



URBAN-WASTE – 690452 – D8.3

URBAN-WASTE

Urban strategies for Waste Management in Tourist Cities

D8.3 - Website

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Abstract

This deliverable describes the website that has been developed for the dissemination and communication purposes of the URBAN-WASTE project. It was created as an online tool and space for announcing project news, as well as news from the partners and as the major communication tool for announcing new deliverables, project achievements, milestones and events.



Contributors

NAME	COMPANY	CONTRIBUTIONS INCLUDE
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List of abbreviations

ACR+	Association of Cities and Regions for Recycling and Sustainable Resource management
CE	Consulta Europa
WP	Work Package
D	Deliverable
CoP	Communities of Practices
ICT	Information and Communication Technology
EU	The European Union
EC	European Commission
EASME	European Agency for Small and Medium Enterprises



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1. General information

1.1 Objective of the website

A website was created for the project by December 2016, as previously defined by the Grant Agreement 690452, presenting the project's objectives, activities, progress and results and allowing interested stakeholders to find out more about the partnership and their activities within the project and to interact with the project's technical experts. The website also provides access to the knowledge base on urban metabolism and waste management in tourist cities developed in WP2 and the inventory of innovative waste management and prevention strategies inside and outside the partnership at a later stage.

The website will also serve as a place for other stakeholders and partners outside the project, once identified by the project in WP3, to get engaged with the project and show support.

The website was imagined a living space, in order to be attractive for web users. In that sense regular news articles are posted and the website has all social media platforms integrated, too. All Project partners are in charge of providing information for the publication of news in the website to ACR+.

The URBAN-WASTE website also serves as a place for project partners to share information about the project progress and deliverables, through the private area of the website.

1.2 Target audiences

As the project is targeting a wide and mixed range of target groups, namely waste management officials, waste operators, urban and waste policy officers and at the same time tourists, tour operators and other stakeholders along the tourism value chain, the website is constructed in a way to ensure as high outreach as possible through certain functionalities included in the website.

A stakeholders' analysis at the EU level will be performed within the WP3, and it will include identification and segmentation of the main stakeholders and dissemination targets of the project. The database will be continuously enriched throughout the project lifetime with partners' contributions, helping in the identification of potential users of the project IT tools and results. This analysis will serve as guidelines what stakeholders to attract to the website and provide with appropriate content.

The primary target audience of the project and thus of the website is public authorities from all over Europe and representing territories with characteristics defined in the project. Some of these authorities will directly take part in the URBAN-WASTE project by joining certain parts of the project (such as the Communities of Practices, Mutual Learning and Municipality Forum etc.). Others include tourists, users and providers of various tourism services who will be the end users of ICT tools, such as WasteApp - a mobile application with certain benefits for the users and interactive maps which will indicate "waste-free" services in the area (bars,



restaurants and other tourism facilities). The website also takes into account the secondary targets, namely the intermediate actors (industry and sector association with responsibilities and roles in the area addressed by the project), decision makers at European and national levels, media, the European Commission and NGOs having an interest in the field. These secondary target groups have a role of multipliers. They directly or indirectly help in the dissemination of the project, and are likely to mainstream results of the project. This is why the website is structured in a way that individual content is available for further dissemination and multiplication.

The website is up and running since November 2016 at: www.urban-waste.eu

2. Website content

2.1 Content management

The content is provided by the project partners. It includes texts, pictures and different documents to download (generally pdf format). ACR+ has the responsibility to manage the content properly and display it on respective pages. The website was developed in English.

Web Content Management System (WCMS)

The website is relying on WordPress, a web content management system (WCMS), which allows modifications on the website by the administrator without needing any particular web developer skills. The same WCMS contains a project management tool, which is a part of the members' area. Each project partner has an account for accessing the members' area.









2.2 Specific functionalities of the website

The following functionalities have been integrated into the website for its better performance and exploitation:

- **News section:** when a new news item is drafted it is automatically fed into the news block on the homepage as well as in the archive. Several categories are identified, that feed to respective pages: general news (the news page), municipality forum and news for each of the 11 pilot cities (each of them has its own page)
- **Online forms:** a form building tool (plugin) is available on the website, so that the website administrator can build and edit forms without recourse to the web developer. The website administrator is able to choose the different items/categories of the registration forms as well as to modify to which email address the registrations are sent. The forms include:
 - registration to an event
 - subscription to the newsletter








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-  **Search option:** it is possible for the user to search the website for words, phrases and/or provide them with key topics from which to choose. Result page will rank results and categories according to the areas of the site. No input or maintenance is needed from the project's partners (automatically indexes content).
-  **Visitors' statistics:** it is possible for the website administrator to have access to statistics on the website, for better monitoring and reporting on the effectiveness of the website
-  **Newsletter management:** the website includes a newsletter management tool which enables newsletters to be sent from the website and to be stored there
-  **Contacts list:** together with the newsletter management tool, it is possible to have a management of a contact list – newsletter receivers – directly via the website.
-  **Library** for all the deliverables, newsletter, videos, reports and other written documents. Merged and co-managed with the project management tool (see below).
-  **Repository/extranet (project management tool):** for the members only, where forms, documents, databases are stored, shared and uploaded without being public. Editing is not necessary, but storing documents is. This also serves as a place for communication, reminders and interaction between the project partners. It includes a calendar and in general a functional working platform where project partners work and interact independently from email communication.
-  **Social network integration:** in order to enhance the visibility and number of visits to the website, the website has direct link to Twitter, Facebook and LinkedIn.
-  **Email account:** a general email account for external communication with the same domain like the website: info@urban-waste.eu

2.3 Structure of the website

The website includes the following:

-  Information about the project and the project partners (27 of them)
-  Knowledge base on urban metabolism and waste management in tourist cities (content provided by the partners)
-  Platform for Mobilisation and Mutual Learning, including a space for Communities of Practice (CoP) and Municipality forum, capacity building activities, charter of commitment and a guidelines for policy makers
-  Space for an mobile application that will be developed by the project
-  Information about various events and activities implemented during the project as well as relevant conferences, trainings and workshops on the topic of waste management and tourist areas



The Website includes an online subscription to the URBAN-WASTE newsletter (by filling in a form) and access to the key deliverables by the project – knowledge base on urban metabolism and the mobile application.

Figure 1 below gives a screenshot of the home page where key and highlighted pages of the website can be easily and directly accessed.

Project news slider

Highlighted pages

Presentation of the pilots

News from the pilots

Figure 1 Screenshot of the front page with indicated structure



The content which is directly accessible is reduced to two key features of the project and if the user wishes to have more detailed information he will be guided there via the main pages. The Municipality Forum and the Communities of Practices will have pages slightly different from the other pages, as they have to represent a special part of the project.

- The Municipality forum presents the 11 pilot cities (link to each city is provided also on the front page in form of a carousel), development of the Municipality Forum, space for the media (videos, news, interviews) – mainly articles related to the Municipality Forum specific news (apart from the project itself). See Figure 2 for a screenshot of a pilot.

Within the Municipality Forum, partners will be able to upload documents, pictures, video and similar material related to the mutual learning events.

- The Communities of Practice (CoP) page allows and facilitates the exchange of information and documents on the activities organized and proposals developed among the different CoP. The page should be divided into 12 'folders', one for each municipality and one for best practices exchange at a European level.

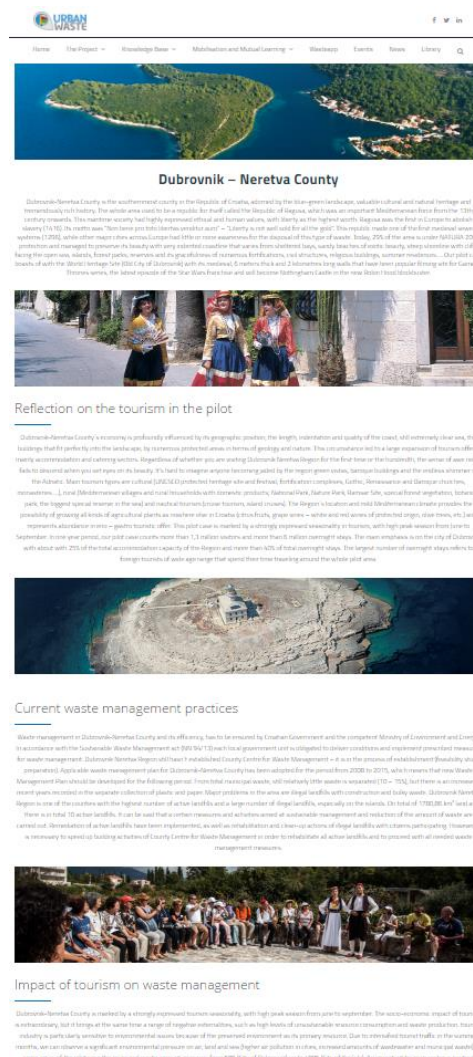
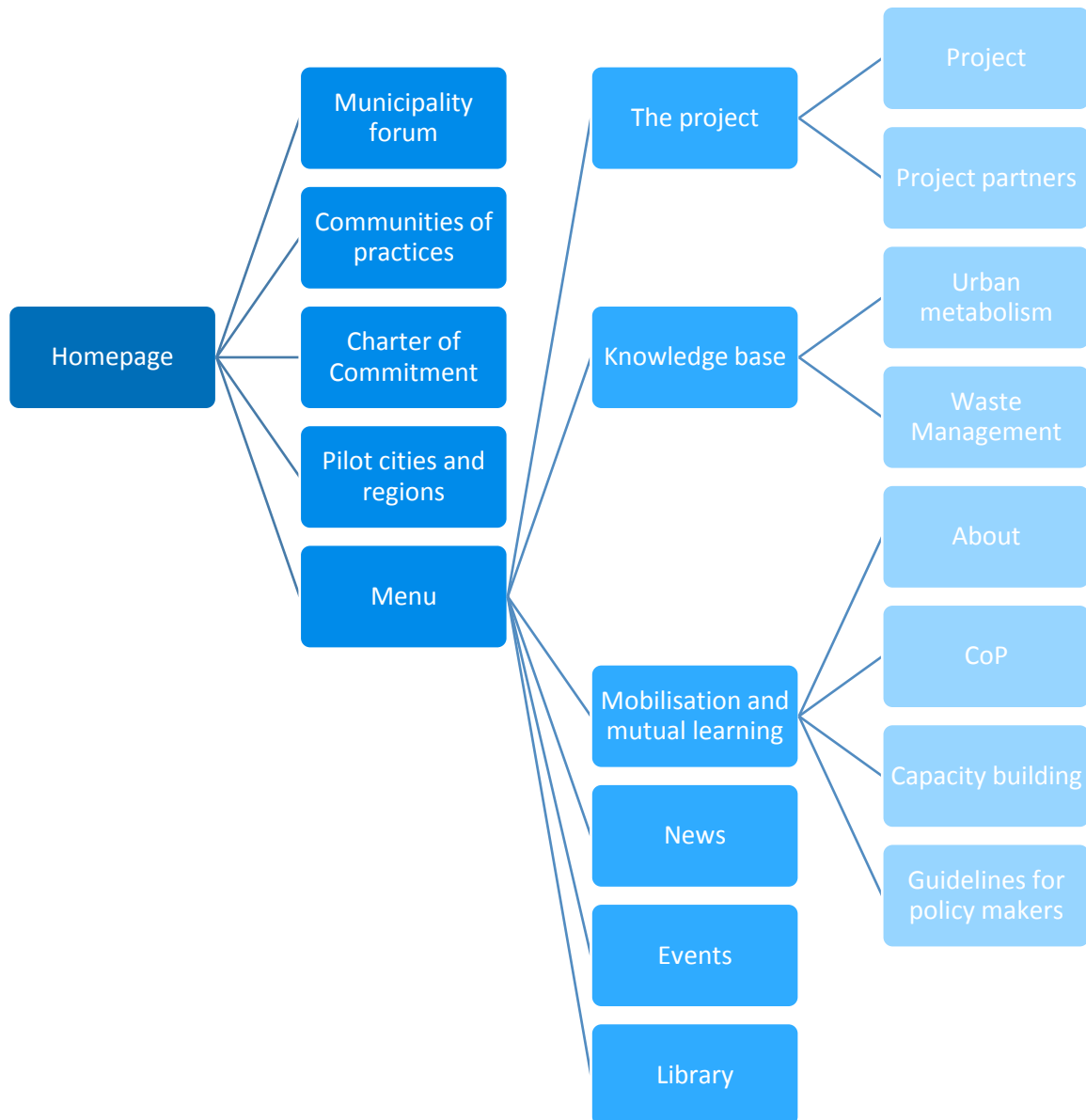


Figure 2 Screenshot of the description page of Dubrovnik- Neretva County



The rest of the pages are accessible via the menu that is permanently displayed on the top of each page. The menu is structured in the following way:



The sub-pages should appear when passing over the menu categories. It is possible to change and adapt the whole menu structure and to add, edit, and delete menu items by the website administrator.

The homepage gives direct access to the upcoming events, as well as the project and partner news in form of a carousel. Figure 3 shows a screenshot of a news article.



Kick-off meeting of the URBAN-WASTE project

By urbanwaste | Main slider news, Project news | Comments are Disabled | 18 November, 2016 | 0

The kick-off meeting of the URBAN-WASTE project, which has been going on for the last 6 months, had its kick-off meeting back in June with a very promising outcome.

As the summer holidays were approaching all across Europe, URBAN-WASTE – a new European Commission funded project under the Horizon 2020 programme had its launch on the Spanish island of Tenerife in the Canaries on 6th and 7th June 2016. The kick-off meeting resulted in a 3-years long framework for the activities under the project which will tackle waste generation and its collection and treatment in tourist cities. Tourist cities across Europe are some of the world's greatest tourism destinations, but figures show that some of these cities have to cope with a residing population that reaches from two to ten times their number of permanent population during the high tourism season. The consortium of 27 partners, which range from local and regional authorities, research institutes and waste management associations will take on this challenge and develop eco-innovative and gender-sensitive waste prevention and management strategies in cities with high levels of tourism activities in order to reduce the urban waste production and improve municipal waste management.

Apart from researching how tourism activities together with urban patterns, drivers, behaviour, lifestyles, architecture and socio-economic issues can influence the metabolism of the cities, the project will also deliver a set of ICT tools, namely the WasteApp mobile application and gather key stakeholders along the tourism and waste value chain around Communities and Practice. 11 pilot cities and regions will be on the frontline of the project, implementing the developed tools and strategies: Tenerife (ES), Tuscany region (IT), Kavala (GR), Copenhagen (DK), Lisbon (PT), Metropole Nice Côte d'Azur (FR), Nicosia (CY), Ponta Delgada (PT), Santander (ES), Syracuse (IT) and Dubrovnik-Neretva County (HR).



Related Post



Figure 3 News article screenshot

Each webpage contains the disclaimer stating that the project received funding from the EU and that the content of the website does not reflect the official opinion of the European Union, as requested by EASME.



**URBAN
WASTE**
URBAN STRATEGIES FOR
WASTE MANAGEMENT
IN TOURIST CITIES

