

# **Receipt website**

Deliverable D9.3





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RECEIPT project information	
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Project acronym	RECEIPT
Grant agreement number	820712
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Website	www.climatestorylines.eu

Deliverable information	
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Work package title	Communication and visualisation
Deliverable number	9.3
Deliverable title	Receipt website
Description	This report provides a brief overview of the RECEIPT project website created by Arctik. The website will be updated regularly during the project.
Lead beneficiary	Arctik
Author (s)	Cédric Chevalier, Katrien Witpas and Ekaterina Mandova
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Dissemination level of the document

Х	PU	Public
	PP	Restricted to ot
	RE	Restricted to a
	со	Confidential, or

Restricted to other programme participants

Restricted to a group specified by the consortium

Confidential, only for members of the consortium





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Revision	Date	Modification	Author
v. 0.0.2	19/12/2019	Initial version	Katrien Witpas
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Approvals			
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## 1. Receipt website

### 1.1. Website

The website has been designed in accordance with the project RECEIPT's visual identity (see D9.1). An initial one-pager was launched, and project's partners had the opportunity to give their feedback on the design. The full website is based on the one-pager in terms of outlook but improved in terms of text and structure. A number of visuals have been selected to enhance the visual appeal of the website.

When selecting the name for the website – <u>www.climatestorylines.eu</u>, it was taken into consideration that Receipt is an acronym with different connotations that do not particularly illustrate the project's objective. In view of that, a more appealing and searchable name has been selected based on the central aspect of the project – climate change storylines.

A focus of the website is the 5 storylines, each of which has been dedicated a separate page. As the project is at a very early stage, the content for most of the pages is still in progress. The central information about Receipt is already to be found on the landing page with outline of its objectives and designated space for news and events.

#### 1.2. Structure

The content is split is sections and subsections. Here is a list of the main navigation menu:2

- Landing page
- About Receipt
- Hot-spot areas
- Storylines
- Interactive game to be visible once the game has been launched
- Results and resources
- Policy corner
- Media corner

The sections have been carefully identified to accommodate the current and future needs of the project. The section *Results and resources*, for example, has a search option to facilitate users when looking for a particular deliverable, report, assessment, etc.

To make the website as user-friendly as possible, Arctik, based on previous experience, has decided to split the policy and the media information in two separate sections. The role of the website is to target all potential Receipt stakeholders, which is challenging as the stakeholders vary from the general public, through scientists and decision-makers to the media. This is why, the language used at the website is based on SEO research and is meant to be web-and-user-friendly, trying to stir away from academic jargon.







#### About the project

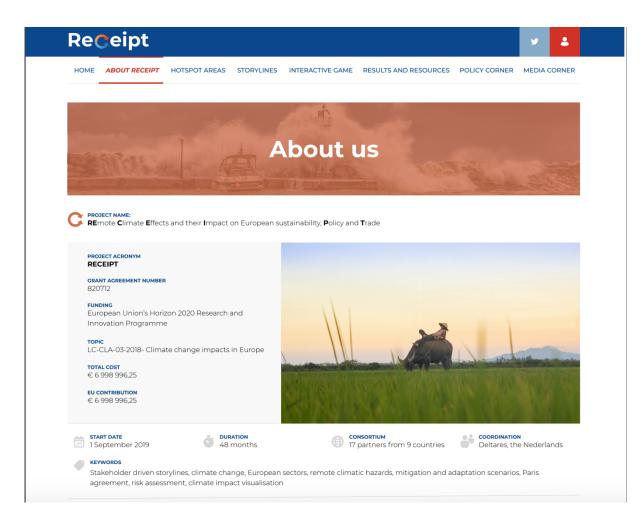
In a globalised world, Europe is vulnerable to climate extremes and the effects of climate change. Tropical cyclones, droughts and melting ice sheets in other parts of the world directly or indirectly impact Europe. Our focus in RECEIPT is to map these connections and to build storylines showing the effect of climate change on society and the economy.

Do you know where your food is produced? How about your clothes, electronics, or car? Much of what we consume and buy comes from outside of Europe. Changes in other regions affect how Europe manages its coastal infrastructure and how European financial institutions operate global portfolios. International cooperation to address global needs and responsibilities will also be affected by climate change.

Objectives

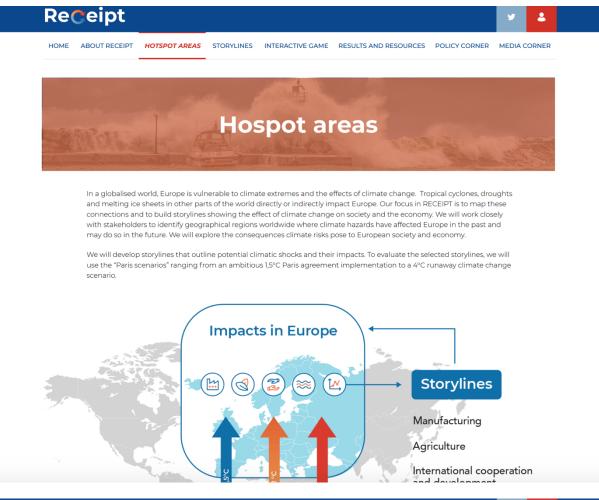














Storylines are central to RECEIPT. Climate storylines develop from a chain of climate-related events, stories and data that show cause-effect over a period of time. Working with societal stakeholders, scientists will use storylines to convey complex issues in an engaging but scientifically robust way.

We will describe events, stories and data in a narrative format to provide a better understanding of the effects of climate change on European socio-economic sectors. Our climate risk storylines aim to increase understanding of the complex and systemic risks in our globalised world.

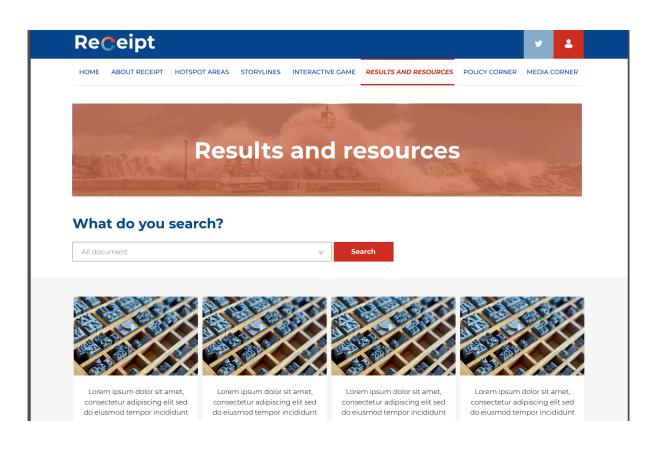


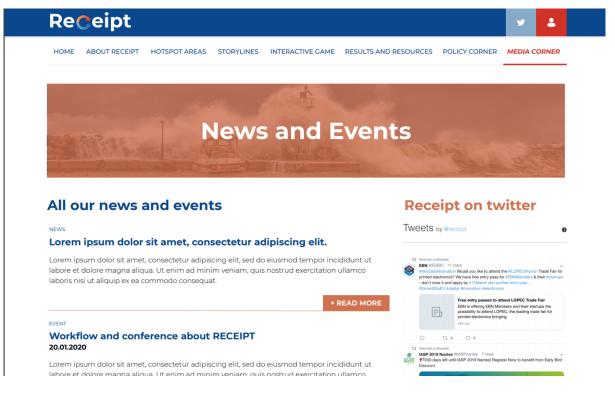


Receipt	■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■
HOME ABOUT RECEIPT HOTSPOT AREAS	STORYLINES INTERACTIVE GAME RESULTS AND RESOURCES POLICY CORNER MEDIA CORNER
	Agriculture
	Coastal infrastructure
and the second second	Finance
C	International development 'vlines
A COMPANY AND A COMPANY AND A COMPANY	Manufacturing chains
A Real and	
	Objectives
	Objectives utline Europe's vulnerability to remote climate events. We will achieve this by risks outside Europe and their potential consequences for key European socio-economic sectors such as:
	ritline Europe's vulnerability to remote climate events. We will achieve this by risks outside Europe and their potential consequences for key European









climatestorylines.eu **RECEIPT\_eu** 





#### 1.3. Technical aspects

The website's is set up in Wordpress. This content management system has been selected as it is open source and easy to use. It also provides all the needed technical aspects for the format of the website.





## 2. Maintenance and future development

All updates, information, deliverables, etc. will be communicated through the website. News posts and interviews with CoPs network members are examples of tools to keep the target audiences engaged and create in-bound marketing. As the project unfolds and more information becomes available, Arctik will update the website to further emphasize the project's progress. The website will be managed for 2 years after the end of the project.





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