



TRANSITIONS PATHWAYS AND RISK ANALYSIS FOR CLIMATE CHANGE MITIGATION AND ADAPTATION STRATEGIES

D8.1: Website created

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TRANSrisk

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Preface

Both the models concerning the future climate evolution and its impacts, as well as the models assessing the costs and benefits associated with different mitigation pathways face a high degree of uncertainty. There is an urgent need to not only understand the *costs and risks* associated with *climate change* but also the *risks, uncertainties and co-effects* related to different *mitigation pathways* as well as *public acceptance* (or lack of) of low-carbon (technology) options. The main aims of TRANSrisk are therefore to create a novel assessment framework for analysing costs and benefits of transition pathways that will integrate well-established approaches to modelling the costs of resilient, low-carbon pathways with a wider interdisciplinary approach including risk assessments. In addition *TRANSrisk* aims to design a decision support tool that should help policy makers to better understand uncertainties and risks and enable them to include risk assessments into more robust policy design.

PROJECT PARTNERS

No	Participant name	Short Name	Country code	Partners' logos
1	Science Technology Policy Research, University of Sussex	SPRU	UK	
2	Basque Centre for Climate Change	BC3	ES	
3	Cambridge Econometrics	CE	UK	
4	Energy Research Centre of the Netherlands	ECN	NL	
5	Swiss Federal Institute of Technology (funded by Swiss Gov't)	ETH Zurich	CH	
6	Institute for Structural Research	IBS	PL	
7	Joint Implementation Network	JIN	NL	
8	National Technical University of Athens	NTUA	GR	
9	Stockholm Environment Institute	SEI	SE, KE	
10	University of Graz	UniGraz	AT	
11	University of Piraeus Research Centre	UPRC	GR	
12	Pontifical Catholic University of Chile	CLAPESUC	CL	

Executive Summary

The web-site development is of significant importance to the effective promotion of the project's concept, as it will contribute to awareness raising amongst target groups and create interest (and attract potential contributions) for the whole effort. To this end, a TRANSrisk web platform has been launched, to act as a constant node for presenting and disseminating project results, and containing useful dissemination material and links related to the field of TRANSrisk.

The aim of the present report is to explain in detail the design and content of the official TRANSrisk website. It also provides useful information about how to navigate through it, what information and material is expected to be presented, what social media are linked with it and, finally, how the internal communication is conducted through web based tool.

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1 EC SUMMARY REQUIREMENTS

1.1 Changes with respect to the DoA

No deviations from DoA have been occurred.

1.2 Dissemination and uptake

This deliverable can be used by TRANSrisk partners to inform them about the website's main functions, to navigate them through it, as well as guide the on the dissemination channels to promote TRANSrisk results. The deliverable could also serve as guidelines 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.

1.3 Short Summary of results

Dissemination is essential for take-up, and take-up is crucial for the success of a project and for the sustainability of outputs in the long term. A key element of a successful dissemination is creation of a website. The TRANSrisk website has been created to explain TRANSrisk's aims and objectives and to disseminate information about its activities and results. As a dissemination vehicle, the website includes publicity the project has created, journal articles, publications, and presentations at conferences. The design and content of the website have been developed taking into account what would interest and engage the target audience and attract visitors, e.g. reports, designs, models, guidelines, questionnaires, etc.

1.4 Evidence of accomplishment

The TRANSrisk official website address is:

transrisk-project.eu

The TRANSrisk partners' area address for internal communication is:

alfresco.epu.ntua.gr

2 INTRODUCTION

The website is an important and versatile dissemination tool. The project's public website has been developed for disseminating the project results, for providing information related to the project and the partners and for the communication among all interested parties. The TRANSrisk website aims not only to present the project's results, but also to be a referenced site containing useful disseminating material, as well as relevant material and tools for policy and decisions makers and useful links related to the transition pathways for the climate mitigation.

The website development is of significant importance for the effective promotion of the project concept, results and stakeholder engagement. Therefore, a website has been developed in parallel to the other WPs dedicated to the TRANSrisk activities providing information regarding meetings schedules, newsletters etc.

The website contains at a minimum (but not limited to, as it will be constantly enhanced) the following:

- ▲ Information about the project, including: Objectives, Organization, Participants etc.;
- ▲ Agenda of events;
- ▲ Main outputs from various WPs;
- ▲ Dissemination material;
- ▲ Project deliverables will be uploaded whenever ready and major improvements and additions of the web-site are planned on a regular basis, biannually;
- ▲ Info-graphics for better visualization of project results.
- ▲ Furthermore, the webpage also will serve intra-project communication (intranet) for sharing files, updating tasks and setting deadlines with reminders.

The website provides open access to all of its material, for all users.

The TRANSrisk website also includes a reserved space for project partners (accessed only by username and password) used for internal communication and as a repository and platform for storing and developing scientific content as well as other project management activities including: internal meetings' minutes, the kick off report, the progress reports and other items are included and can be updated by all the partners.

The website's address has been reserved and is the following: <http://transrisk-project.eu>. It is the intention of the consortium to keep the website running for at least two years after the project end.

3 WEBSITE STRUCTURE

The purpose of TRANSrisk website is to provide access to project results at two levels: one public and one private (i.e. access with username and password) for project partners, namely the “Partners’ Area” (see Section 4). Visitors to the TRANSrisk website can view all the site material excluding the ones hosted in the Partners’ Area.

The official website design is presented below:

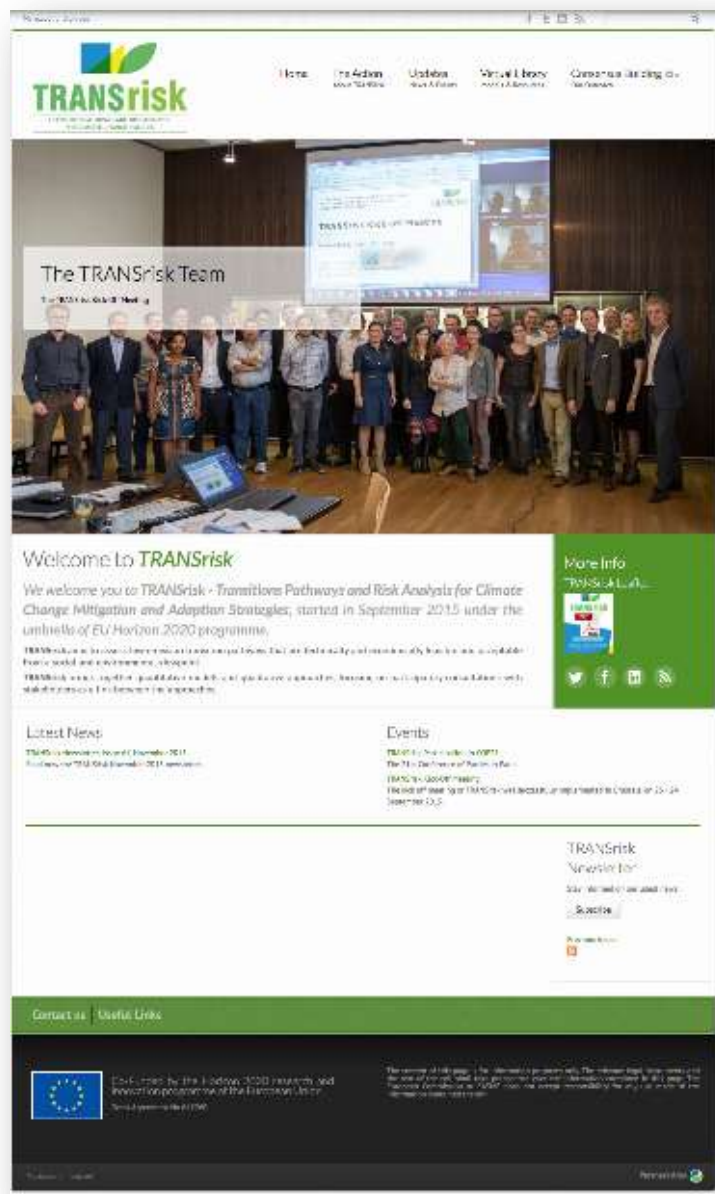


Figure 1: TRANSrisk Website Design

The initial (initial, as the website structure will constantly being updated according to identified need and requirements throughout TRANSrisk implementation) website’s architecture is structured along the following domains:

<p>Home</p> <p>The Action</p> <ul style="list-style-type: none"> ▲ TRANSrisk in Brief ▲ Objectives ▲ Work Structure ▲ Expected Outcomes ▲ Who We Are <p>Updates</p> <ul style="list-style-type: none"> ▲ Articles ▲ Events 	<p>Virtual Library</p> <ul style="list-style-type: none"> ▲ TRANSrisk Models ▲ Resources <p>Consensus Building</p> <p>Contact Us</p> <p>Useful Links</p> <p>Partners’ Area</p>
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“*Home*” domain welcomes visitors to the TRANSrisk website and features a picture slideshow that will be enhanced with photos from the TRANSrisk events. Moreover, there are links to the TRANSrisk Social Media accounts (Facebook, Twitter, LinkedIn, RSS Feed) and a newsletter subscription form. In addition, two article columns featuring the **Latest News** and the **Events** of TRANSrisk have been implemented. The new TRANSrisk leaflet is also available in “Home” page, in the right sidebar.

“*The Action*” domain includes all the information relating to TRANSrisk:

- ▲ The “**TRANSrisk in Brief**” provides a small description of the TRANSrisk and its aims.
- ▲ The “**Objectives**” webpage includes a brief description of the TRANSrisk objectives and an initial breakdown of these objectives to a set of more specific goals.
- ▲ The “**Work Structure**” includes information about the TRANSrisk approach and tools that will be used to transform the way in which alternative climate change policy pathways are identified and evaluated.
- ▲ The “**Expected Outcomes**” webpage provides a description of the expected results of the TRANSrisk.
- ▲ The “**Who We Are**” section hosts a table with all the consortium partners and links to their relevant websites for more information about each partner.

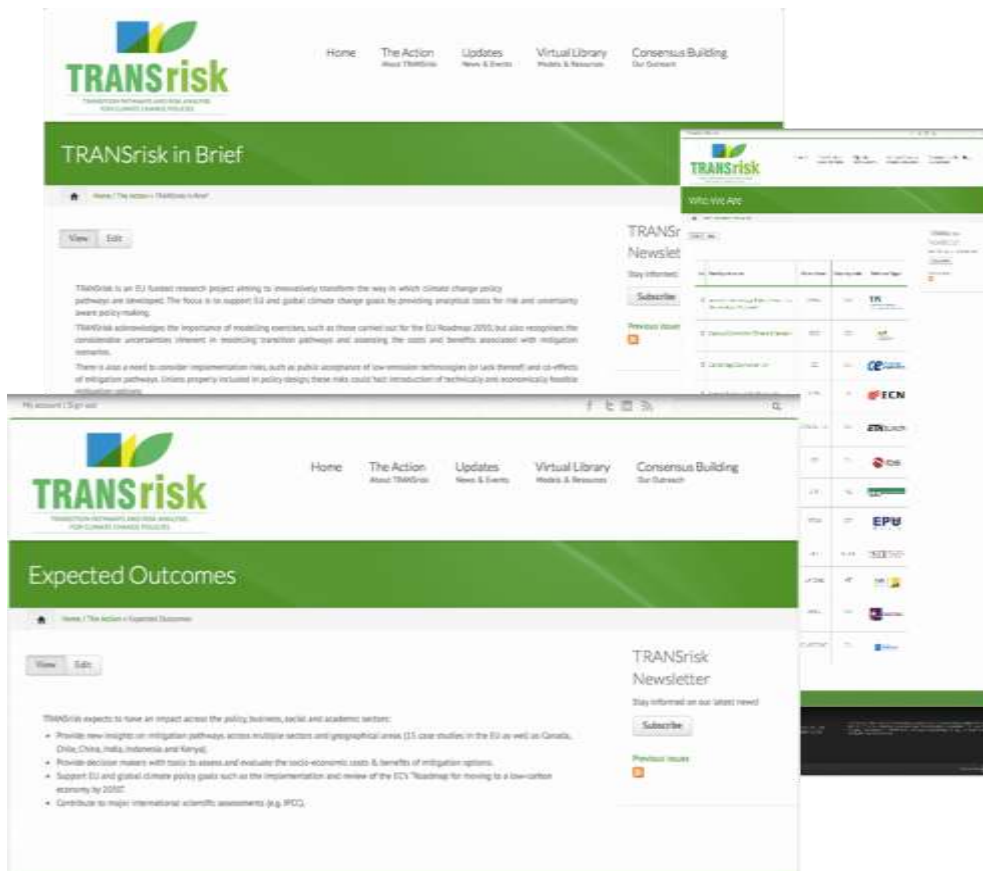


Figure 2: "The Action" Webpages

"Updates" domain includes all the information regarding the News and Events of the TRANSrisk:

- ▲ "Articles" webpage includes news and articles concerning TRANSrisk, as well as newsletters produced by the TRANSrisk. In addition, announcement of the TRANSrisk workshops and relative events at national and European level will take place through the particular domain. The 1st TRANSrisk newsletter issue has already been uploaded at the Articles webpage.
- ▲ "Events" webpage hosts all relevant organisation details of the TRANSrisk workshops can be uploaded, as well as photos from the events. The TRANSrisk Kick-off Meeting and the TRANSrisk participation in the COP 21 have already been uploaded in the Events webpage.



Figure 3: "Updates" Webpages

"Virtual Library" includes material about the models and the resources that are used during the TRANSrisk:

- ✦ **"TRANSrisk Models"** webpage includes information about the models that will be used throughout the TRANSrisk duration and the relevant literature.
- ✦ **"Resources"** section hosts the literature that has been used from the TRANSrisk consortium and sources that are relevant to its targets and outcomes.

"Consensus Building" will be the webpage that all the TRANSrisk Publications and Policy Briefs will be uploaded, so that they can be reached by the public and the interested stakeholders. Through the "Consensus Building" page, the users of the website will can be informed about various dissemination material developed within the TRANSrisk project duration. The page also contains a forum subsection which serves as a platform for:

- discussing project findings, outputs and issues within TRANSrisks' interests;
- gathering inputs and evaluating results on the problems that TRANSrisk addresses; and
- exchanging information with external stakeholders (e.g. collaborating with similar EU projects or other related projects and events).

As of December 15th, 2015, the TRANSrisk Leaflet and Flyer are placed in this section and are available for downloading.

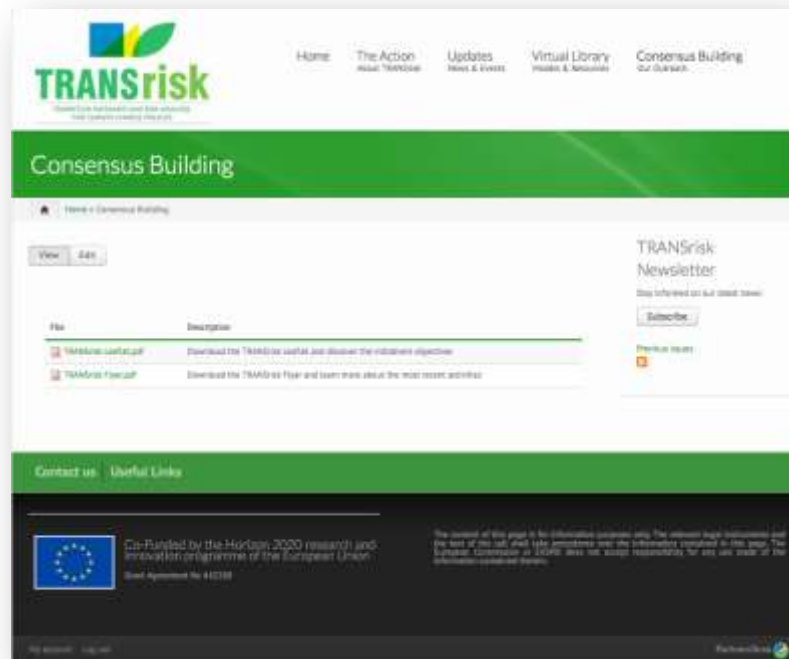


Figure 4: "Consensus Building" Page

"Contact Us" section includes an automated form that allows the visitors to contact the TRANSrisk team. Moreover, there are contact details and the email addresses of the scientific coordinator, the dissemination leader and the contact person of TRANSrisk.

"Useful Links" webpage features links to the Horizon2020 and the European Commission websites, along with links to EU project websites or regional and country websites that are relevant to the TRANSrisk project

"Partners' Area" is a link to the private area of the TRANSrisk website, where an Alfresco Community is hosted for the better communication of the Consortium Partners (see more at Section 4).

The **Google Analytics** (GA) service has been added in the website, offering detailed statistics about the website's traffic and the traffic sources. Google Analytics will provide information on the number of TRANSrisk website visitors, as well as the percentage of new visitors, the number of visits and pageviews, allowing us monitor the website's success as a means of dissemination and information provision.



Finally, it should be noted that all pages of the TRANSrisk website will be enhanced with **sidebars**, in order to promote dissemination material, such as recent videos and photos, newsletters, brochure, policy brief, etc.

4 TRANSRISK INTERNAL COMMUNICATION

The internal communication of TRANSrisk partners (WP content, integration of scientific results etc., ad-hoc meetings, internal progress meeting, discussions, etc.) are supported by UPRC. UPRC has set up an online communication system to organise the communication among partners, facilitating the procedure and moderating the dialogue process during TRANSrisk internal meetings. The aim of these internal meetings is among others to track project developments, ensure that the deadlines are met and that sufficient support is provided to WP leaders when needed.

In addition, an interactive internal communication system site has been set up that is user friendly and will act as a primary consortium channel for knowledge exchange and is capable of uploading and storing documents. This channel, which is password protected area, has been designed to assure both efficient documentation management and sufficient and direct communication of the implementation and dissemination of information among partners.

Partners' area

The “Partners' Area” website will successfully facilitate internal coordination among partners. Partners' Area is user friendly and capable of uploading documents, so that it will act as a primary consortium channel for knowledge exchange. This channel, which is password protected, has been designed to assure both efficient documentation management, sufficient and direct communication of the implementation and dissemination of information for partners.

The Alfresco Community Enterprise Content Management (ECM) platform has been used to serve as a basis to the TRANSrisk Partners' Area website. Alfresco Community Edition is an innovative, open source Enterprise Content Management platform intended for use in environments similar to the TRANSrisk Consortium.



Figure 5: The Partners' Area login form

The TRANSrisk landing page of the Alfresco Community ECM includes:

- ▲ The “**Document Library**”, which will host all the documents related to the WP deliverables, the development scientific content and administrative material that are shared between the TRANSrisk partners.
- ▲ The “**Calendar**”, where all the TRANSrisk calls, deadlines and events are available to all the consortium members;
- ▲ The “**Discussions**” page, where the TRANSrisk partners can have discussions in a forum, create topics and use tags to better categorise the discussions;
- ▲ The “**People**” page, which includes all the Consortium members and contact details for each member of the Alfresco Community Platform.
- ▲ The “**Data Lists**” section, where several mailing lists are included, so that the consortium members can contact all the members needed with ease.

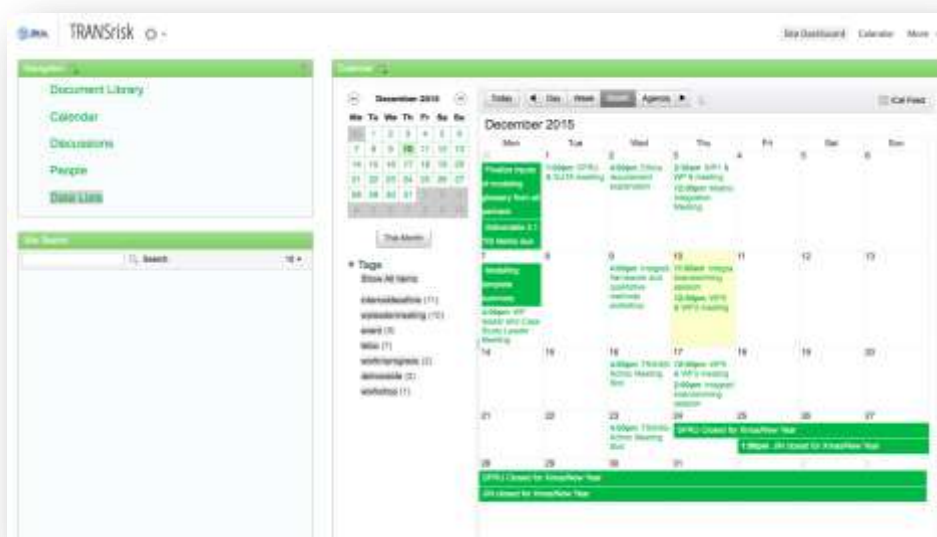


Figure 6: TRANSrisk Partners' Area Home Page

The *Document Library* provides TRANSrisk partners with access to all documents produced within each WP by the Consortium, which are shared in the TRANSrisk file repository. The documents are classified by WP. Apart from the WP material, there exist folders with TRANSrisk documents, Telco Minutes, Glossaries and Meetings folders.

The TRANSrisk file repository is shown in the figure below:

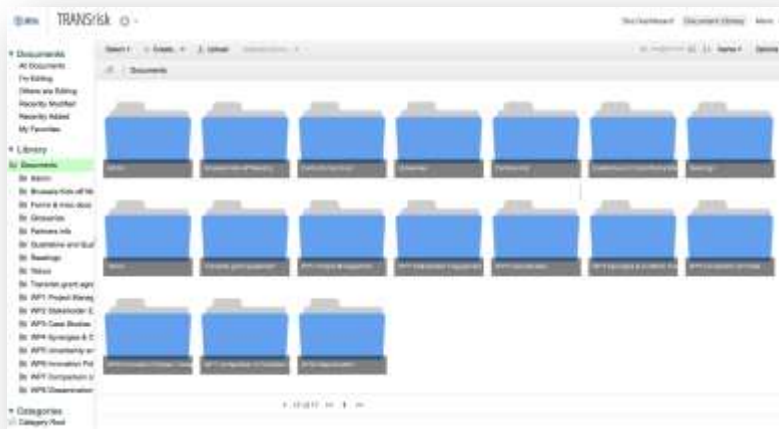


Figure 7: TRANSrisk File Repository

The *Calendar* section includes a detailed month view calendar, where all the TRANSrisk events, deadlines and teleconferences are scheduled. There are tags in each event, so that the users can view each time only the events of their interest. The opportunity to include the TRANSrisk Calendar feed in offline software (i.e. Outlook, iCal etc.) is also included in the TRANSrisk Partners' Area.

The following figure offers an overview of the TRANSrisk Calendar.

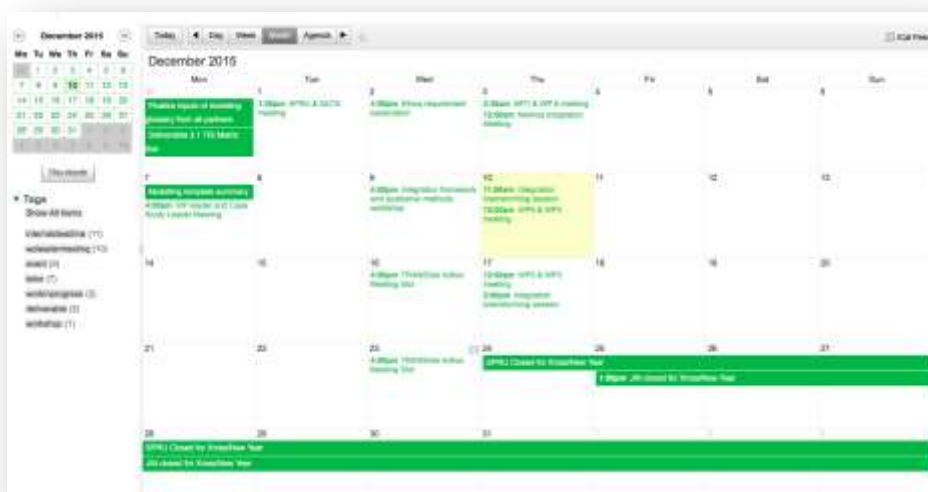


Figure 8: TRANSrisk Calendar view in Partners' Area

The *Discussions* section acts as an internal forum, where all the TRANSrisk Partners' Area members can start discussions or view the discussions that are related to their topics of interest. The usage of tags for each topic allows members to narrow their search each time, while there is the opportunity to include the discussions in an RSS Feed.

The TRANSrisk Discussions section is presented below.

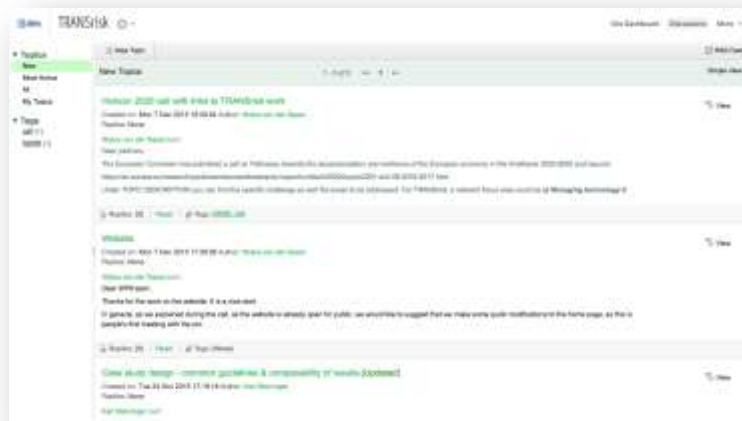


Figure 9: The TRANSrisk Discussion area

The *People* section includes the Partners' profiles, where each partner can view individual profiles with contact details and information about the other partners. The profiles include the name, the email address and a photo of each partner at least.

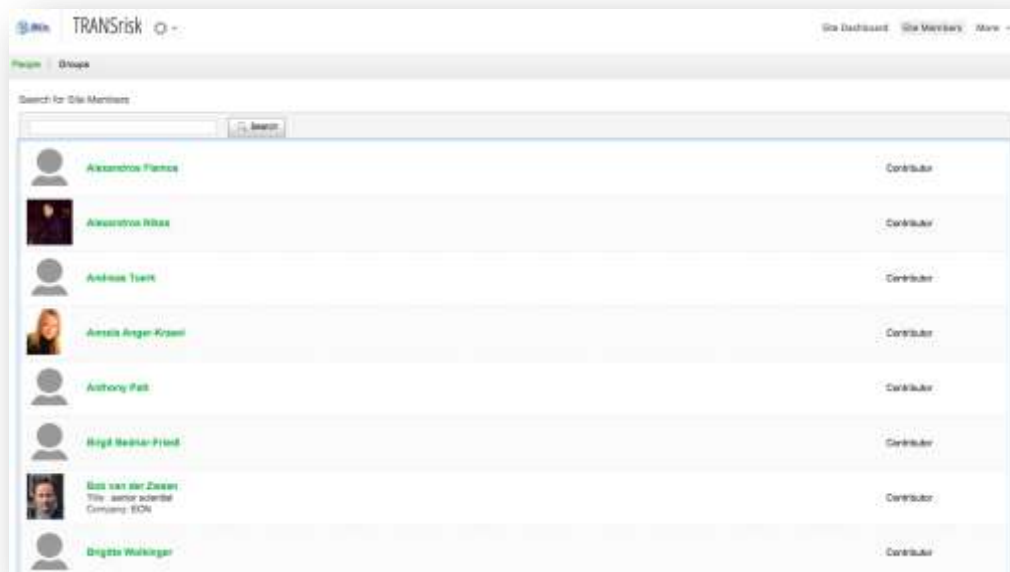


Figure 10: People section in Partners' Area

Finally, the *Data Lists* section includes several mailing lists, which include the TRANSrisk e-mail master list and lists for the Management Board, the Qualitative Methods and the Quantitative Modellers. Apart from the emails, there are Skype usernames and telephone numbers for each partner.



Figure 11: TRANSrisk Data Lists

5 SOCIAL MEDIA TOOLS

Social Media are platforms that are easily accessible to anyone with internet access. Increased communication for organisations fosters brand awareness. Additionally, social media serve as a relatively inexpensive platform for organisations to implement marketing campaigns and effectively disseminate outcomes and associated information. With the proliferation of niche sites, and communities on the internet, it's becoming increasingly important to target long tail search terms and cast a wide net.

In this framework, exploiting all the assets social media have to offer, while paying attention to the related risks, they could be truly beneficial in successfully disseminating TRANSrisk's scope, activities and outcomes. Through social networking TRANSrisk will gain wide access to the power of web publishing to non-technical users cost-effectively, while e.g. LinkedIn, Twitter, Facebook, RSS users drive traffic to TRANSrisk website, articles, workshops, etc.

TRANSrisk social media accounts are listed below:



<https://www.linkedin.com/groups/8441840>



<https://www.facebook.com/transriskEU>



https://twitter.com/TRANSrisk_EU



Figure 12: Links to TRANSrisk Social Media Accounts

Links to TRANSrisk social media accounts have been added to all the pages of the TRANSrisk website.

TRANSrisk social media accounts will be used throughout the duration of the project to engage users and create traffic to its website.

Posts and tweets may include announcements for events, reports and publications, dissemination activities, new dissemination material, several achievements and results. Photos will be also uploaded from TRANSrisk events and interventions in conferences/ workshops, screenshots from dissemination material, videos and publications.

Several retweets and reposts will be made from accounts relevant to climate change, Horizon2020, EC, etc., while targeted hashtags may be used e.g. #climatechange, #horizon2020, etc.

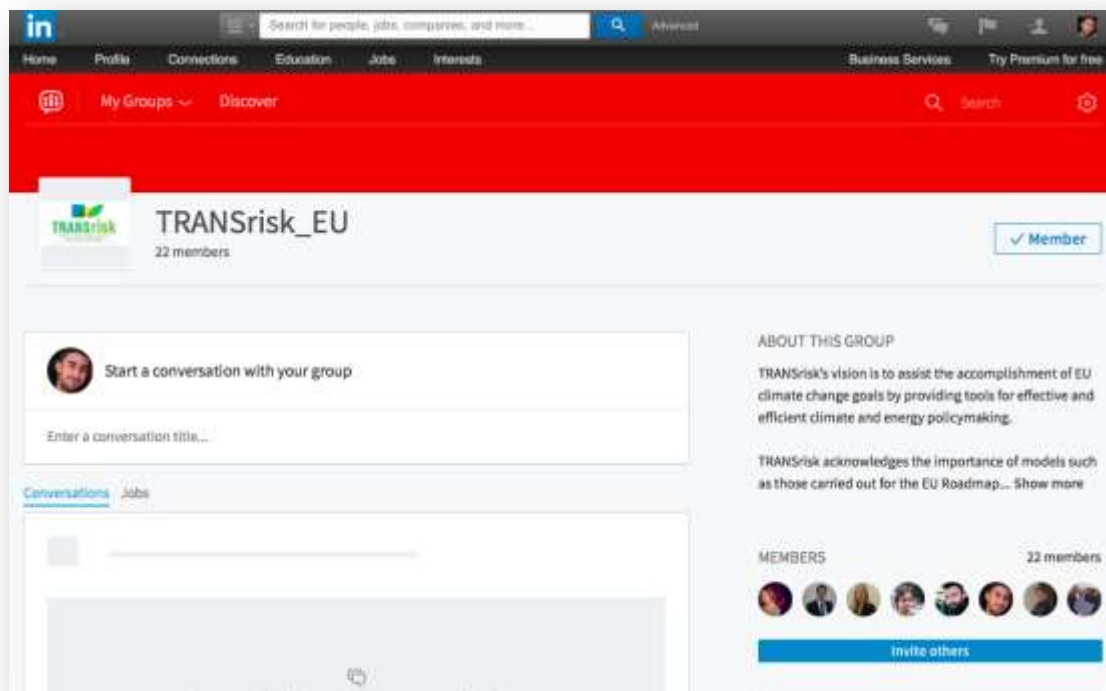


Figure 13: TRANSrisk LinkedIn Group

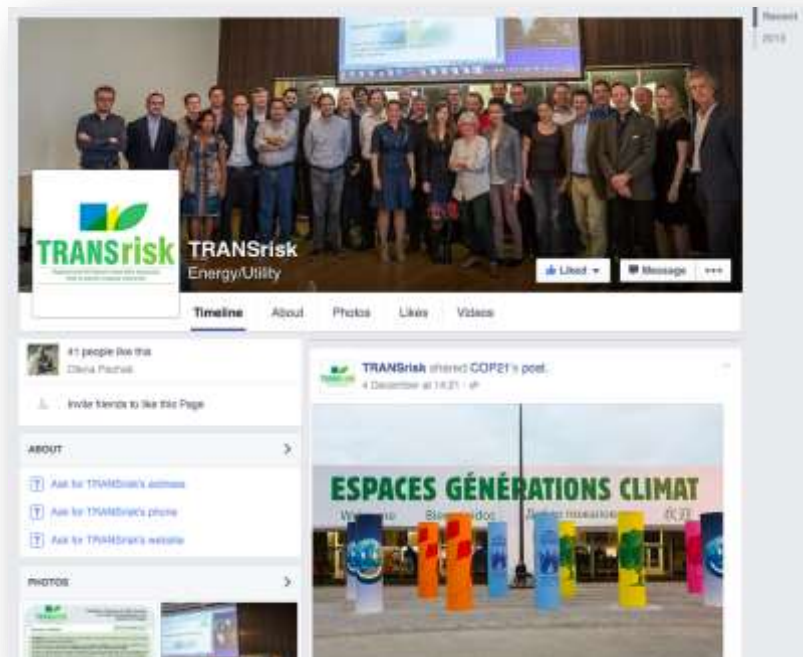


Figure 14: TRANSrisk Facebook Fanpage



Figure 15: TRANSrisk Twitter Feed