own sustainability, through improved contacts and visibility, and the sustainability of their long-term climate change related activities and communities after IMPETUS ends.



4.2 Future work

As noted within this document, the IMPETUS website will be continuously updated as a ‘shop window’ for activities happening across the project. In this regard, the website will be developed in line with activities in WP7 that will be reflected in other deliverables such as the framework for communications, collaboration and dissemination (D7.1, D7.2, D7.8, D7.9), the reports on editorial, video and visual content and distribution (D7.3, D7.6, D7.11), the reports on lean learning, knowledge building and results transfer (D7.4, D7.7, D7.12), and the reports on innovative communication and dissemination actions to build resilience (D7.5), on the IMPETUS multi-sided platform (D7.13) and on synergies with relevant EU project initiatives (D7.14).

Future envisioned actions for the website are described below in **Table 1**:

Table 1. Future actions with the IMPETUS website

Future Actions	Brief Description
Update content: news, interviews, events, videos etc.	Highlight and promote project events, activities, results, and opportunities for and outcomes of stakeholder engagement activities at demo sites and Resilience Knowledge Boosters, optimising impact in coordination with IMPETUS partners and sister projects REGILIENCE, ARSINOE and TransformAr.
Maintenance of the technical infrastructure	Ensure plugins, security measures, usage monitoring tools, embedded social media tools hyperlinks etc. remain up to date, secure and effective.
Data privacy and ethics	Ensure the user accessible digital assets on the website remain compliant with EU regulations in data privacy and ethics.



Appendix 1.

Screenshots of the website in development

Homepage:



Our stories



IMPETUS joins forces with sister climate projects

ESCI | 25 November 2021

An exciting cooperation between the EU-funded IMPETUS project and sister Green Deal projects began on 24 November 2021. Organised by



IMPETUS project kicks off commitment to climate action

ESCI | 22 October 2021

How can we adapt to climate change and the intensifying weather conditions that threaten our way of life? Kicking off

[All our stories](#)

Events

DECEMBER, 2021



NO EVENTS

Testimonials



Tweets by @ClimateImpetus



Follow us on



Sites and solutions:

Testing, knowledge building, how can I get involved?

IMPETUS: Turning climate commitments into action

From floods in Germany to wildfires in Greece and Turkey; water shortages in Northern Europe and heatwaves in Siberia – intensifying weather events threaten our way of life, with severe impacts on people's health, livelihoods and assets.

IMPETUS was launched in October 2021 with the objective: turn climate commitments into tangible, urgent actions to protect communities and the planet.

[More about IMPETUS](#)

<p>Arctic</p> <p>Icon: Snowflake</p> <p> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut elit tellus, luctus nec ullamcorper mattis, pulvinar dapibus leo.</p>	<p>Atlantic</p> <p>Icon: Waves</p> <p> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut elit tellus, luctus nec ullamcorper mattis, pulvinar dapibus leo.</p>
<p>Boreal</p> <p>Icon: Tree</p> <p> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut elit tellus, luctus nec ullamcorper mattis, pulvinar dapibus leo.</p>	<p>Coastal</p> <p>Icon: Beach</p> <p> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut elit tellus, luctus nec ullamcorper mattis, pulvinar dapibus leo.</p>
<p>Continental</p> <p>Icon: Sun and clouds</p> <p> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut elit tellus, luctus nec ullamcorper mattis, pulvinar dapibus leo.</p>	<p>Mediterranean</p> <p>Icon: Sun</p> <p> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut elit tellus, luctus nec ullamcorper mattis, pulvinar dapibus leo.</p>
<p>Mountains</p> <p>Icon: Mountains</p> <p> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut elit tellus, luctus nec ullamcorper mattis, pulvinar dapibus leo.</p>	



IMPETUS
Turning climate commitments into action



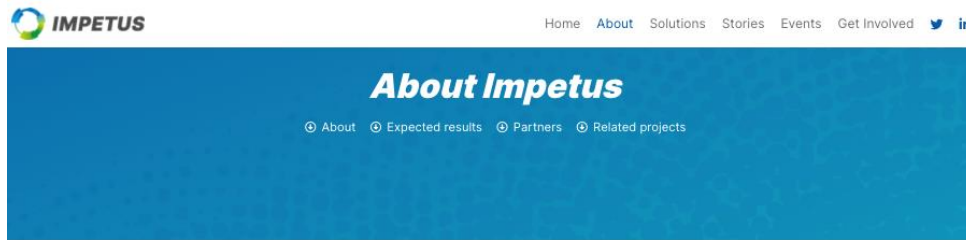
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101037084
Funded in the EU Horizon 2020 Green Deal call

Legal notices

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‘About’ page:



IMPETUS: Turning climate commitments into action

How can we adapt to the intensifying weather conditions that threaten our way of life? From floods in Germany to wildfires in Greece and Turkey; water shortages in Northern Europe and heatwaves in Siberia, we are already experiencing events that impact people's health, livelihoods and assets.

To help accelerate Europe's climate adaptation strategy and meet the European Union's ambitions to become the world's first climate-neutral continent by 2050, IMPETUS was launched in October 2021. Its objective: turn climate commitments into tangible, urgent actions to protect communities and the planet.

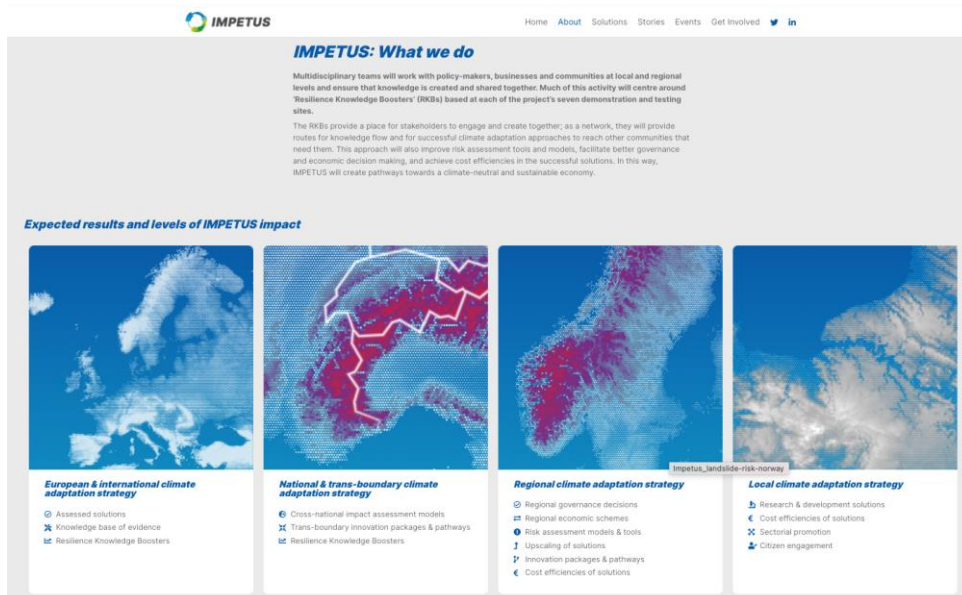
IMPETUS is 1 of 4 EU-funded projects that are coordinating on climate adaptation.

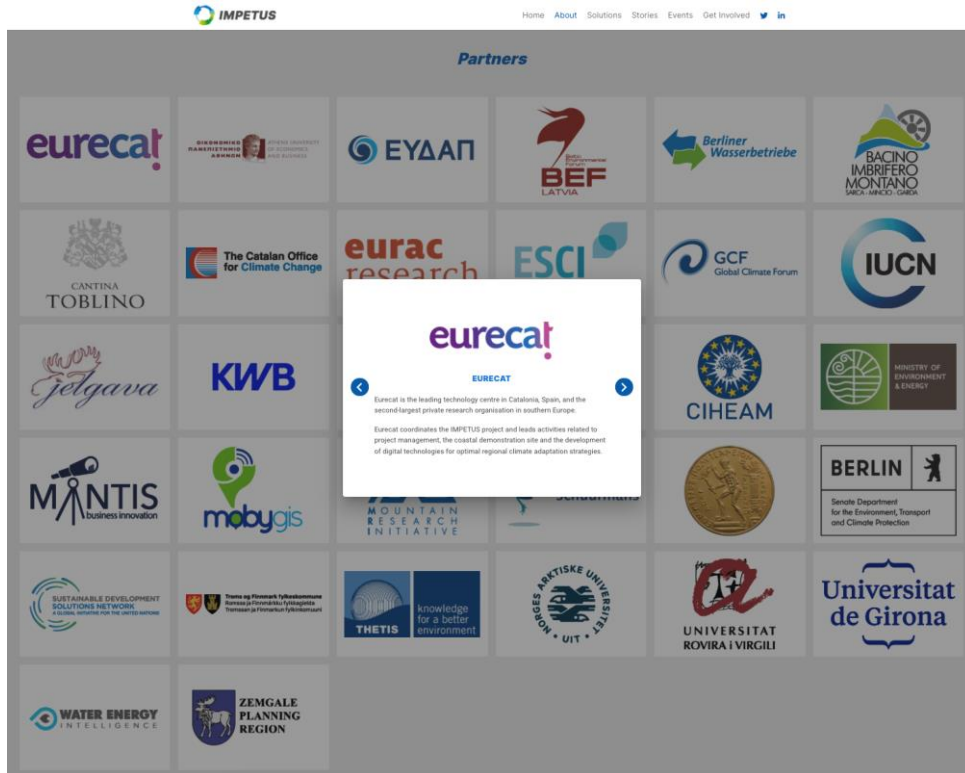
IMPETUS has 32 partner organisations, based in 9 countries across Europe.

32
Partners

9
Countries

[See all partners](#)





Related projects

Maximising our impact

As a flagship project in the European Union's Green Deal, IMPETUS is working closely with three sister projects to amplify the reach and impact of results.

By identifying common goals, challenges and work areas and coordinating to achieve efficiencies and synergies, IMPETUS, REGILIENCE, ARSINOE and TransformAr will achieve the best possible outcomes for communities impacted by climate change.

This cooperation is the first time that so many projects are working together in such a way. This work is led by the Coordination Support Action team within the REGILIENCE project.

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Stories and Events

The screenshot shows the IMPETUS website homepage. At the top, there is a navigation bar with links for Home, About, Solutions, Stories, Events, and Get Involved, along with social media icons for Twitter and LinkedIn. The main content area features a grid of news stories. The first story is titled "IMPETUS joins forces with sister climate projects" and is dated 25 November 2021. The second story is "IMPETUS project kicks off commitment to climate action" dated 22 October 2021. The third story is "Time to turn climate commitments into action: IMPETUS begins" dated 1 October 2021. To the right of the main content is a sidebar with a search bar, an "Events" section showing "NOVEMBER, 2021" with a filter icon, and a "Categories" section showing "Story (3)".

This is a detailed view of the article "IMPETUS joins forces with sister climate projects". The article header includes the title, a "Story | ESCI" tag, and the date "25 November 2021". Below the header is a video player showing a presentation slide titled "Climate Adaptation & Mitigation in all biogeographical regions in EU". The slide lists eight regions: Arctic (Troms & Finnmark-NO), Coastal (Catalonia Coast ES), Atlantic (Zeeland-NL), Continental (Berlin-Brandenburg-DE), Boreal (Sengale-LV), Mediterranean (Attica-GR), and Mountainous (Valle del Lgh-I). The article text describes the cooperation between the EU-funded IMPETUS project and sister Green Deal projects that began on 24 November 2021. It mentions that the event was organized by the REGILIENCE project's Coordination Support Action team and the Horizon Europe Climate Adaptation Mission Workshop. The text explains that the workshop explored how four climate adaptation projects will cooperate by identifying common goals, challenges, and work areas. It also notes that this is the first time so many climate projects are working closely together in such a way. The article concludes by stating that the cooperation between these projects will help to avoid the development of maladaptive responses to climate change pressures, create common terminology and tools, and disseminate learning and solutions.

Further information

[CINEA](#)
[REGILIENCE](#)
[ARSINOE](#)
[TransformAr](#)

[IMPETUS project kicks off commitment to climate action](#)



24 NOV HORIZON EUROPE CLIMATE ADAPTATION MISSION WORKSHOP

Climate Adaptation & Mitigation in all biogeographical regions in EU

- Arctic (Troms & Finmark-NO)
- Atlantic (Zeeland-NL)
- Boreal (Sengale-LV)
- Coastal (Catalonia Coast ES)
- Continental (Berlin-Brandenburg-DE)
- Mediterranean (Attica-GR)
- Mountainous (Valle del Laghi-IT)

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EVENT DETAILS

Organised by the REGILIENCE project's Coordination Support Action team, the Horizon Europe Climate Adaptation Mission Workshop explored cooperation options for the four climate adaptation projects IMPETUS, REGILIENCE, ARSINOE and TransformAr. By identifying common goals, challenges and work areas and coordinating to achieve efficiencies and synergies, the aim is to achieve the best possible outcomes for communities impacted by climate change.

TIME

(Wednesday) 9h00 - 17h00

CALENDAR GOOGLECAL



Contacts / 'Get involved' page:

The screenshot shows the 'Get involved' page of the IMPETUS website. At the top left is the logo 'Climate Impetus PETUS'. The navigation menu includes 'Home', 'About', 'Solutions', 'Stories', 'Events', and 'Get Involved', along with social media icons for Twitter and LinkedIn. A large blue banner with the text 'Get involved' is prominent. Below this, a paragraph explains that as the project progresses, there will be opportunities to get involved with events, co-creation of climate-change adaptation solutions, and other activities at local, regional, or international levels. A section titled 'Any questions?' follows, with two columns: 'Coordinator' (Hannah Arpke, EURECAT, hannah.arpke[at]eurecat.org) and 'Media enquiries' (Marcell Boviz, European Science Communication Institute, mbz[at]esci.eu). To the right of these columns is a green box with the text 'Follow us on' and icons for Twitter and LinkedIn. The footer features the IMPETUS logo and tagline 'Turning climate commitments into action', the European Union flag, and text stating the project is funded by the European Union's Horizon 2020 research and innovation programme under grant agreement No 101037084, funded in the EU Horizon 2020 Green Deal call. It also includes links for 'Legal notices' and 'Made by ESCI'.

Climate Impetus **PETUS**

Home About Solutions Stories Events Get Involved

Get involved

As IMPETUS progresses, there will be opportunities to get involved with events, co-creation of climate-change adaptation solutions, and other activities at local, regional or international levels. You are welcome to contact us to find out more about such opportunities, the work of IMPETUS and how it is cooperating with its sister projects REGILIENCE, ARSINOE and TransformAr.

Any questions?

Coordinator

- Hannah Arpke
- EURECAT
- hannah.arpke[at]eurecat.org

Media enquiries

- Marcell Boviz
- European Science Communication Institute
- mbz[at]esci.eu

Follow us on

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