THEME: Environment (including climate change)
TOPIC: ENV.2011.2.1.2-1 Hydromorphology and ecological objectives of WFD
Collaborative project (large-scale integrated project)
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REFORM

REstoring rivers FOR effective catchment Management

Deliverable	D7.2 Project website: structure and functionality
Title	REFORM Communication and Dissemination Strategy
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Dissemination Level

PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

Summary

This report describes the structure and functionality of the REFORM website (www.reformrivers.eu). The public area of the website serves as a knowledge platform for the target audiences and as a place to provide open access to documents and information, such as reports, publications, case studies and project related news. Documents will be uploaded gradually throughout the course of REFORM. Furthermore, the website will be used as an online forum for interacting with stakeholders to prepare the REFORM end-user event (stakeholder workshop) in 2013 and the final conference in 2015. The internal area, where registered users can post and search for documents, will support and encourage knowledge and information exchange amongst REFORM partners. Next to the project website a WIKI on hydromorphology, ecology and restoration of rivers will support the dissemination of knowledge and know-how. This WIKI will be populated with the first results and be online early 2013. The website will remain active up to three years after the end of the project (2018). The website technical set up and maintenance is carried out by the Ecologic Institute. Content management is the responsibility of the coordinator (Deltares) and the WP leaders.

Table of Contents

1 Introduction

REFORM is a four-year large integrated research project launched in November 2011 that will address the achievement of hydromorphological and ecological objectives for rivers as required by the European Union Water Framework Directive 2000/60/EC (WFD). Dissemination will play an important role in achieving the overall goals of REFORM: (1) to provide a framework for improving the success of hydromorphological restoration measures and (2) to assess more effectively the state of rivers, floodplains and connected groundwater systems. REFORM's dissemination and communication objective, as laid out in the Description of Work, is to:

"Increase awareness and appreciation for the need, potential and benefits of river restoration through active involvement of and dissemination of project outputs to policy-makers, practitioners and stakeholders."

The REFORM website (www.reformrivers.eu) is a key element of the project dissemination & communication strategy (see Deliverable 7.1). It will be the main tool for presenting REFORM to the rest of the world and disseminating its results and for internal communication between partners. The website serves as a knowledge platform for the target audiences and as a place to provide open access to documents and information, such as reports, publications, case studies and project related news. The ToR as laid down in the description of work for the website are:

1. Provide an online forum for interaction with stakeholders. This section will be developed using modern web techniques like short illustrative Youtube videos and establishing specific groups in social networks, e.g. Linkedin. This sections will allow for continuous communication with stakeholders and will help in the preparation of the end-user workshop and final conference.

2. Provide for internal communication and dissemination among REFORM partners, a password protected intranet, which has sections for all relevant components of the project (WP packages, EU communication, minutes of meetings, presentations, metadatabase, etc) and online forum for discussion. The latter is to compliment face-to-face meetings and reduce to need to travel.

3. Provide online background and training material for the summer school.

4. Provide online access to the main tools/applications developed in the project, explaining its background and how to use them.

5. Provide the portal for the interactive knowledge and information system on river restoration.

6. Host a glossary of terms in various languages of the consortium (e.g. English, French, German, Italian, Spanish) to facilitate communication with a broad spectrum of users. The glossary will be updated regularly as the project progresses.

7. The website will remain active up to three years after the end of the project.

2 Website structure

The website themes and structure were planned to provide a sound foundation for producing a functional content rich website that would deliver the results expected. Pages are logically grouped by related subject content and the hierarchy places a higher importance on main pages using the sub-pages to help reinforce their key subjects. This allows visitors to quickly access the content they are interested in. The main pages are placed as main menu items at the top of the website, below the REFORM logo, from which the visitor can easily navigate to the sub-pages. As much as possible, the depth of the structure was limited to a maximum of three clicks from the home page.

Figure 1 View of the constant components of each page: the top menu, the right and left panels. The middle frame varies from page to page.

To create a logical and easily navigable website, some basic information and visual items are displayed in a consistent way from one page to the other. This allows users to extend their knowledge from familiar pages to unfamiliar ones. For consistency, all pages are composed by a central frame with the main menu on the top; a left panel where titles of the latest news are listed along with the link to the newsletter editions and a newsletter subscription button; a right panel that contains a search field, social network buttons and the contact details of the project coordinator (see Figure 1). Each page has a clear title that clearly announces its content. Naturally, the content of the middle frame changes from page to page, however the ''printer-friendly-version'', ''send to a friend'' and

"pdf" buttons appear at the bottom of this frame on each page (e.g. Figure 6 where these buttons have been highlighted in a red rectangle).
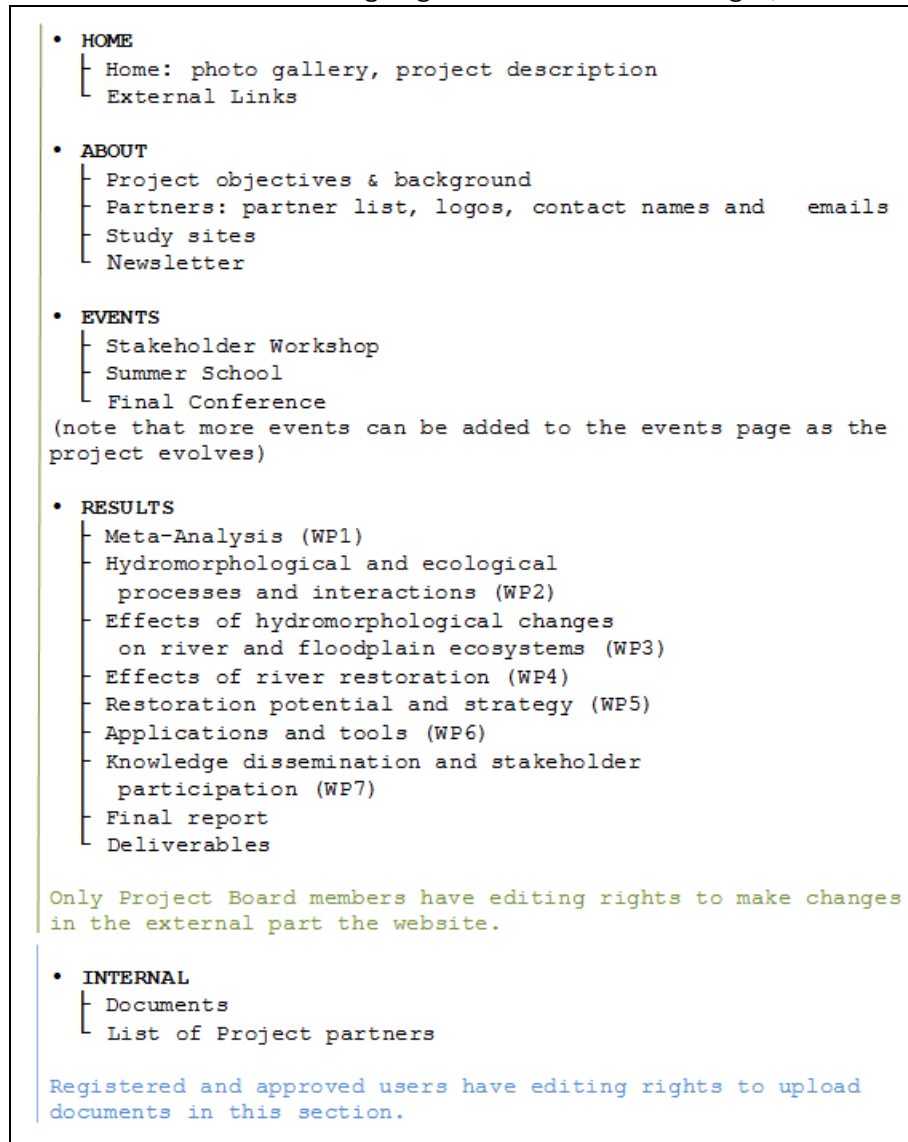
```
• HOME
  ├ Home: photo gallery, project description
  └ External Links

• ABOUT
  ├ Project objectives & background
  ├ Partners: partner list, logos, contact names and   emails
  ├ Study sites
  └ Newsletter

• EVENTS
  ├ Stakeholder Workshop
  ├ Summer School
  └ Final Conference
(note that more events can be added to the events page as the
project evolves)

• RESULTS
  ├ Meta-Analysis (WP1)
  ├ Hydromorphological and ecological
  │  processes and interactions (WP2)
  ├ Effects of hydromorphological changes
  │  on river and floodplain ecosystems (WP3)
  ├ Effects of river restoration (WP4)
  ├ Restoration potential and strategy (WP5)
  ├ Applications and tools (WP6)
  ├ Knowledge dissemination and stakeholder
  │  participation (WP7)
  ├ Final report
  └ Deliverables

Only Project Board members have editing rights to make changes
in the external part the website.

• INTERNAL
  ├ Documents
  └ List of Project partners

Registered and approved users have editing rights to upload
documents in this section.
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Figure 2 Site map of the REFORM website structure

The website menu, displayed horizontally at the top of the website below the REFORM logo, is composed of 5 tabs:

- Home
- About
- Events
- Results
- Internal

These are the main pages of the website, also referred to main menu items in this report. When clicking on any of these 5 tabs, a list of sub-menu items appears allowing the user to select the requested sub-menu item. These sub-menus contained in each menu item are shown in a simplified sitemap to give an overview of the website pages and content (Figure 2).

The terms of reference in the Description of Work are incorporated in the website as explained in Table 1.

Table 1 Terms of Reference and Implementation in REFORM website

Terms of Reference (DoW)	Implementation
Provide an online forum for interaction with stakeholders:	This functionality is connected to the two key REFORM events and will be implemented in the build-up to the end-user workshop (late 2012) and final conference (2014/2015). It is therefore at present not yet in place. Continuous interaction with stakeholders without any specific aim is considered not to be appropriate for a research project.
Provide for internal communication and dissemination among REFORM partners, a password protected intranet:	This functionality is in place: see Chapter 2.5 Internal. Only the online forum has not been built in the REFORM website. The motivation is that social media do support such functionality. Therefore an on-line forum in LINKIN has been created. This is for REFORM partners only (so-called 'a members-only group'). This on-line forum is to compliment face-to-face meetings and reduce the need to travel.
Provide online background and training material for the summer school:	This material will be uploaded in due course under menu item "Events" – "Summer School" (2015).
Provide online access to the main tools/applications developed in the project:	All deliverables with dissemination level 'public' will be available in the sub-menu 'results'. Next to the project website a WIKI is dedicate to give access to tools and applications (Figure 3). The website of the WIKI will be: wiki.reformrivers.eu. The WIKI will be on-line and populated with the first results February 2013.
Provide the portal for the interactive knowledge and information system on river restoration:	This system will be the WIKI (see #4).
Host a glossary of terms in various languages of the consortium:	This glossary will be made available in the WIKI, which is the most appropriate place.

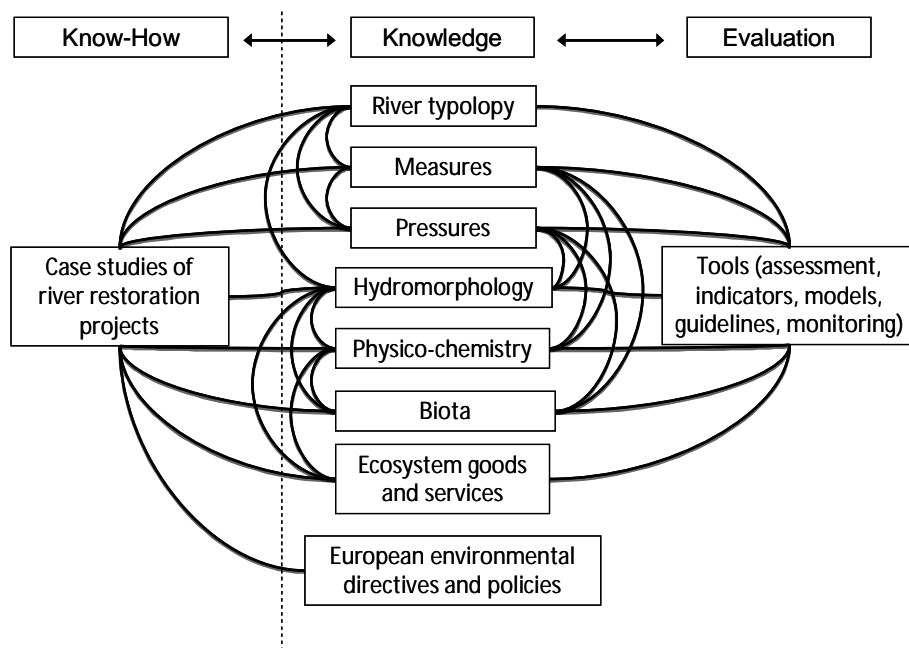| Terms of Reference (DoW)	Implementation
The website will remain active up to three years after the end of the project:	ECOLOGIC will host the website until October 2018. The need and necessity for long-term hosting (after 2018) of the project outputs on the web will be further discussed and clarified in the course of the project.

Figure 3 Schematisation of the REFORM WIKI to provide on-line access to know-how, knowledge and evaluation tools for hydromorphology, ecology and restoration of rivers.

Each of the following sections (sections 2.1 to 2.5) describes a main menu item of the website along with the sub-menus that compose it.

2.1 Home

The Home main menu is composed of two pages: Home and External Links (Figure 4). The user is directed to the same page whether he clicks on the main menu item ''Home'' or the sub-menu item of the same name.

2.1.1 Home

Upon clicking ''Home'' the user is directed to the homepage where a dynamic photo gallery is presented. The latter displays a succession of photos on the overall theme of river restoration. This gallery was created to deliver a visually interesting browse interface; major site and content landmarks are essential in

the initial phases of a user's visit. The photos will be changed regularly. Beneath the photo gallery, a short text explains the REFORM project in a nutshell.

2.1.2 External links

This page offers a list of external links to activities and initiatives that are most relevant to the REFORM project and the topic of river restoration.

Figure 4: View of the main menu item "Home"

2.2 About

2.2.1 Project objectives and background

The user is redirected to the same page whether he clicks on the main menu item ''About'' or the sub menu item ''Project objectives and background'' (Figure 5). This page lists the specific objectives of the REFORM project.
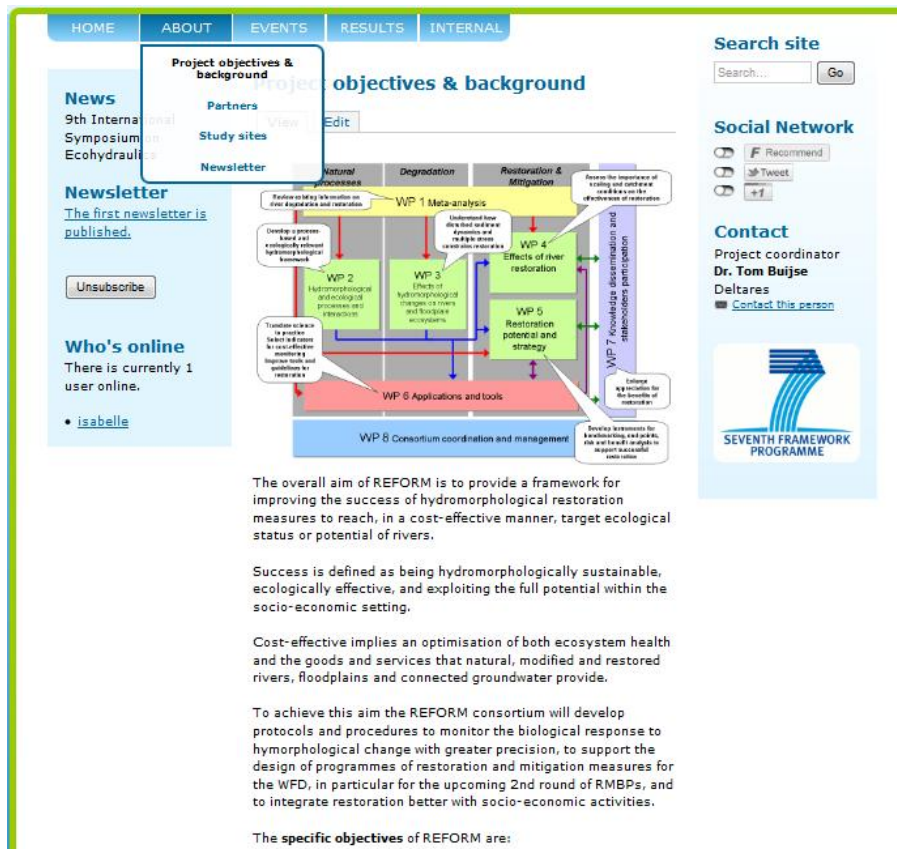
Figure 5: View of the main menu item "About"

2.2.2 Partners

The "partner" page provides a list of the 25 partners of REFORM with their respective logos along with the name of up to three contact persons from each institution. The user can click on the "email this person" button to contact any of the project members listed on this page. Using this approach allows for visitors to contact project members without making their email directly exposed to spam crawlers.

2.2.3 Study sites

WP4 analyses the effects of large iconic river restoration measures throughout Europe. The page "study sites" introduces this work and provides the internal link for the study sites chosen for this purpose. Each study site page contains a photo and an aerial view of the site along with a description of the site and information on the measures conducted (see Figure 6).
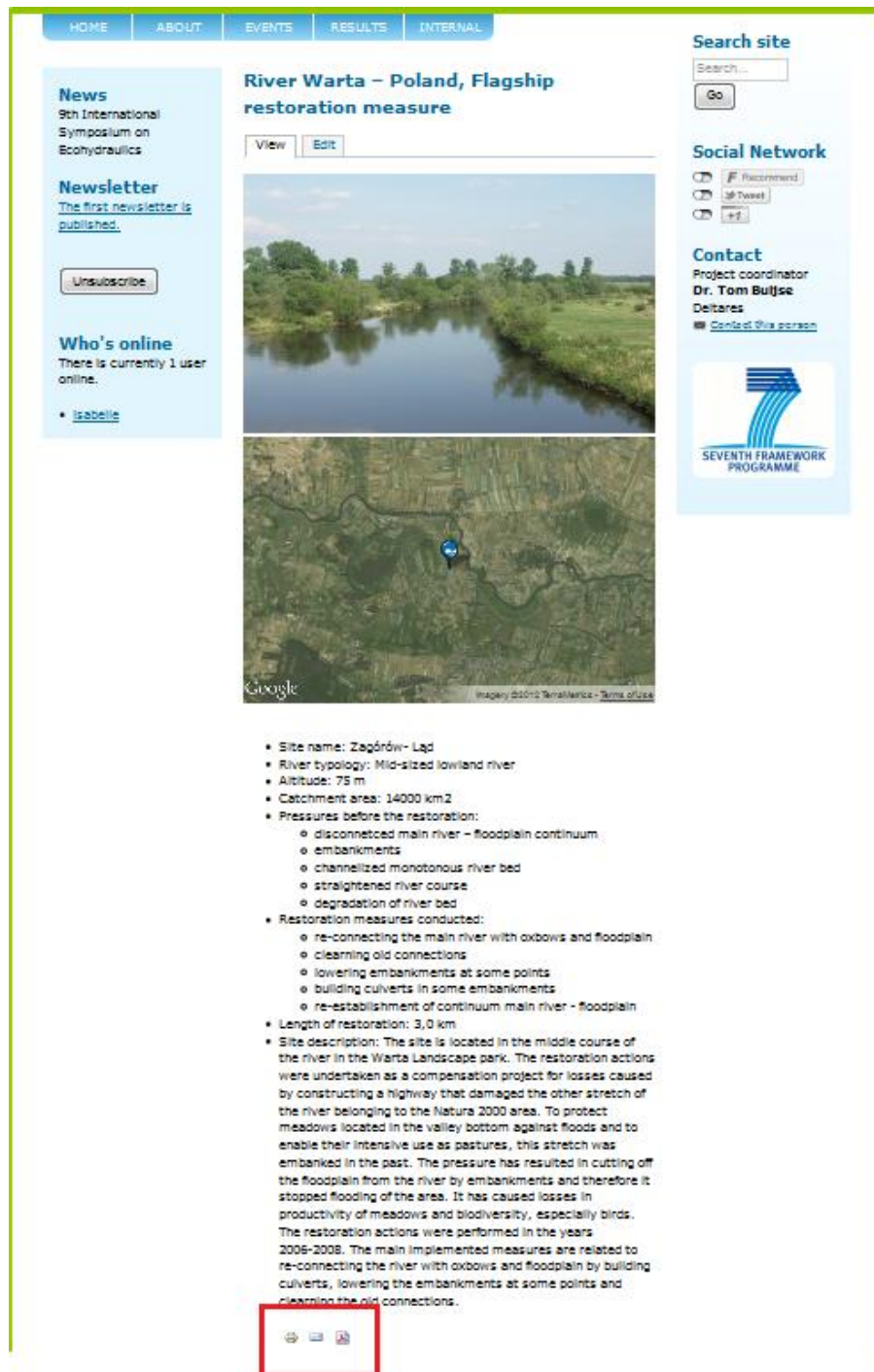
Figure 6 View of one of the study site pages (the "print", "send to a friend" and "pdf" buttons have been highlighted in the red rectangle)

2.2.4 Newsletter

The page "Newsletter" shows a list of the published newsletters (newsletter number, date, and title of the articles it contains) followed by a link to the full newsletter. When clicking on the link the user is redirected to the newsletter edition's page where the articles are listed, with a teaser beneath each title and a link to read the individual articles (Figure 7).

Cropped view of the newsletter page (listing all published newsletters)

Cropped view of the newsletter edition page (listing individual articles)
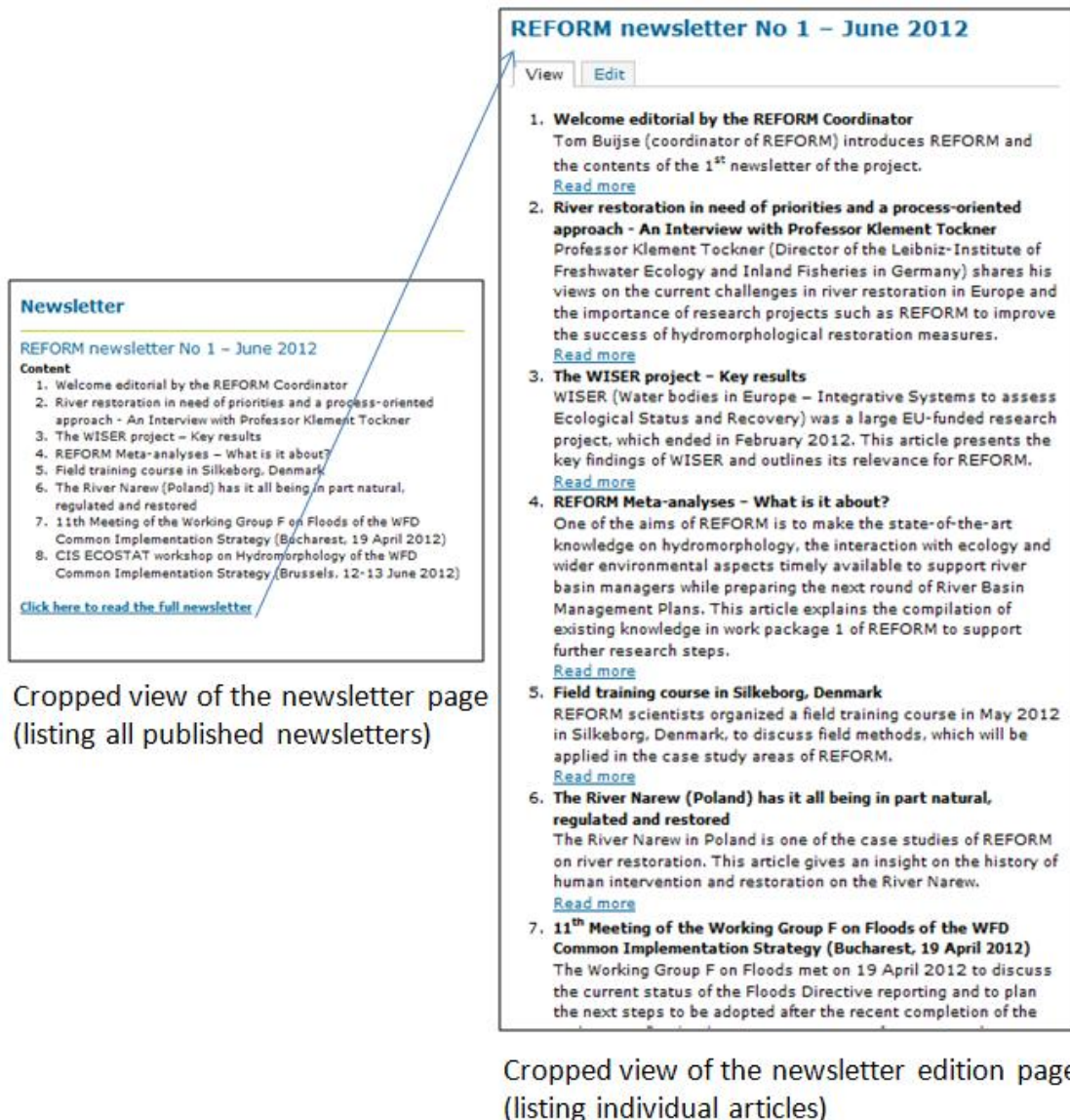
Figure 7 Selected views: the Newsletter page (on the left) linking to the full newsletters (on the right)

2.3 Events

The "events" page provides a list of important events in the field of river restoration and meetings taking place in the context of REFORM work. The date, title and contact person (or event website in some cases) for the event are provided along with a short description of the event. Both internal and external events are posted. This page will be updated regularly. The sub-menu items Stakeholder workshop; Summer school, and Final conference lead to pages that promote the events of the same name. These three events are organized by the REFORM consortium and are important elements of the project's dissemination strategy.

Figure 8 View of page "Results- Hydromorphological and ecological processes and interactions (WP2)"

2.4 Results

The "Results" page offers links to the results of WP1 to WP7 (one link per WP), the final report of REFORM and individual public deliverables of the project. The

links to the individual WPs redirect the user to the WP page where the WP objectives and deliverables are listed; the results will be posted as the project work progresses.

2.5 Internal

The project website aims to facilitate internal communication between partners (Figure 9). Registered and approved project members can access the internal area.
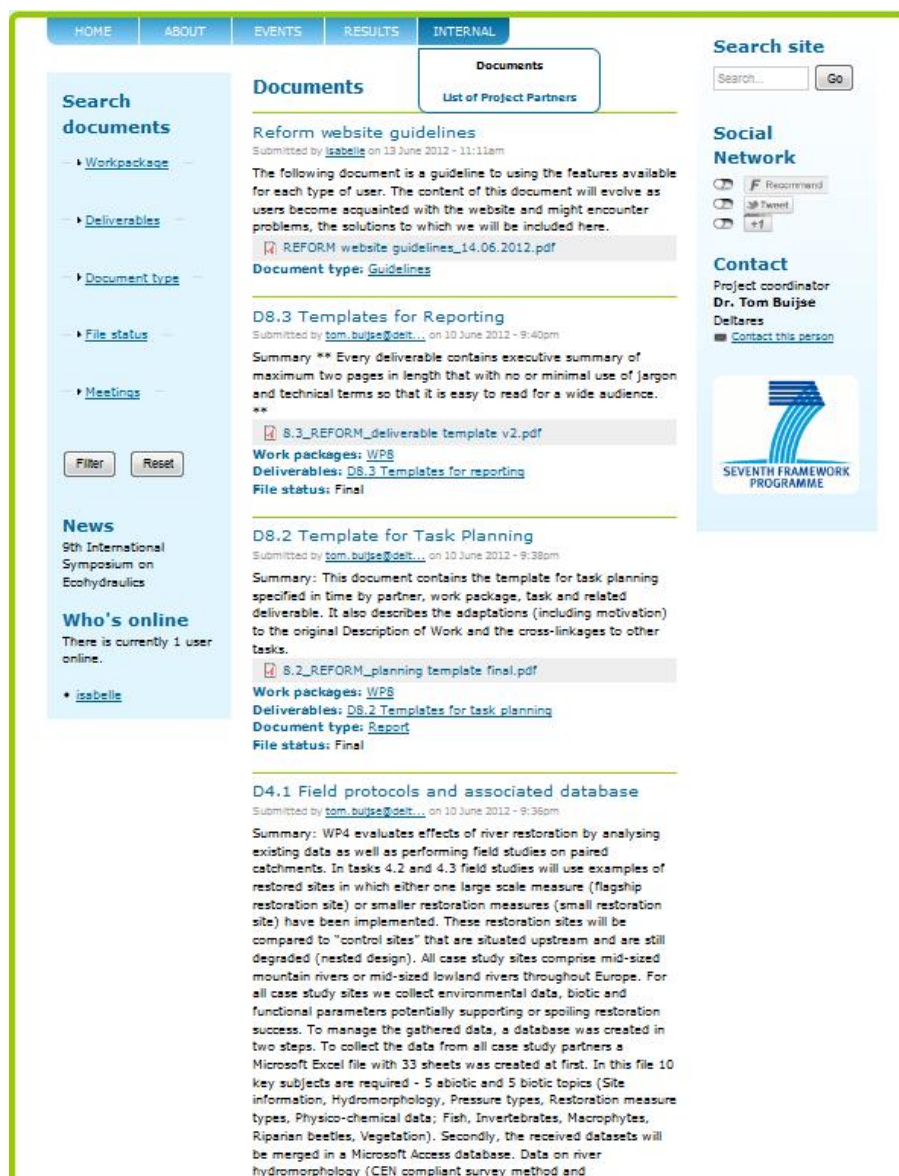

Figure 9 View of the Internal page

2.5.1 Documents

The documents page offers a collection of resources for project members. Project members can search or post documents by categories: work package, deliverable, document type, file status, or meetings. When new documents are posted, the creator of the document can tag it, via a series of tick boxes, according to its content. Using these tick boxes makes it easy for internal users to locate the information they are looking for. All project members can post documents in the internal area, however only project board members can post documents or edit the external (public) area.

2.5.2 List of project partners

This page provides a list of the project members from each partner institution that make up the REFORM team. Each member has the option of uploading a photo of them and provide his phone number. A link ''email this person'' is available for each member. It should be noted that the list of partners available in the public area of the website is limited to up to three contact people from each partner institution; the list in the internal area is an exhaustive one of all experts working on the project.