



D7.1 - Project website

WP7 - Task 7.1
February 2025 [M3]

Disclaimer

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Website	www.rawclie.eu

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Introduction

This deliverable describes the main sections and characteristics of the RAWCLIC website, an essential tool for project communication, dissemination, and stakeholder engagement. The website will be the main channel for news and updates to address the key questions external visitors are expected to have. It will also be the location of public deliverables for the project.

Purpose

The main purpose of this deliverable, D7.1 is to outline the main sections and technical characteristics of the RAWCLIC website. The target audiences that the consortium aims to reach through the activities carried out via the website include citizens and key stakeholders of the project at local, national, and European levels.

Contributing Partners

As the leader of WP7 and D7.1 - Project Website, LGI is responsible for designing, managing, monitoring and regularly updating the public website throughout the project. The content and news featured on the website will largely depend on partner contributions and inputs. Their support will also be needed to write blog articles and relay the news and results published on the website.

1. The website

The RAWCLIC Website was officially launched in January 2025 in the form of a landing page: www.rawclie.eu. As the website is a living tool requiring constant maintenance and uploads, a new and more complete version of the website is released between mid-February and mid-March 2025.

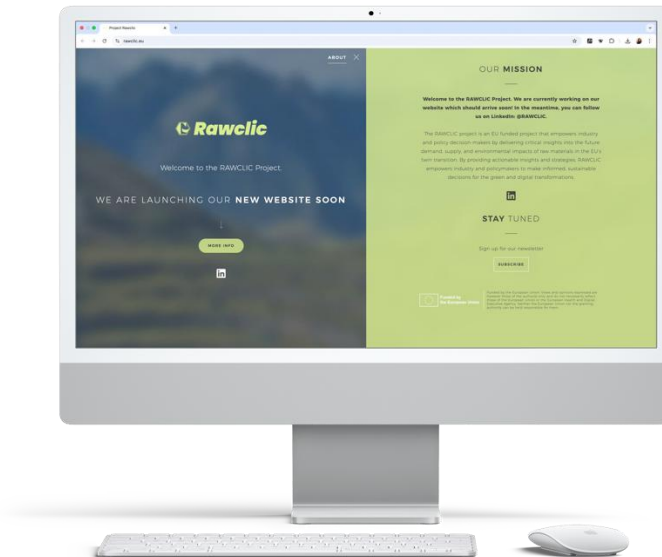


Figure 1: RAWCLIC Website Landing Page Mockup

The website serves as the primary source of information for the project and will be where most stakeholders and partners will go to find out more about its activities. The design of the RAWCLIC website has been tailored to be accessible and appealing to a wide audience. It is aligned with the project's validated visual identity. The website will be updated regularly with news, events, communication items, deliverables, and results to keep regular visitors and specified target audiences continuously engaged.

The website aims to make useful and relevant information available for online visitors. The website will disseminate information about the project that would most likely be of interest including:

- What the project is about.
- What the project is delivering, how and why.
- Who the project partners are.
- What the latest news and events of the project are.
- How to communicate about the project thanks to the available communication materials.

Browser Compatibility

The website is compatible with the common web browsers on all common operating systems. These include various versions of Internet Explorer, Firefox, Safari, Opera and Chrome. The layout of the website is also responsive: it adjusts the design display based on the screen size of the device it is viewed on, regardless of whether it is viewed on a desktop, tablet or mobile phone.

Monitoring

To shape information for the project's target audiences and build the project's online community, it is important to maintain a regular monitoring of visits and interaction with the pages. Therefore, a GDPR-compliant website analytics tool called Ionos will be used. This will provide insights regarding:

- How many times the website was visited.
- Which pages are viewed the most.

With these results, the communication team will be able to adapt its strategy and be more efficient in reaching a wider audience by optimising its content.

The following sections will be used to communicate and disseminate information through the website:

- About page: overview of the project, objectives, impact and roadmap and future prospects.
- Communication materials: project logo, poster, flyer and rollup, newsletters.
- News and events: activities, milestones, results, and news related to the project will be featured in articles and posts. Events will also be featured on this page.
- Resources: public deliverables and reports. A link to the Zenodo platform will also be made available.

2. Website content

The following content lays out the main elements of the website. It includes all relevant information about the project to appropriately disseminate information about the RAWCLIC project. All information on the website can be found using the navigation of the main menu bar, which appears at the top of each page of the website as well as in the page footer. Visitors can thus navigate easily throughout the website and have easy and direct access to the following pages:

- **Homepage:** Project summary, key figures related to RAWCLIC (partners, countries etc.), newsletter subscription latest news or events and partners.
- **About RAWCLIC:** Quick project summary, overview, RAWCLIC workpackages, impact and roadmap, future prospects.
- **Communication materials:** RAWCLIC logos, flyer, poster, rollup, upcoming newsletters.
- **Project results:** List of all public deliverables with a pdf link and call to action that leads to the Zenodo community.
- **News and events:** The news, blogposts and upcoming events (pages on standby while content is being generated) section.
 - **Blog page/ article:** will feature written blog posts about RAWCLIC news or events. (pages on standby while content is being generated)
- **Privacy Policy page:** So that people understand what we do with the data, and who to contact in case they have any questions. The content is still under review pending validation before being published online.
- **Partner page:** Logos of the partners involved in the project, linked to their websites when existing.

Note: RAWCLIC footer: Funding acknowledgement, menu, RAWCLIC contact, LinkedIn and newsletter subscription link.

Homepage

A header for the webpage is created, welcoming the visitors. Key information about the project can be directly found on the homepage under the header and in the different sections on the website. On the homepage, users will find information on the following:

- Project summary,
- Key figures related to RAWCLIC (partners, countries etc.),
- Newsletter subscription
- Latest news or events
- Partners

In the footer of all pages on the website, users can find the EU funding emblem and statement, the name of the coordinator, the project's email address, navigation to the entire website, LinkedIn and newsletter subscription.

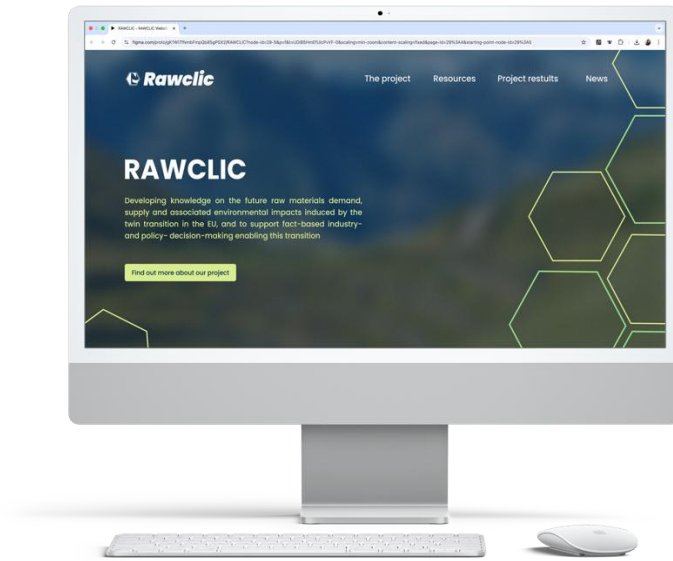


Figure 2: RAWCLIC Website Home Page Mockup

About the Project

The “About RAWCLIC” page, provides an overview of the RAWCLIC project. It describes the challenge facing the project, its goal, and ambition as well as the project’s future prospects. It also presents how the project will be working within its work packages in a “RAWCLIC in a nutshell” section. This term was chosen to invite even the people who are not aware of what work packages are to discover the wider scope of the project.

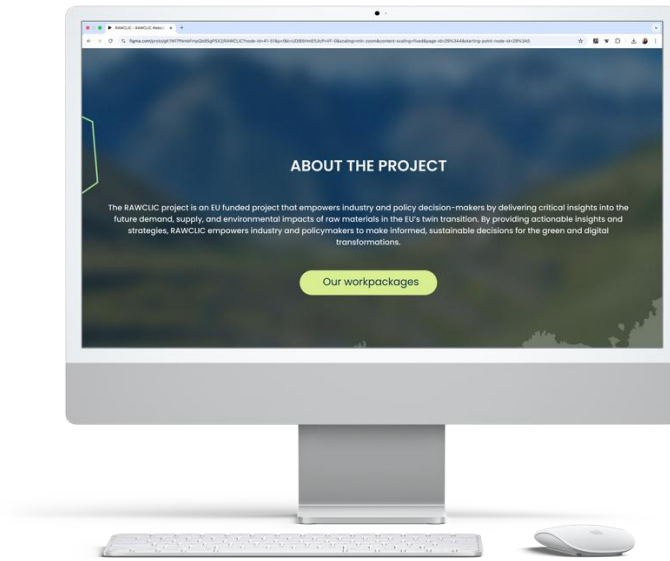


Figure 3: RAWCLIC Website 'About the Project' Page Mockup

The Project Partners

The project partners are displayed under the “Consortium” page, which introduces all the partners involved with URL links that redirect the visitors to each partners’ website.



Figure 4: RAWCLIC Website 'Project Partners' Page Mockup

Communication materials

The “Communication materials” page includes all communication resources such as the logos, which will soon be available for download, flyer, poster and rollup for the RAWCLIC project. Documents and materials produced during the project will be added to these pages as they become available over the lifecycle of the project.

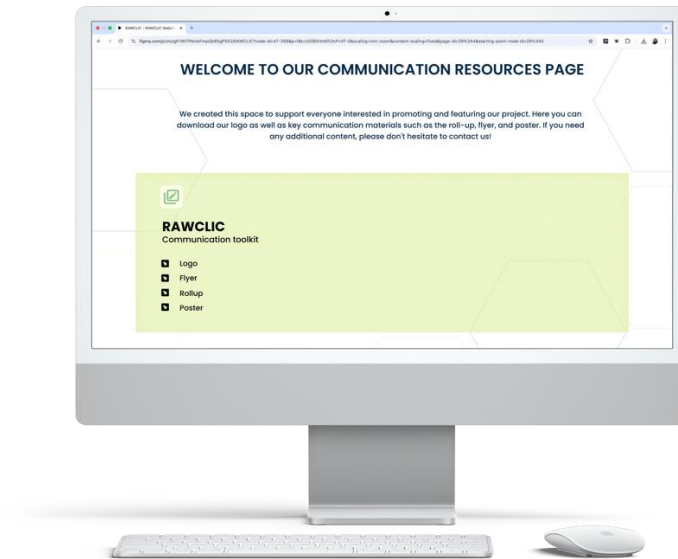


Figure 5: RAWCLIC Website 'Communication Materials' Page Mockup

Project results

The “Project Results” page provides a list of all public deliverables. Each line will be updated as more public deliverables come out and pdf links will be provided for better reading and access to each document. A link and call to action is added at the end of that list and leads to the RAWCLIC Zenodo community and its upcoming publications.

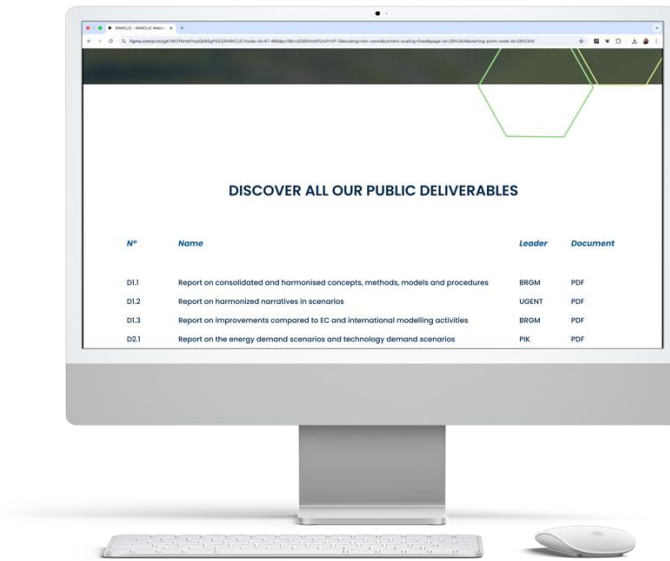


Figure 6: RAWCLIC Website 'Project Results' Page Mockup

News and events

The “News and events” page displays RAWCLIC news and blogposts as well as upcoming events on a calendar at the bottom of the page. The news and events shared will be related to the RAWCLIC project and will be of interest for the project’s key stakeholders.

The “Events” section of that page will be displayed as such:

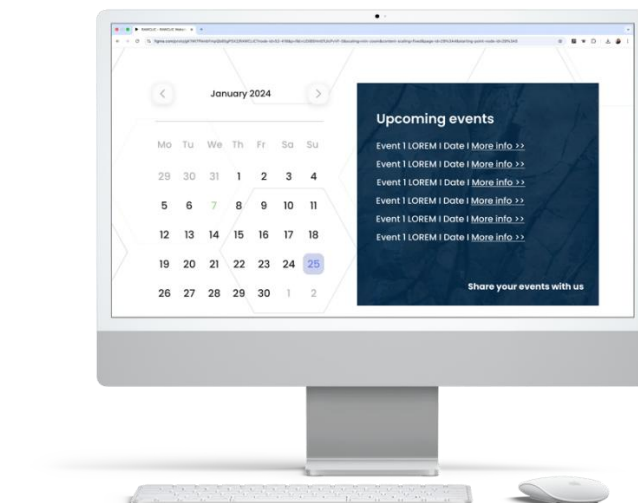


Figure 7: RAWCLIC Website 'News & Events' Page Mockup

The event calendar will allow users to easily stay on top of specific events. This calendar will display an event, which will appear to the right in the form of a little “card”. For RAWCLIC-specific events, both a blogpost and an event card will be displayed.

Blog page/ article

The “Blog article” pages will be the news themselves. This page will be filled in accordingly once the first blog articles are produced.

Legal Mention

The “Legal Mention” page, provides information to the visitors so they understand what RAWCLIC does with the data collected on the website, and who to contact in case they have any questions.

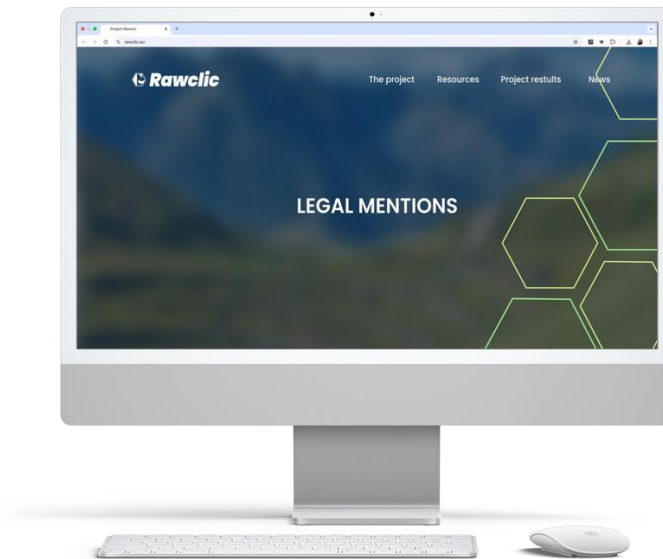


Figure 8: RAWCLIC Website 'Legal Mentions' Page Mockup

Conclusion

The project website is an essential communication tool for the communication and dissemination of the project. The website serves as the primary information source for the project and is where most stakeholders are able to find out more about its activities. The website will be updated with relevant news, events, and project resources when available (public deliverables, publications, promotional materials). The public website aims to boost awareness on results and milestones achieved throughout the project, to disseminate key messages to target audiences, announce events, publications and activities, and foster consortium member engagement.