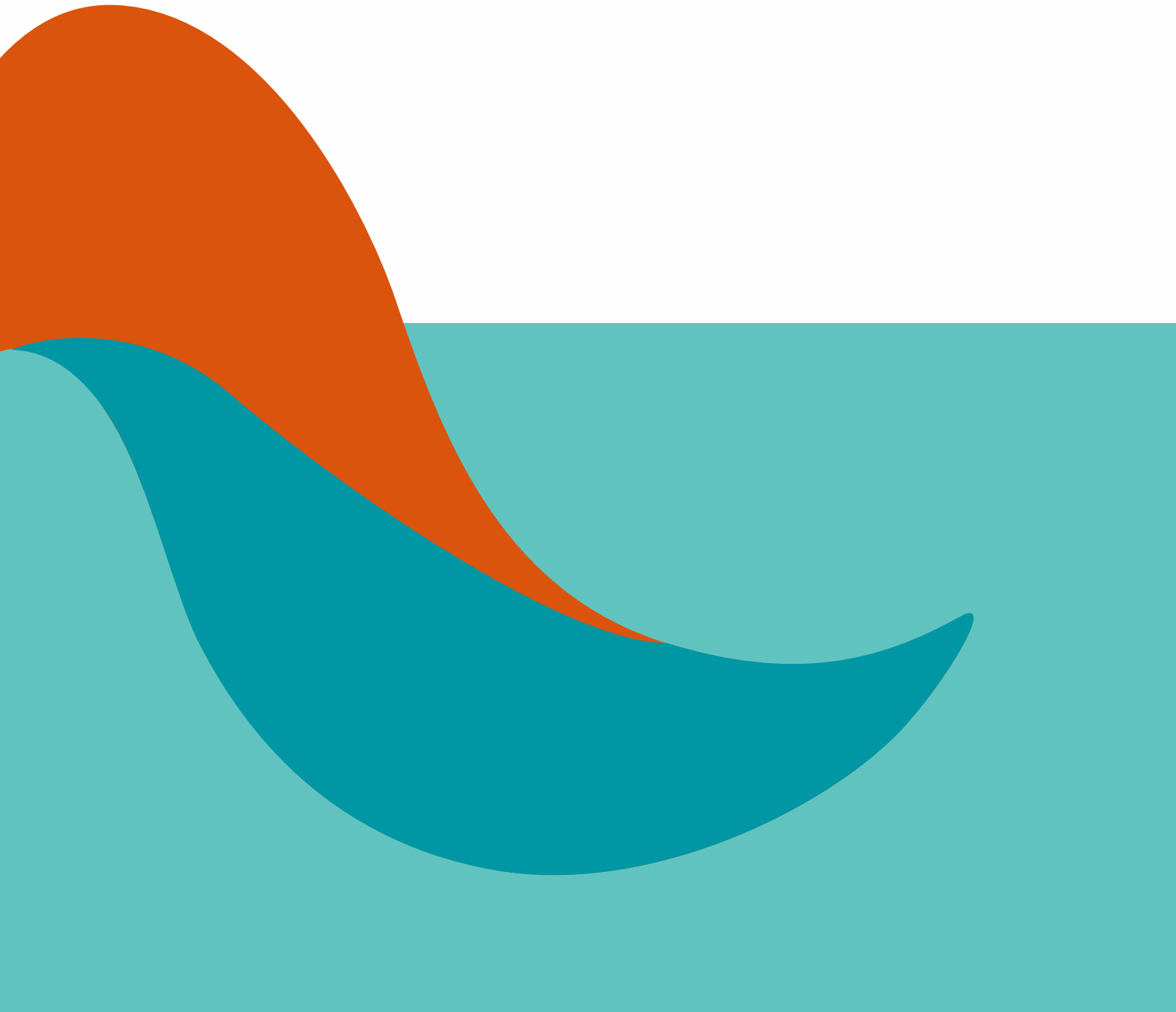


# D6.2 Project Website

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## Introductory Table

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Leader of this Deliverable	Katherine Peinhardt (ICLEI)
Reviewers	Klaasjan Raat (KWR) Anika Conrad (adelphi)
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## Deliverable Information Sheet

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Version	Date	Author	Document history/approvals
1.0	2024-06-14	Katherine Peinhardt (ICLEI)	Draft version shared
1.1	2024-06-14	Klaasjan Raat (KWR)	First review
1.2	2024-06-14	Anika Conrad (adelphi)	Additional review
2.0	2024-06-27	Katherine (ICLEI)	Final version
3.0	2024-06-28	Digu Aruchamy (EUT)	Final Quality Check before submission

## Executive Summary Section

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The RECREATE website is a central online space for all project news, events, resources/results, clustering activities, and case study information. It is at the center of dissemination, communication, and exploitation efforts, and is designed to draw in target audiences outlined in *D6.1 Initial Dissemination, Communication and Exploitation Strategy*. It is a dynamic space that will evolve over the course of the project lifetime to reflect the latest developments, milestones, and results of the project. This document outlines the rationale behind the design and structure of the website, as well as Key Performance Indicators (KPIs) and images of the website in its current form.

## Table of Contents

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<b>1. Introduction .....</b>	<b>8</b>
<b>2. RECREATE Project Website .....</b>	<b>9</b>
<b>2.1 Objectives.....</b>	<b>9</b>
2.1.1 Key Performance Indicators .....	9
2.1.2 Design .....	9
<b>2.2 Structure and Content.....</b>	<b>11</b>
2.2.1 About .....	12
2.2.2 Case Studies.....	14
2.2.3 News & Events.....	15
2.2.4 Collaboration .....	15
2.2.5 Get Involved .....	15
<b>3. Conclusion.....</b>	<b>16</b>

## List of Abbreviations

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<i>CoP</i>	<i>Community of Practice</i>
<i>KPI</i>	<i>Key Performance Indicator(s)</i>
<i>WP</i>	<i>Work Package</i>

## List of Figures

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<i>Figure 1: Initial website mockup including accessibility check .....</i>	<i>9</i>
<i>Figure 2: Mockup/Wireframe of RECREATE website design .....</i>	<i>10</i>
<i>Figure 3: Homepage of RECREATE website (actual).....</i>	<i>11</i>
<i>Figure 4 Screenshot of current "Project" page under the "About" menu .....</i>	<i>13</i>
<i>Figure 5 Screenshot of "Cluster Projects" page under "About" menu.....</i>	<i>14</i>
<i>Figure 6 Case Study page for Costa Brava in its current form.....</i>	<i>15</i>

## 1. Introduction

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The RECREATE website is live at <https://recreate4water.eu/>, which is intended as a central online location for target audiences outlined in D6.1 to access the latest news, results, and information about RECREATE and its four Case Studies. The project website will support overall project objectives around dissemination, communication and exploitation in various ways: the visually branded appearance of the website delivered by a graphic designer, the content curated and composed by project partners in a shared **Editorial Calendar** and **Events Calendar**, and results to be delivered and presented and/or linked to by the project homepage. The website also directs audiences to other project channels, such as social media and newsletters. The website is dynamic, and will be updated regularly, in alignment with key project milestones or noteworthy updates, over the course of the project lifetime – in other words, its current form will expand to display additional menu categories, news articles, events, resources/results, and other information.



## 2. RECREATE Project Website

### 2.1 Objectives

The RECREATE website is structured and maintained with the goals of enhancing and supporting project dissemination and communication activities, while also providing timely information about RECREATE as well as its goals, activities, partners, progress, and outcomes. It will be a transparent and reliable source of information about the aforementioned topics, as well as of data, results, and methodologies. It also supports project activities around clustering with related projects (e.g. AWARD and MARCLAIMED), in that it features these projects and updates about cluster collaboration.

The RECREATE website is also to be considered the centerpoint for project dissemination, communication, and exploitation activities. Other project channels such as the RECREATE newsletter and social media accounts will aim to drive traffic by target audiences to the website, which will house project information, news articles, events, results, and contacts (see D6.1).

#### 2.1.1 Key Performance Indicators

The project website is expected to deliver the following by M48, according to the Key Performance Indicators outlined in D6.1.

- 15,000 visits
- 250 downloads of public materials

#### 2.1.2 Design

The RECREATE website was designed with the support of a graphic designer, applying not only the visual identity outlined in D6.1, but also principles of ease of accessibility (e.g. legibility of text), clarity of navigation, and inclusion of all relevant content types in order to effectively present RECREATE and its activities and results. Figures 1 and 2 are designer-delivered mockups of the website, upon which the current live version is based.

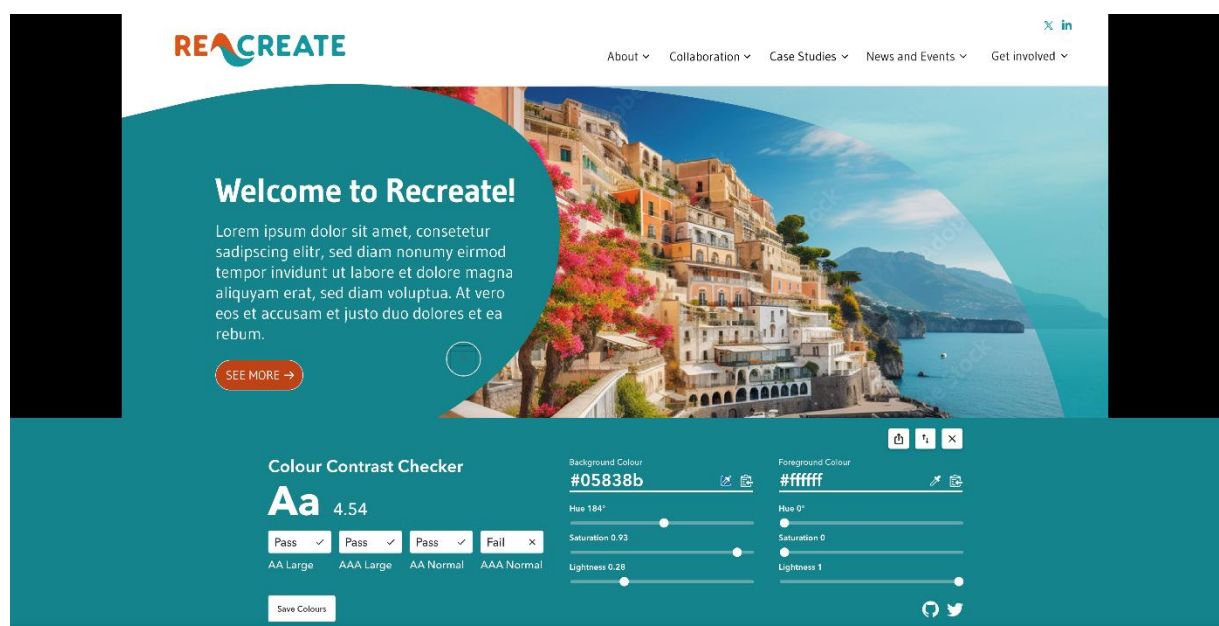


Figure 1: Initial website mockup including accessibility check



Figure 2: Mockup/Wireframe of RECREATE website design



Costa Brava (ES)

Some of REC REATE's key results include:

- PRESS RELEASE • Toward a More Resilient Water Supply: RECREATE Project Launches in Manresa**
- 29 Jul 2023
- Launched earlier this year in Manresa, Spain, at the offices of CURECAL, RECREATE represents a new opportunity for a water security leader advanced to today.
- [▶ read more](#)

[See all news & events >](#)

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Page 11 of 17

## 2.2 Structure and Content

The website menu structure, though dynamic, has been created to align with the expected content and results of RECREATE and organised to optimise accessibility by target audiences outlined in D6.1. These include:

- About
- Case Studies
- News & Events
- Tools & Resources (which will house project deliverables and results)
- Collaboration
- Get Involved

Moreover, certain features of the website are consistently displayed across all webpages. This function is reserved for more general, evergreen content types including: **social media links** (in the header), and **partners**, **newsletter signup form**, and **funding acknowledgement** (in the lower third/footer).

### 2.2.1 About

The “About” menu is a navigation category on the RECREATE that houses some of the main content areas

To achieve this, the “About” menu includes the following pages with content outlined below:

- Project
  - General project information, including case study locations, challenges or a “problem statement” which RECREATE aims to address, as well as objectives.
- Partners
  - A full list of RECREATE project partners, linking to each partner’s organizational websites.
- Cluster Projects
  - Highlights of MARCLAIMED and AWARD sister projects, linking to each project’s website.
- Contact
  - Brief contact information for the project coordinator and communications leads.



## About the RECREATE Project

RECREATE Project

Water scarcity is an increasingly prominent hazard across Europe. An integrated, interdisciplinary approach to water resource management is needed for decision making, which looks at the regional and local contexts (regulation, cultural aspects, and socio-economic barriers), assesses the water scarcity situation considering present and future water availability and demand, identifies the most appropriate water resources and addresses the allocation of fit-for-purpose quality.



About

News & Events

Case Studies

RECREATE works in four Case Studies across Europe, located in 3 of the most water-stressed biogeographical regions of Europe: North Holland (NL); Kalundborg (DK); Syros South Aegean (GR); and Costa Brava (ES). There, RECREATE will demonstrate AWR strategies like rainwater harvesting, seawater and brackish water desalination, water reclamation, and aquifer storage.

### Challenges RECREATE addresses

Alternative water resources (AWR) can be a vital part of addressing water scarcity. However, some barriers exist to widespread uptake of AWR. These include: lack of awareness of AWR methods and benefits; gaps in data and tools to bring AWR into integrated management; low cost efficiency compared to conventional water resources; seasonal shifts in water demand and supply; perception of AWR; and governance.

### RECREATE Objectives

RECREATE aims to improve the resilience of water supplies and protect the status of natural water resources by facilitating the assessment and inclusion of Alternative Water Resources (AWR) in water management planning for water scarce regions, and to increase awareness and acceptance of and trust in the fundamental role of AWR in climate change adaptation.

## Partners of the Project



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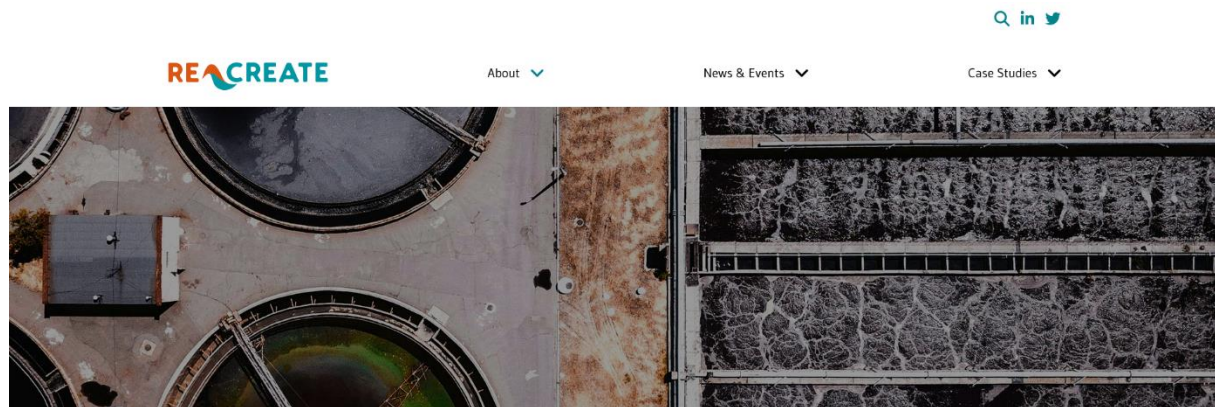
## Subscribe to our Newsletter

Q in

Email address

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Figure 4 Screenshot of current "Project" page under the "About" menu



## Cluster Projects

Relevant projects with relation to RECREATE's focus on alternative water resources, including those part of the *AlternativeWaterResources4Climate* cluster, are listed below:



### MARCLAIMED

MARCLAIMED

[See MARCLAIMED's website](#)



### AWARD

AWARD Project

[See AWARD's website](#)

Figure 5 Screenshot of "Cluster Projects" page under "About" menu

## 2.2.2 Case Studies

Under the „Case Studies“ menu, each of the four RECREATE Case Studies have their own page, which at the time of writing includes a header photo, local objectives and a short description, but will be expanded to highlight key statistics and background information.



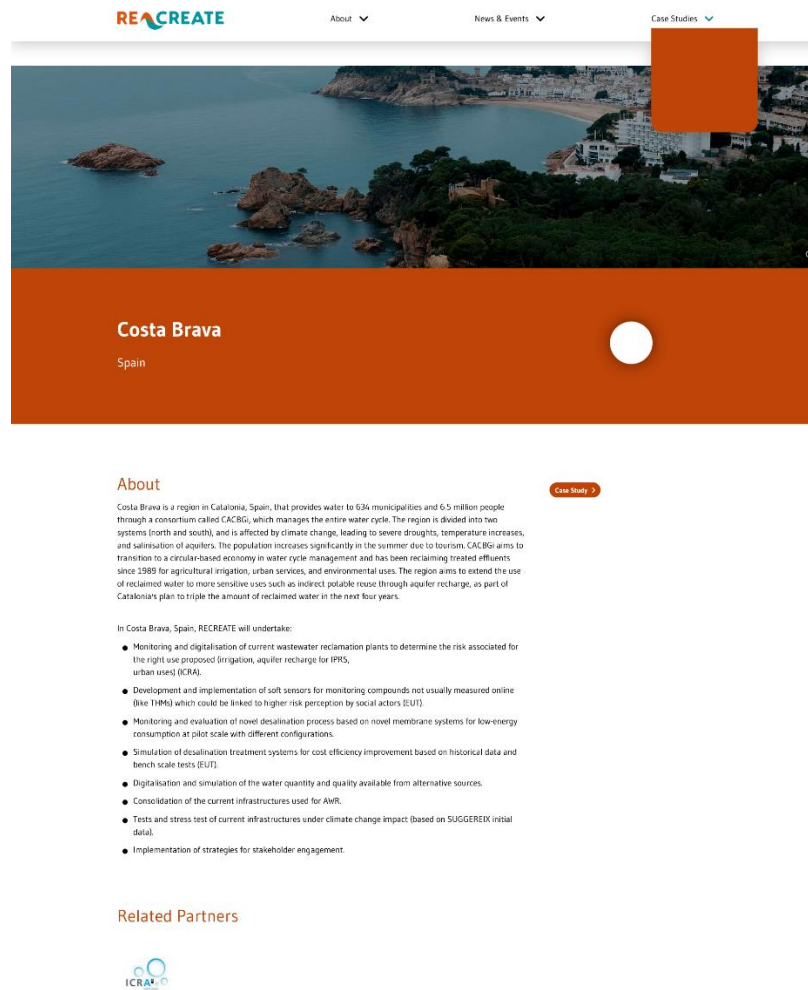


Figure 6 Case Study page for Costa Brava in its current form

### 2.2.3 News & Events

The News & Events menu contains three simple pages: News, Events, and Newsletter. The News page will house frequent news articles updating about project activities and Case Study-related news, organised and planned by a shared **Editorial Calendar** (mentioned in D6.1). The Events page will display not only RECREATE-led events, but also events that are relevant to the RECREATE target audiences – with special focus on sessions that RECREATE will hold/participate in at external events. This will be based on the internal, shared **Events Calendar** curated by project partners (also mentioned in D6.1).

### 2.2.4 Collaboration

This particular page has not yet been activated/enabled, but is an anticipated content area meant to elaborate on clustering activities and other outreach performed by project partners.

### 2.2.5 Get Involved

As with Collaboration, this particular page has not yet been activated/enabled, but will offer viewers ways to engage with the project (e.g. through a Community of Practice).

### 3. Conclusion

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The RECREATE project [website](#) is intended as a central resource and repository for all updates, results, and activities of the consortium partners and Case Studies. It has been designed in line with the general project visual identity, and structured with a hierarchy of content that reflects project timelines and milestones. It will be the focus of all project outreach, with other project channels aiming to drive traffic on the website in order to meet Key Performance Indicators elaborated for its purposes.



In case of any questions, please contact:

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