

Project website www.blue-action.eu



The screenshot shows the website www.blue-action.eu. The browser address bar displays the URL. The page features a large header image of an icy Arctic landscape with two small figures. To the right of the image is a 'print page' button. The main title 'Blue-Action' is displayed in a large, stylized font, with 'BLUE' in light blue and 'ACTION' in white on a dark blue background, accompanied by a globe icon. Below the title, a paragraph describes the project's contribution to the Trans-Atlantic Ocean Research Alliance and the EU's Blue Growth Agenda, mentioning funding from the EU Horizon 2020 Programme and the Blue-Growth BG-10-2016 call. A link to 'the project details' is provided. On the left side, a vertical navigation menu lists various sections: Blue-Action, Concept, Who is Blue-Action?, Media & Materials, Cluster, Events, Jobs, Contacts, and Intranet. Below the main text, a 'News' section is visible, featuring a large yellow Euro symbol and several Euro coins. The news item is dated 16 February 2017 at 10:00 Brussels time and describes a mandatory financial webinar for beneficiaries organized by EC officers, focusing on financial management and reporting. It concludes with a request to check mail from Katrine Sandvad.

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About this document

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Work package in charge: WP8 Communication, Dissemination, Engagement and Exploitation

Actual delivery date for this deliverable: Project-month 2

Dissemination level: The general public (PU)

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Visit us on: www.blue-action.eu

Follow us on Twitter: [@BG10Blueaction](https://twitter.com/BG10Blueaction)

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Summary for publication

The website www.blue-action.eu has been set up in December 2016 for ensuring that we “promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner” (Art. 38.1 of the Grant Agreement).

The website has been set up by the Project Office at DMI, with tools made available by MPI-M. During the lifetime of the project, the website will be populated with additional sections related to the presentation of the project tools and results.

Work carried out

Registration of the domain names

The website domain name has been registered by the coordinator at DMI. Two domain names have been registered: www.blue-action.eu and www.blueaction.eu

The official name of the project is Blue-Action, with an hyphen between the words Blue and Action. We registered two domain names, one with hyphen and one without, to make sure that the project website can be easily found. Both domains have been registered for 5 years.

Structure

Currently the structure of the website includes the following sections.

Section in the menu bar	Contents	Goals	Target audiences
Blue-Action	This is the home page containing project logo, a tagline on the project, news from the partners and the network, announcements of meetings and training events	Get to know about us and our activities	Scientific community/higher education Media Business sector General public Environmental groups Indigenous communities
Concept	Abstract, objectives, conceptual illustration, Impacts tab	Get to know about the project details	Scientific community/higher education Media Business sector General Environmental groups Indigenous communities
Who is Blue-Action	Partners tab WP leads tab (leaders and co leaders) Governance structure tab	Get to know who is involved directly in the project	Scientific community/higher education Media Business sector General Environmental groups Indigenous communities
Media and Materials	Collection of articles, press releases, media materials related to the project and	More visibility for the project	Scientific community/higher education Media

	its activities		Business sector General Environmental groups Indigenous communities General public
Cluster	These are the projects we cluster with because of synergies in the research/innovation activities and integrated activities in the scientific community.	Learn about how we are connected to the Blue-Growth and Arctic ecosystem of networks, initiatives and projects	Scientific audience
Events	Blue-Action scientists are regularly attending events for connecting to other networks and communities. This is a list of the events we have been organising or attending in the past months.	Track our dissemination activity	Scientific community/higher education Media Business sector General Environmental groups Indigenous communities
Jobs	Vacancies of the partners	Work for us or one of our partners	Scientific community/higher education
Contacts	Contact details of the coordination and project office	Get in touch with the relevant people if interested in the project activities and results	Scientific community/higher education Media Business sector General Environmental groups Indigenous communities'
Intranet	Provides a link to the redmine (intranet) of the project	Increase interaction and communication between colleagues in the project	Partners only

Layout

The current layout is based on a template provided by the partner Max Planck Institute of Meteorology (MPI-M).

The partner MPI-M is planning an upgrade of the template we are currently using for the website, this means that in March the layout might be upgraded. Section should remain unchanged.

Editing of the pages

Editing is done with a web-based tool made available by the partner MPI-M. The tool is TYPO3. Web access for the backoffice editing is granted to the project office at DMI and to the WP8 leader.

Main results achieved

Website is up and running and continuously updated.

Progress beyond the state of the art

Not applicable.

Impact

How has this work contributed to the expected impacts of Blue-Action?

The website is up and running. This is a window allowing the world to get to know the project, its plans, results and to get in touch with the scientists involved.

With the information on the website, we can distribute information to all the target audiences, to make sure that the following expected impacts can be achieved in the project

- Improve capacity to predict the weather and climate of the Northern Hemisphere, and make it possible to better forecast of extreme weather phenomena
- Improve the capacity to respond to the impact of climatic change on the environment and human activities in the Arctic, both in the short and longer term
- Improve the capacity of climate models to represent Arctic warming and its impact on regional and global atmospheric and oceanic circulation
- Improve the uptake of measurements from satellites by making use of new Earth observation assets
- Lead to optimised observation systems for various modelling applications
- Contribute to a robust and reliable forecasting framework that can help meteorological and climate services to deliver better predictions, including at sub-seasonal and seasonal time scales
- Contribute to the Year of Polar Prediction (YOPP) and IPCC scientific assessments, and to the Copernicus Climate Change (C3S) services
- Improve the professional skills and competences for those working and being trained to work within this subject area

Impacts on the business sector

With the information on the website, we will make sure that the target audiences get relevant information for the achievement of the following expected impacts:

- Improve stakeholders' capacity to adapt to climate change
- Contribute to better servicing the economic sectors that rely on improved forecasting capacity (e.g. shipping, mining)
- Improving innovation capacity and the integration of new knowledge
- Strengthening the competitiveness and growth of companies by developing innovations meeting the needs of European and global markets; and, where relevant, by delivering such innovations to the markets

Lessons learned and Links built

- The website is a living tool for the project. It is the basic tool for providing information about the project and its results to large audiences. It is for us strategic that the information presented there stays up to date.
- Interaction between the Twitter account [@BG10Blueaction](#) and the website has been implemented. Documents and events are published on the website (backbone), but news on their publication and launch are advertised on Twitter in order to reach broader audiences.
- Interaction with deliverable D8.2 Intranet for internal communication, due in month 3. The access to the intranet is provided through the website.
- Basic description of the website and the audiences to be reached with this tool: See the D8.1 Communication and Dissemination plan: Matrix update and D8.4 Communication and Dissemination plan due in month 3 and 6 respectively.
- Under the section “Events” we are providing information related to relevant meetings of modelling community focussing on Arctic, and on Blue-Growth events, and on topics related to the project.
- The section related to the “Cluster” will be expanded with data related to the WP6 activities and actors connected to Blue-Action.

Contribution to the top level objectives of Blue-Action

The website, as a tool, is supporting the project in getting visibility and getting mixed audiences in learning about its goals and plans.

In particular, the website will be a tool for achieving **Objective 8 “Transferring knowledge to a wide range of interested key stakeholders”**. This will be achieved by providing contents for mixed audiences.

References (Bibliography)

- EU Project Websites – Best Practice Guidelines https://ec.europa.eu/research/.../pdf/project_website_guidelines_en.pdf
- European Commission, “Communicating EU Research and Innovation, A guidance for project participants, Version 1.0”, EU Publications Office, Luxembourg, 2014
- Directorate-General for Research and Innovation European Commission, PowerPoint presentation on “Communicating Horizon 2020 projects” Alexandra Ruete, 2015
- European IPR Helpdesk, PowerPoint presentation on “Managing H2020 projects to maximise impact and innovation”, Dr. Eugene Sweeney, 8 July 2015

Dissemination and exploitation of Blue-Action results

Dissemination activities

The website has been used since the preparation of the kickoff of the project, but no specific dissemination activity was planned for its launch.

Peer reviewed articles

Not applicable for this deliverable.

Other publications

Not applicable for this deliverable.

Uptake by the targeted audiences

As indicated in the Description of the Action, the audience for this deliverable is accessible to the following audiences:

X	The general public (PU)
X	The project partners, including the Commission services (PP)

This is how we are going to ensure the uptake of the deliverables by the targeted audiences:

- Indication of the website is provided in all materials created by the project.
- Tweets will refer to materials published on the website.

Intellectual property rights resulting from this deliverable

Not applicable.