

Website

D7.3

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1. Introduction

A website was developed for the CLEVER Cities project as part of Task 7.2, Work Package 7 ‘Sharing the CLEVER Cities story’. The CLEVER Cities website will be the first point of contact between the CLEVER Cities project and the majority of its target audiences. The image and text style for the website follow the CLEVER Cities communication strategy, which identifies citizens and staff working in local governments as primary target groups. Accordingly the visual identity, web design and user journey decided for the CLEVER Cities website aims to appeal to a broad audience including the general public, policymakers, businesses, researchers and most importantly, residents of the CLEVER Action Labs.

The CLEVER Cities website was developed in-house by ICLEI Europe and content editing will be carried out by ICLEI Europe, collecting input and content from project partners and keeping the above target groups in mind. The website will continue to be online for a minimum of three years following the end of the project.

2. Homepage

The website homepage includes a slider with links to pages for each of the project's Front-runner cities. Below this slider is a map with links to all of the Front-runner cities and Fellow cities. This homepage includes the latest news item and the two next upcoming events. Fields at the bottom of the page link to pages for each of the Front-runner cities, About the project, Partners and News.

As static content, each page includes a newsletter signup form, which expands to include privacy information when clicked, links to legal and data protection information, the coordinator's contact information, a sitemap, social media links to the project's Twitter, Facebook, InDesign, YouTube, Flickr, Instagram and Researchgate.

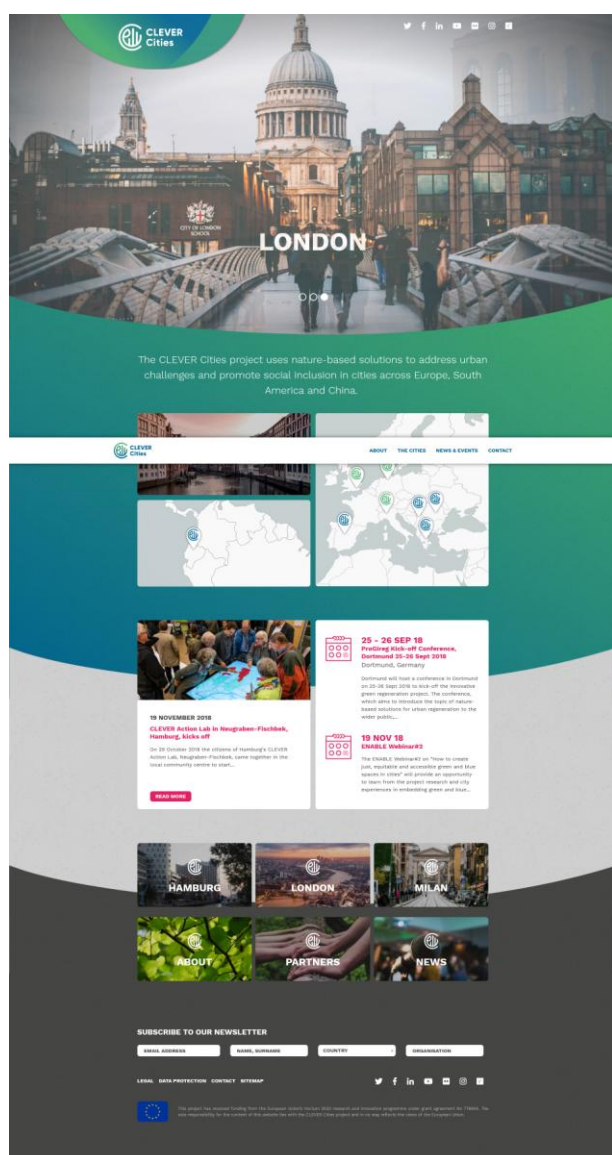


Image 1: CLEVER Cities homepage

3. About

3.1. The project

The 'About' section clarifies for target groups the project's objectives, main topics, approaches, aims and the role of the CLEVER Action Labs.

The first sub-page under 'About' includes the following information:

- CLEVER Cities packages
- CLEVER Action Labs
- Replication
- Sharing and Learning
- Nature-based solutions
- Project aims

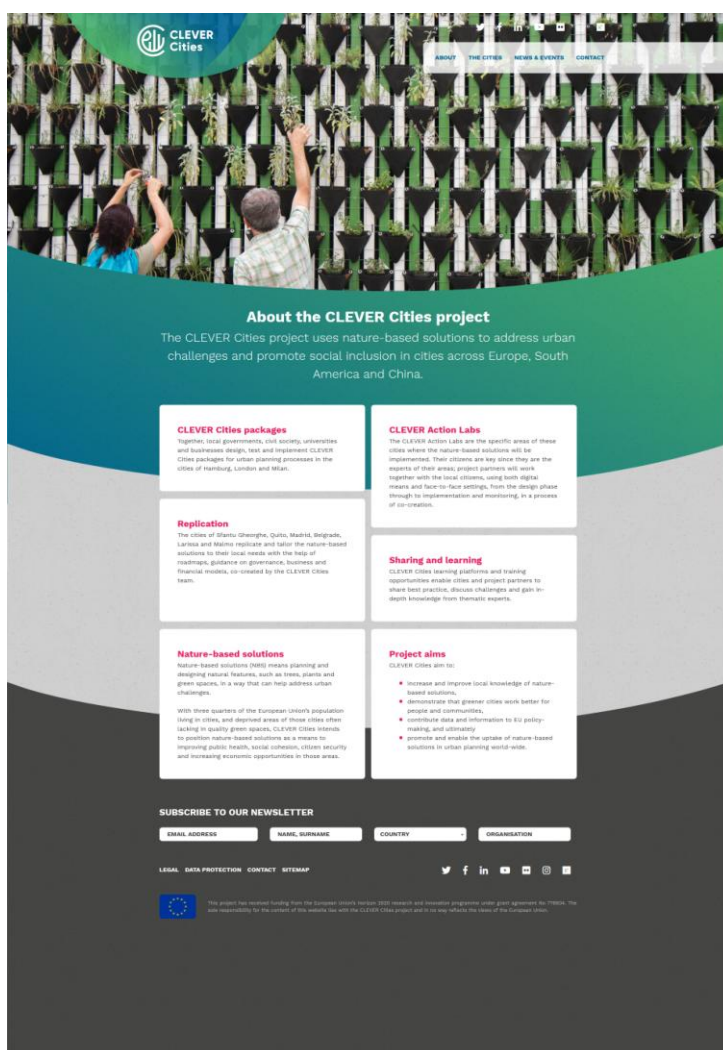


Image 2: About the Project

3.2. The partners

'The partners' sub-page displays a table of all of the project partner's logos and links to the relevant institutions' websites.

Freie und Hansestadt Hamburg	Greater London Authority	Comune di Milano
Grad Beograd	Dimos Lariseon	Ayuntamiento de Madrid
Malmö Stad	Municipiul Sfântu Gheorghe	Fondo Ambiental
Società Cooperativa Sociale Eliante Onlus	Fondazione Politecnico di Milano	Groundwork London
STEG Stadterneuerungs-und Stadtentwicklungs-gesellschaft Hamburg mbH	WWF Italia	Centre for Experiments in Urban Studies
Agenția pentru Protecția Mediului Covasna	The Young foundation	Peabody Trust
Rete Ferroviaria Italiana	Social Finance Limited	Yepez Salmon Asociados S.A.
Green4Cities GmbH	HafenCity University Hamburg	Hamburgisches WeltWirtschafts Institut
Technische Universität Hamburg	Ecologic Institute gemeinnützige GmbH	Fundacion Tecnalia Research & Innovation
Universitätsklinikum Essen	European Business and Innovation Centre Network	ICLEI - Local Governments for Sustainability European Secretariat
ICLEI - Local Governments for Sustainability World Secretariat	Ambiente Italia	Umweltbundesamt Gesellschaft mit beschränkter Haftung
	Xi'an Jiaotong University	

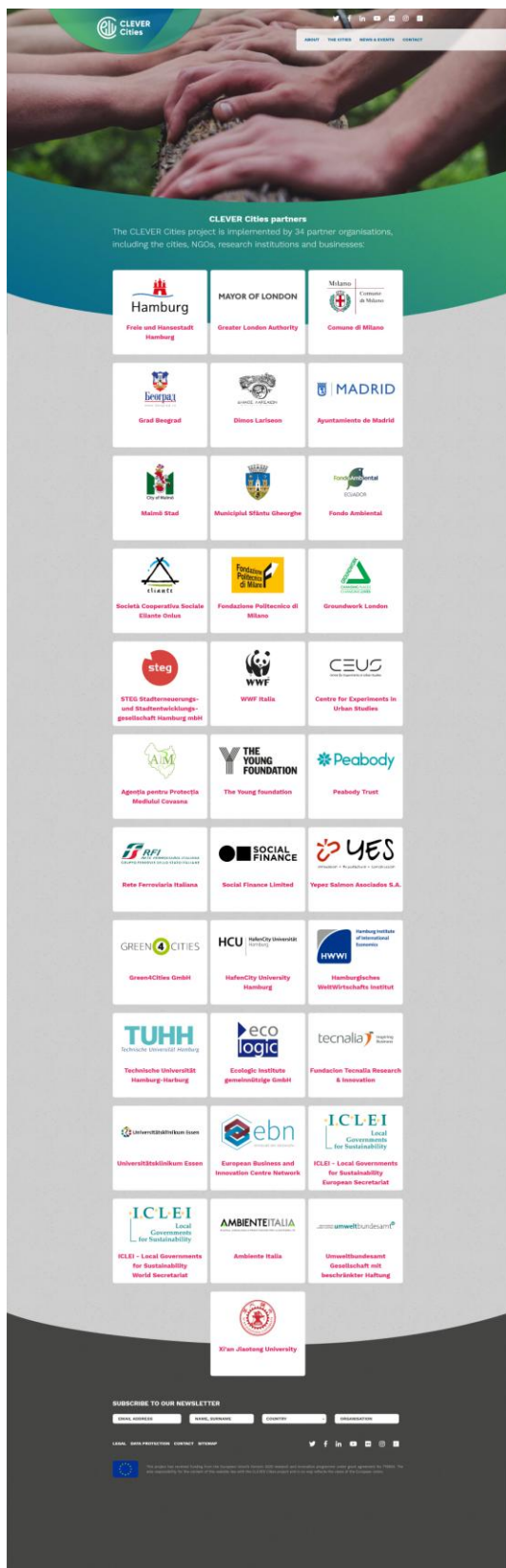


Image 3: Partners

4. The Cities

Under the 'The Cities' menu item is a sub-page devoted to each of the project partner cities. This section is developed in close collaboration with the city representatives and will be regularly updated as the project progresses. Future development of this section will include updated information on ongoing activities in the CLEVER Action Labs. This section aims to provide information to the audiences of those familiar with the cities, who may be interested in future developments planned for their cities, and citizens and representatives of other cities, who may wish to find out more about their peers around Europe.

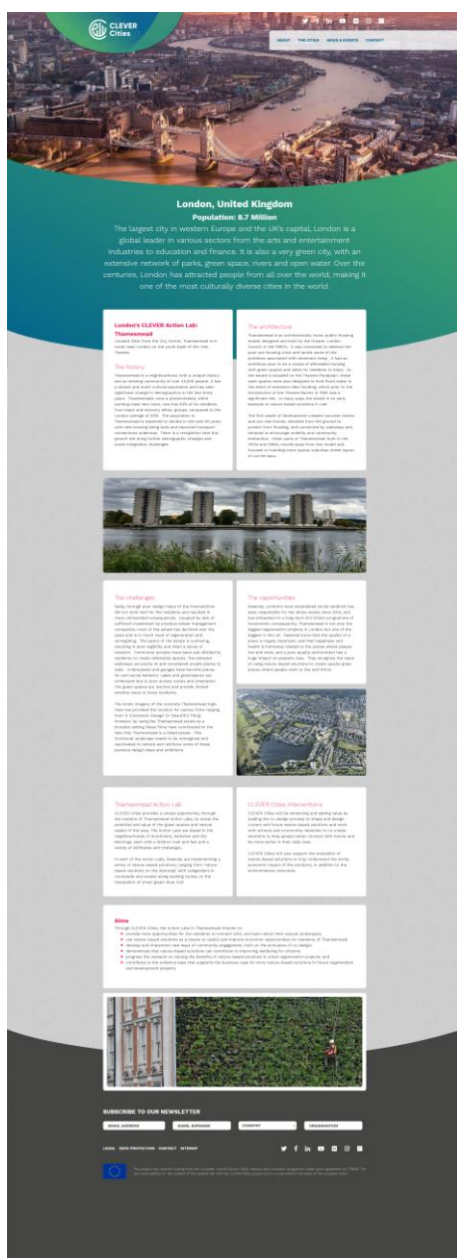


Image 4: London city page

5. News

The 'News' section includes latest news and press releases from the project. Future development of the website will include archives of the project newsletter in this section. Users may search this section by keyword or filter news items by date. This functionality will become more relevant as more news items are added and only the more recent news items are displayed.

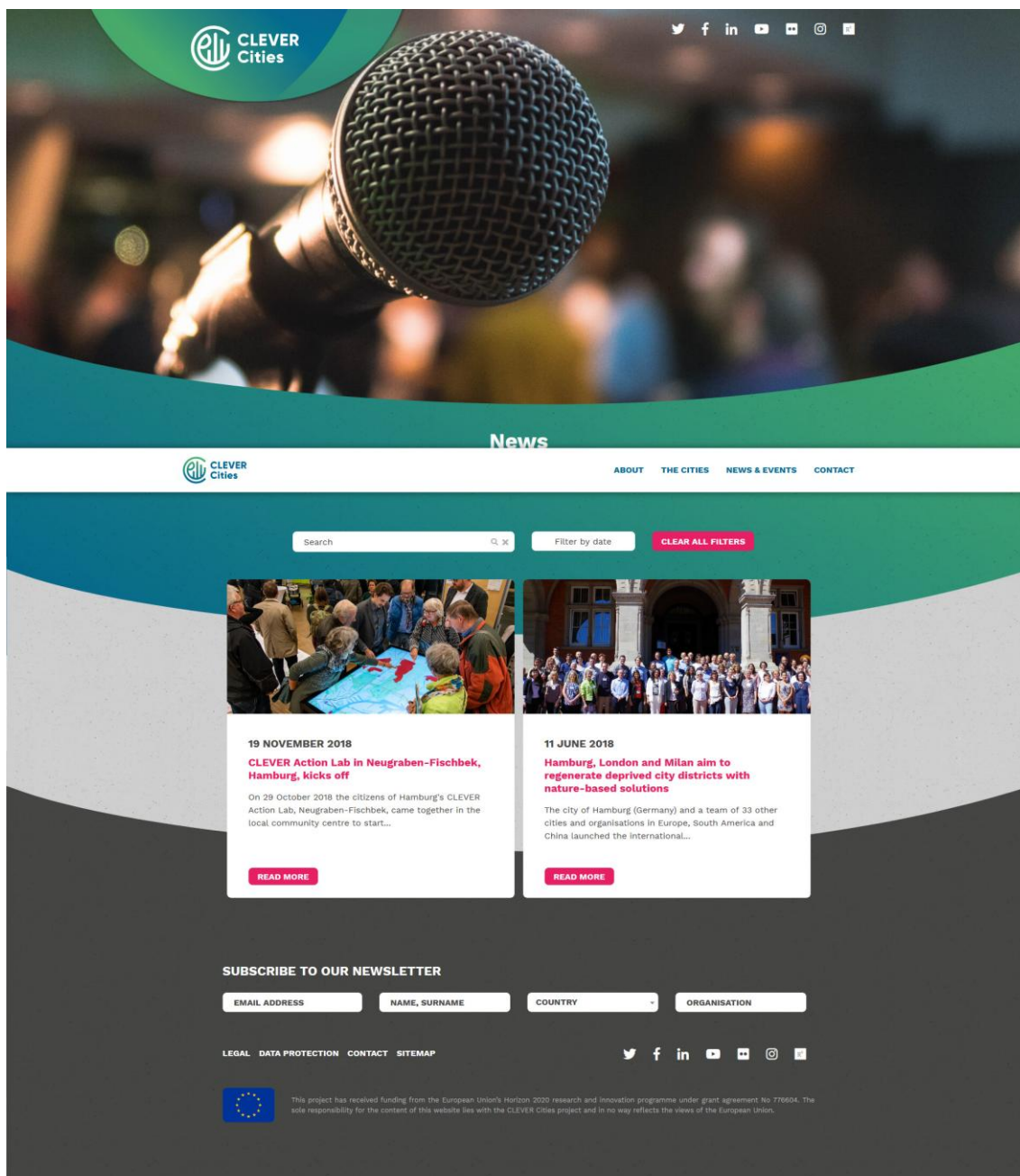


Image 5: News overview page

5.1. Individual news pages

Each news item is hosted on a dedicated page. Where news listings are linked to from the CLEVER Cities social media accounts, these pages will provide a direct link.

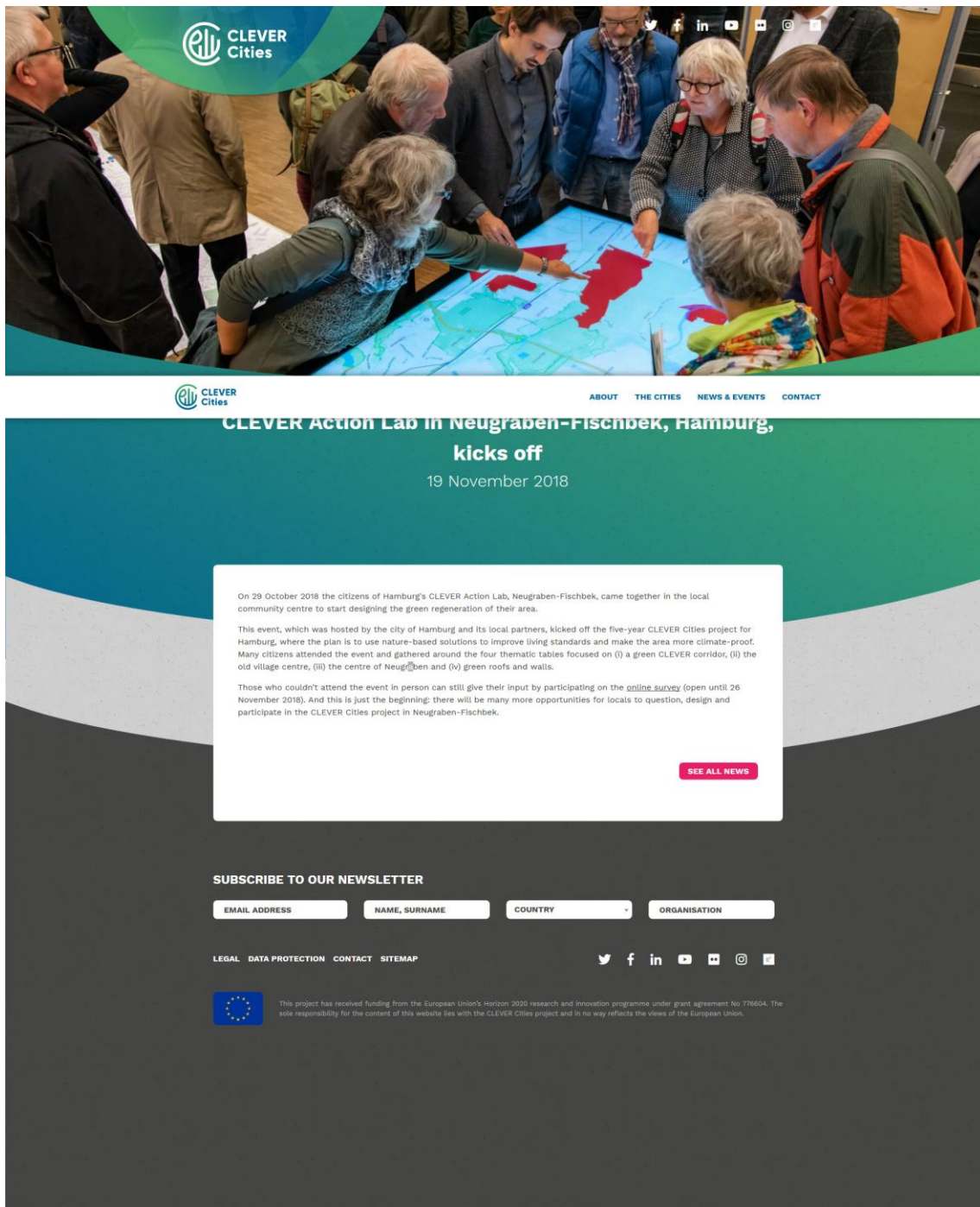


Image 6: Individual news item listing page

6. Events

Those events are listed in the 'Events' section that are organised by the CLEVER Cities project or where the CLEVER Cities project will be represented and disseminated. Users may search this section by keyword or filter news items by date. This functionality will become more relevant as more event listings are added and only the more recent listings are displayed.

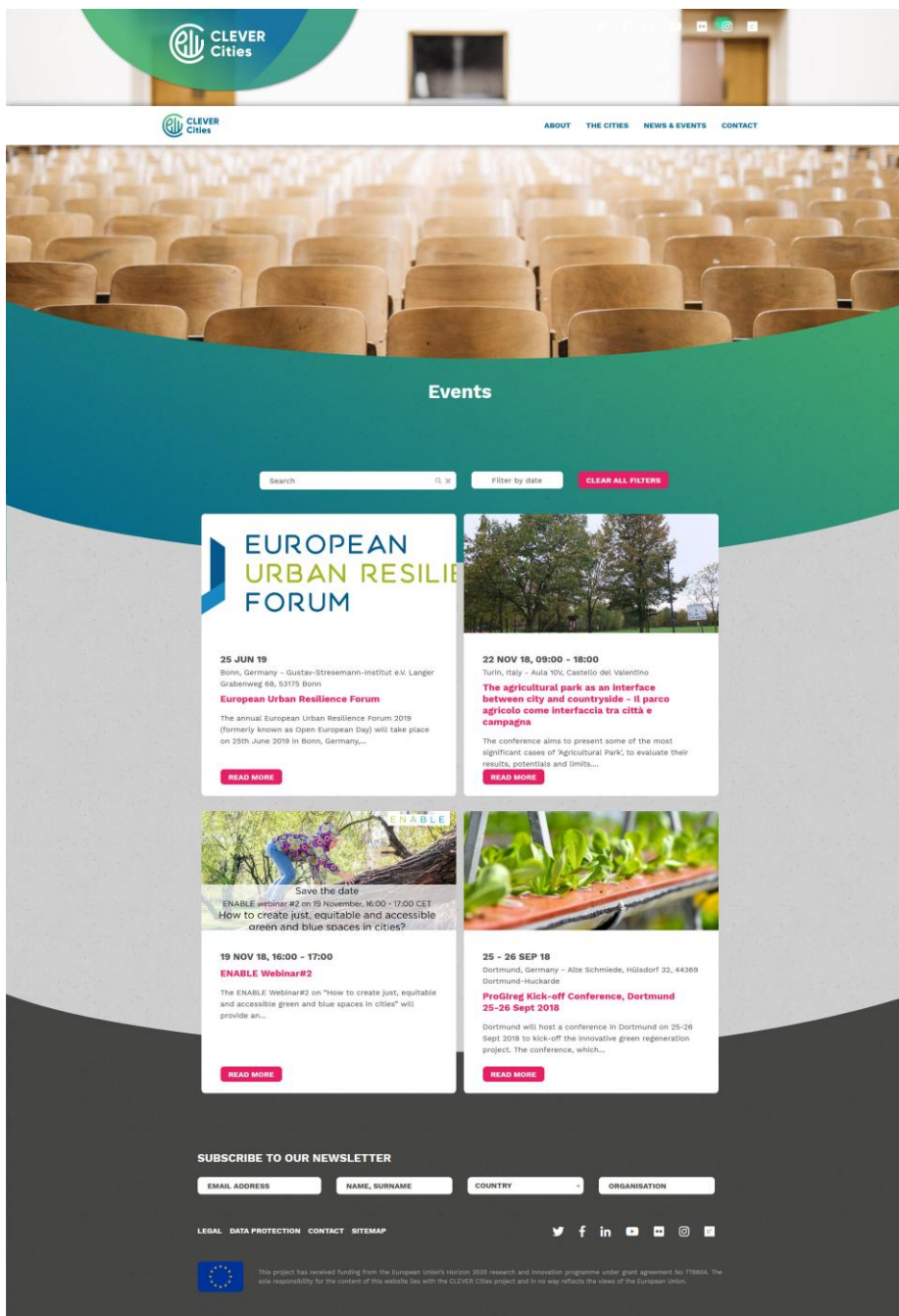


Image 7: Events overview page

6.1. Individual event listings

Each event listing is hosted on a dedicated page. Where event listings are linked to from the CLEVER Cities social media accounts, these pages will provide a direct link.

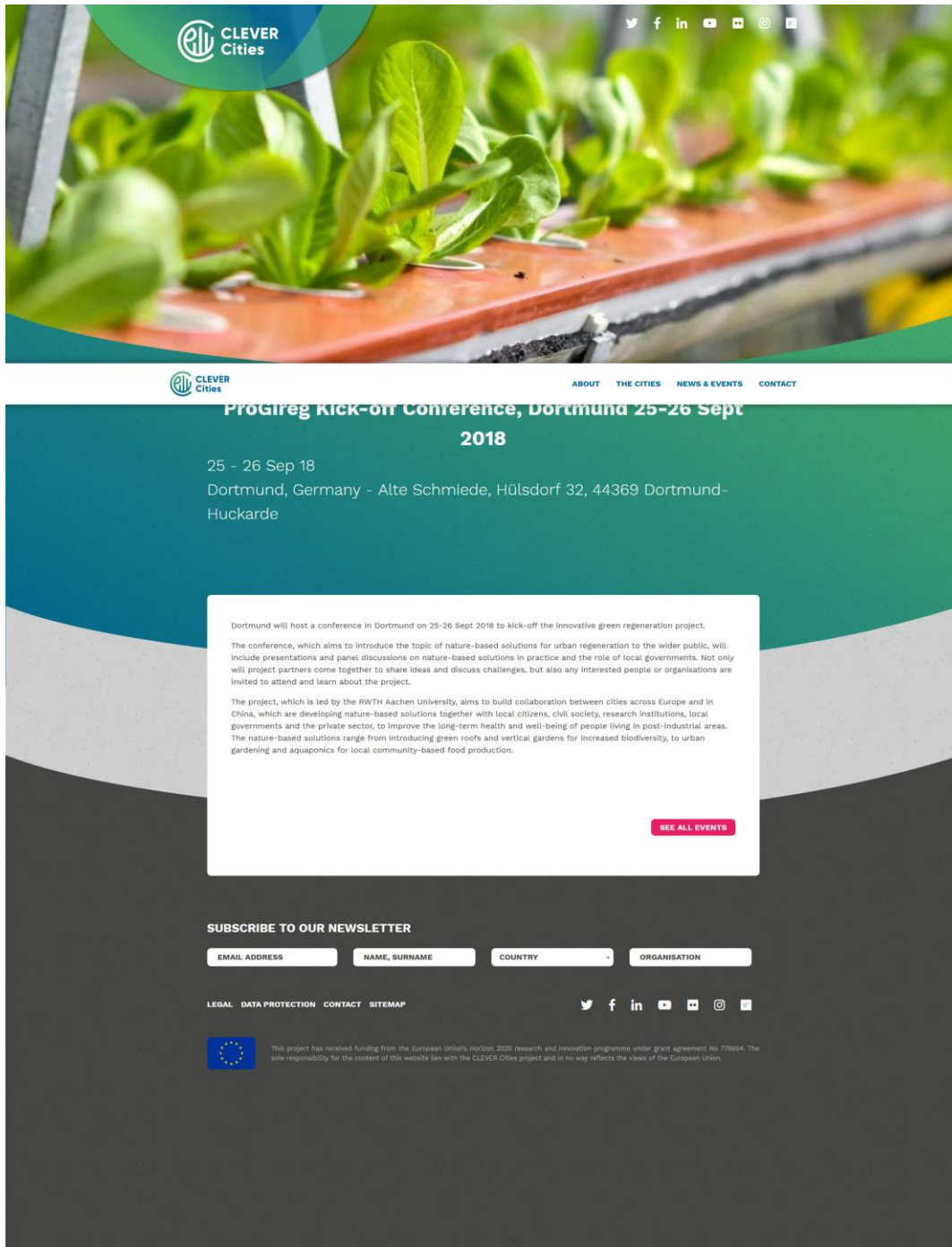


Image 8: Individual event listing page

7. Contact

The city of Hamburg as project coordinator is the primary project contact.

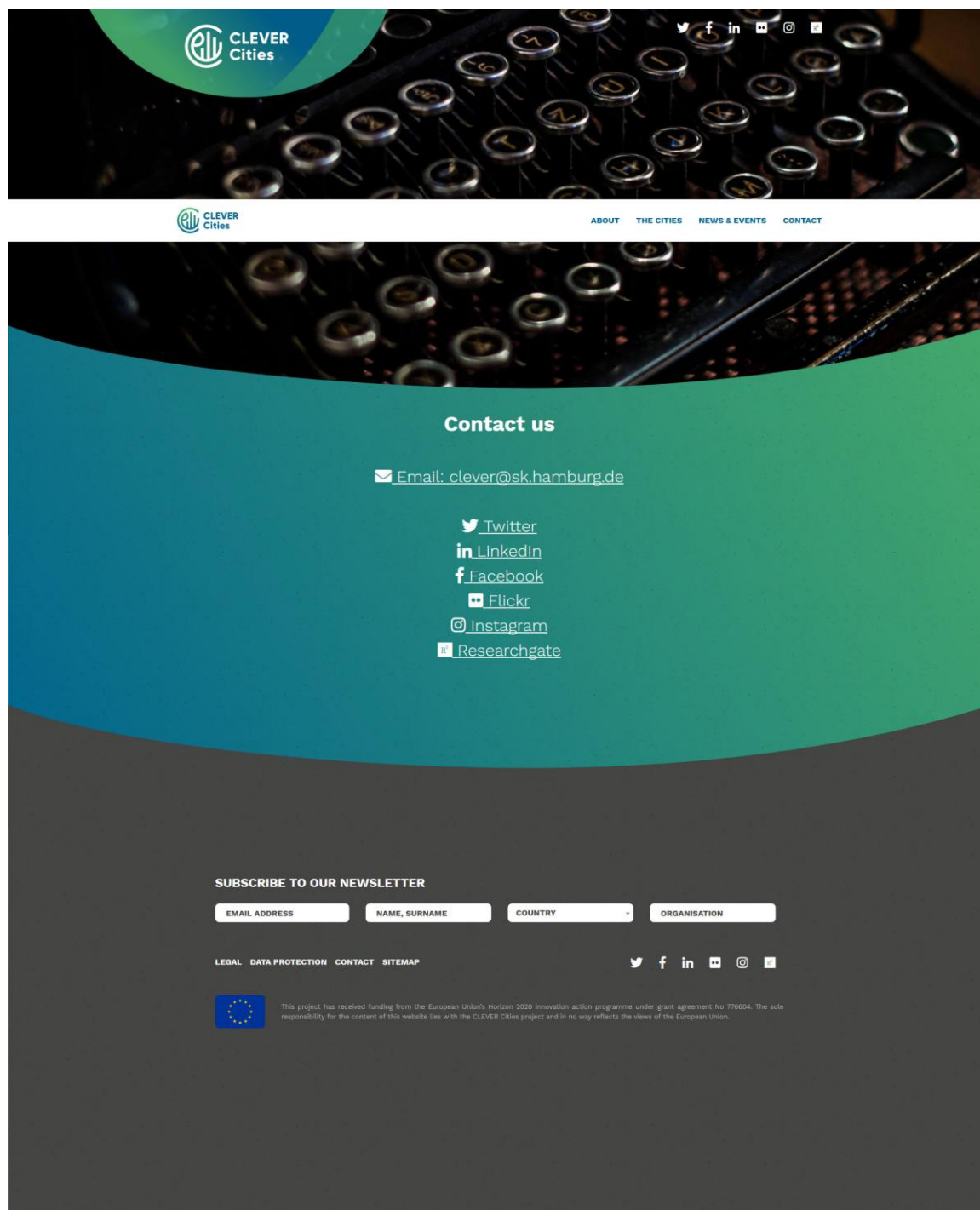


Image 9: Contact

8. Future development

The website will be updated with regular new content for the city pages, with information on nature-based solutions, updates from the CLEVER Action Labs, latest news and upcoming events, which will keep the website updated with regular original content. Parts of the website will be translated following further agreements with city partners. An addition 'Resources' section will be added, where project reports, deliverables, links to relevant projects and multimedia can be found.

9. Evaluation

9.1. User experience

As part of the revision of the CLEVER Cities communication strategy, a user experience analysis will be carried out of the CLEVER Cities website to evaluate needs for further development.

9.2. Statistics

The following statistical information will be provided as part of periodic reporting:

1. Unique visitors
2. Number of visits
3. Pages
4. Hits
5. Bandwidth
6. Countries
7. Visit duration
8. Downloads
9. Search Keyphrases (Top 25)
10. Search Keywords (Top 25)