



ProBleu

Promoting ocean and water literacy in school communities

Call HORIZON-MISS-2022-OCEAN-01

Deliverable D6.2 – Project Website

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Preface

This document is a deliverable for the ProBleu project, funded under the European Union's Horizon Europe Research and Innovation Action under grant agreement No.101113001.

This document presents the ProBleu website as a key tool in the project's communication and dissemination activities.

Summary

Worldwide, progress in reaching good environmental status in inland and marine waters is slow. The needed generational change in the role of society in actively looking after the health of water resources can be achieved through the expansion of ocean and water literacy in schools. The Network of European Blue Schools, established under the EU4Ocean Coalition for Ocean Literacy, has improved ocean and water literacy - as of May 2022, 150 schools and teachers committed to bringing the ocean into classrooms - however, this Network needs to grow and be supported. ProBleu will expand and support the Network of European Blue Schools, attracting a wide diversity of new members, improving ocean and water literacy across school communities, and contributing to the Sustainable Development Goals (SDGs), in particular, to protect marine and freshwater ecosystems and biodiversity, and to prevent and eliminate pollution.

The objectives of work package 6 (**WP6**) **Dissemination, exploitation and communication** are to effectively communicate and disseminate the project activities and results through the consortium's networks to a broad and diverse audience. Within the first three months, a project website, visual identity guide (including logo, fonts, and visual elements), corporate PowerPoint and Zoom, Deliverable templates and dedicated social media channels were developed. These outputs will create a coherent and appealing visual project identity, engage the public, and host project results. The website, social media and all templates are centred around the visual identity guide, which provides a detailed description of fonts, colours and logo use.

1. ProBleu project website vs ProBleu catalogue of teaching aids

CSIC will create and manage the project website (<https://probleu.school>). As a main communication tool and a portal for all ProBleu-derived results, the project website will ensure the completion of the following objectives:

- General dissemination of project goals, structure and results;
- Community link with other EU Horizon projects and stakeholders;
- Raise awareness of the European Blue School Network
- Re-direct traffic to the associated Probleu website with educational resources and funding calls.

In addition to the ProBleu project website created by CSIC, the consortium will create a complementary ProBleu catalogue of teaching aids. It will be an open online platform hosting all resources generated in the context of ProBleu (**D6.1 PEDCR**):

- **Recommendations, guidance and best-practice materials** for becoming part of the Network of European Blue Schools and gaining the related accreditation.
- **An open repository with the full content of all the projects developed in the context of ProBleu** and the publicly available content of all the Network of European Blue Schools projects.
- **A catalogue** of practical teaching aids, virtual ocean-research journeys and associated guidance, which can be used to develop school projects.
- **Resources for increasing knowledge** (ocean and water literacy among children and youth, teachers and schools) **and improving perceptions** (understanding of the value of ocean and waters and sense of stewardship among the youth and teachers) related to the environment.

The materials hosted on the online ProBleu catalogue of teaching aids will be created in different languages to engage local communities and stakeholders. To redirect traffic to the ProBleu catalogue of teaching aids, the Probleu project website will feature several Calls to Action (CTAs) linked to different sections of the ProBleu catalogue of teaching aids. The virtual location of the ProBleu catalogue of teaching aids remains to be decided when submitting this deliverable.

2. Project website structure

A preliminary website (<https://probleu.school>) was launched in August 2023; the full website will be launched by October 2023.



Figure 1. Snapshot of the preliminary website launched in August 2023.

The preliminary website contains basic information about the project, including information about the aim of the project and the consortium, a link to subscribe to the ProBleu newsletter and links to follow ProBleu's social media channels.

The ProBleu project website structure to be launched in October 2023 will consist of:

- Home
- About
 - Project
 - Partners
 - Deliverables & Publications
- Calls & Teaching Aids
 - Calls
 - Catalogue of teaching aids

- News & Media
 - News
 - Media centre

2.1 Home

The Home page will be bright and open, featuring a short description of the ProBleu project, mission and goals. Also, the Home will have a visible Call to Action (CTA) section linked to the ProBleu Catalogue of teaching aids and funding calls.

The Home page will also contain information regarding how to contact the ProBleu project, the ProBleu social media accounts and a link to subscribe to the ProBleu Newsletter.

2.2 About

The “Project” page will feature background information regarding the project, its goals and additional related information, such as what it means to be a Blue School or the Open Schooling Methodology. In addition, it will feature a link to the complementary ProBleu Catalogue of teaching aids.

The “Partners” page will be an interactive map with the headquarters of the consortium partners, as well as a short description of each partner, their role in the project, and a link to their website.

The “Deliverables & Publications” page will be an open repository for public project documents, publications, deliverables and outputs, and relevant scientific literature.

2.3 Calls & Teaching Aids

The “Calls” page will contain general information about the upcoming ProBleu funding calls.

The “Catalogue of teaching aids” page will summarise the content of the ProBleu Toolbox with links to key sections.

2.4 News & Media

The “News” section will be a place for all news related to ProBleu, such as new project developments or outputs, participation in events, open calls, etc. The news section will try to ensure gender equality by giving an equal voice in the articles published. Also, throughout the project, each partner will be responsible for publishing at least one piece of news on the ProBleu website.

The “Media Center” page will host ProBleu promotional materials, videos and other media outputs.

3. Project website monitoring

To improve and optimise the website content and monitor the website performance, CSIC has defined a series of key website metrics. The metrics will be tracked using the GDPR compliance online analytics tool Matomo:

- Number of website visitors,
- Average Bounce Rate,
- Engaged time spent on the web,
- Calls conversion rate (=Number of clicks to the Call info/number of final expressions of interest),
- Call conversion generated by channel (conversion generated from each channel, such as social media or organic),
- Teaching catalogue conversion rate (=Number of clicks to the Catalogue info/number of total visits to the project Website),
- Teaching catalogue conversion generated by channel (conversion generated from each channel, such as social media or organic),
- General Traffic sources,
- Average session duration,
- New vs repeat visitors,
- Number of forms sent to subscribe to the newsletters,
- Top most read news,
- Audience location.