



WP7

Deliverable No.: 7.2 100KTREES web site and web presence



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List of Acronyms

EC	European Commission
EU	European Union
C&D	Communication and Dissemination
WP	Work Package
KPI	Key Performance Indicator
GDPR	General Data Protection Regulation

Executive Summary

The website is one of the first activity carried out by 100KTREEs together with social media, and their aim is to support the web presence of the project and the presentation of progress and results.

Deliverable 7.2 issued in month 3 (February 2023) introduces the web site and the plans for 100KTREEs web presence. In this deliverable it is introduced the web site, social media channels and blog. The KPIs to monitor their impact as well as the methodology for their quantification are included into Deliverable 7.1 "Communication and Dissemination Strategy and Plan" and will be assessed on regular basis by exploiting the Google Analytics tool and social media tools.

1. Introduction

The 100KTREEs project website, available at <https://www.100ktrees.eu/>, is the key entry point where stakeholders and interested users can be directed to find information related to the project. During the project, it will be a major communication channel for disseminating information and engaging stakeholders.

The 100KTREEs consortium is strongly motivated to provide tangible results that will be of major importance and interest for decision makers, analysts and operational teams from both political and private sectors. This content as well as media materials, articles, news stories, multimedia products, relevant resources, events, and other project outputs will be communicated through the project website.

The 100KTREEs website was issued in the third project month (February 2023). Social media accounts were setup during month 2 and 3 and at the time of writing this short report are fully operational and supporting the web presence of the project.

Web site and social media channels implementation is hence a living and continuous task which will be carried out along all the project and beyond (web site will be maintained at least 2 years after the project end).

1. Project website

At the end of November 2022, the 100ktrees.eu domain was registered by GISIG. During December and January 2023 and under the Task 7.2 (lead by GISIG) the works to design and structure the entire web site started, and a standard 100KTREEs visual identity (logo, palette of colours, font style, etc.) was adopted in all published material and web channels (100KTREEs Brand Guide).

The website, which is a living product and will be continuously updated, was implemented by GISIG as one of the first project activities, with the support of the Coordinator and of all the project partners, that provided feedback for improvement.

It is expected that the website, which currently has a purely informative nature, will be transformed as the project progresses into a showcase of products and experiences and that it will serve as the main point of promotion of the project results.



Figure 1: 100KTREES website Home Page

The **Home Page** introduces the main project outcomes and priorities addressed by the project. It contains key information related to the 100KTREES project. A bold message is shown highlighting the project main topic and aimed at attracting users. Main key messages are used to focus on project products, benefits and expected impacts.

An important aspect of the Home page is to promote engagement with our visitors so different subsections are featured inviting the users to contact us, directly participate and learn more about the project.

As required to all EU projects web site, the EC funding is properly acknowledged.

From the Home Page, there is also the possibility by users to register to the 100KTREES mailing list for the forthcoming Newsletters.

The Home Page menus and links redirects the visitor to the rest of the webpage sections. The website has been structured around two main project outcomes, namely the “**100KTREES Toolbox**” and the “**Network of Cities**”

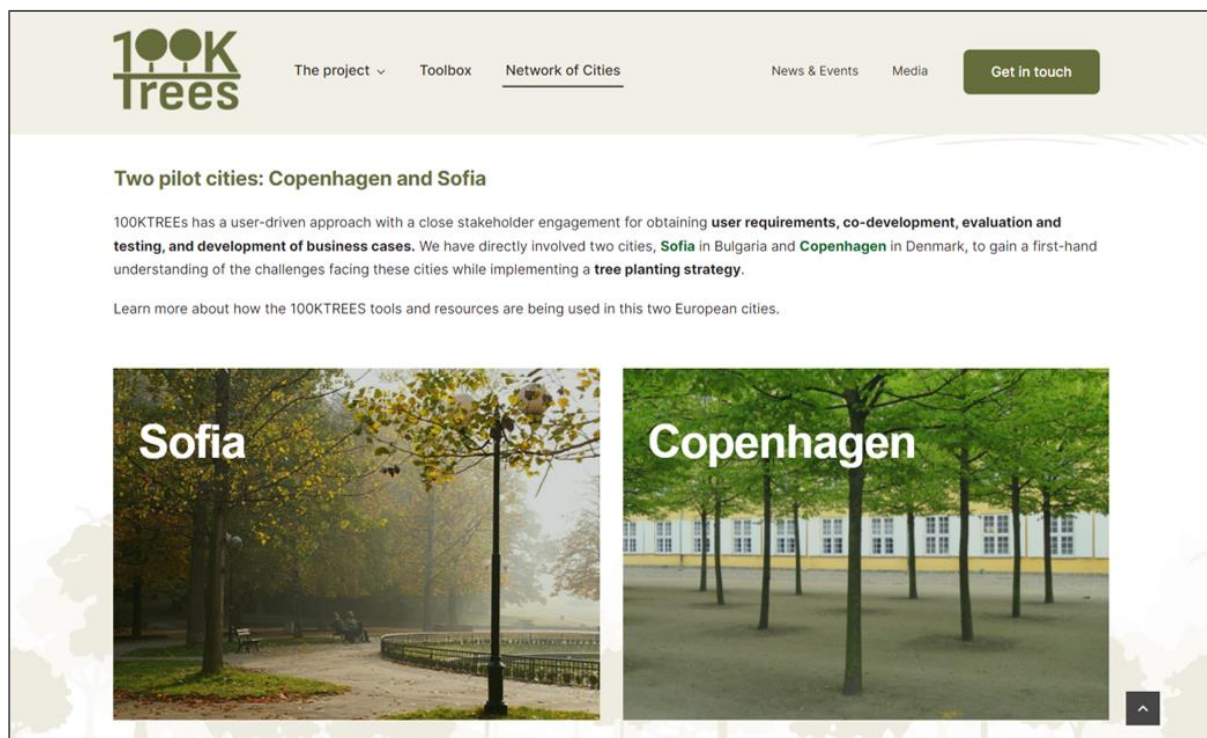


Figure 2: Website section dedicated to the network of cities

In the **Network of Cities** page a standard description of each pilot city is provided, containing problems of the area, interventions, and pictures. During the project, this page will be updated with relevant information regarding the use of the project tools and resources in this cities.

A key section of the website in the future will be the **100KTREES Toolbox** dedicated page. It is expected to offer in this page all necessary information to the visitor regarding the use, impact and possibility to reuse of this tool. In this sense, the website will be an important instrument to guarantee the future exploitation of the results of the project.

In our **News and events** page users can find all the information on recent publications, participations in events, updates on pilot cities, etc.

Other sections include the **Media** page. In this page our visitors will find and download all the publications and communication material of the project: newsletters, brochures, posters, scientific articles, press releases etc. Finally, the website also provides clear general information on the objectives of the project and the composition of the Consortium.

It is important to note that the website and other dissemination products (such as the newsletter) will use the personal data of our users in full compliance with the Privacy Code and the GDPR. In this sense, the website offers a page dedicated to the Privacy and Cookie policy.

Regarding website monitoring, the Google Analytics tools has been setup and will be used to track and analyze the traffic to the 100KTREES website. This will give insights on how many and how users find and use this resource. Growth in traffic over time on the website is a good indicator of engagement and

conversion and time spent on the website will define how engaging content developed under 100KTREES is. Returning visitors can also be monitored to assess the quality of our content.

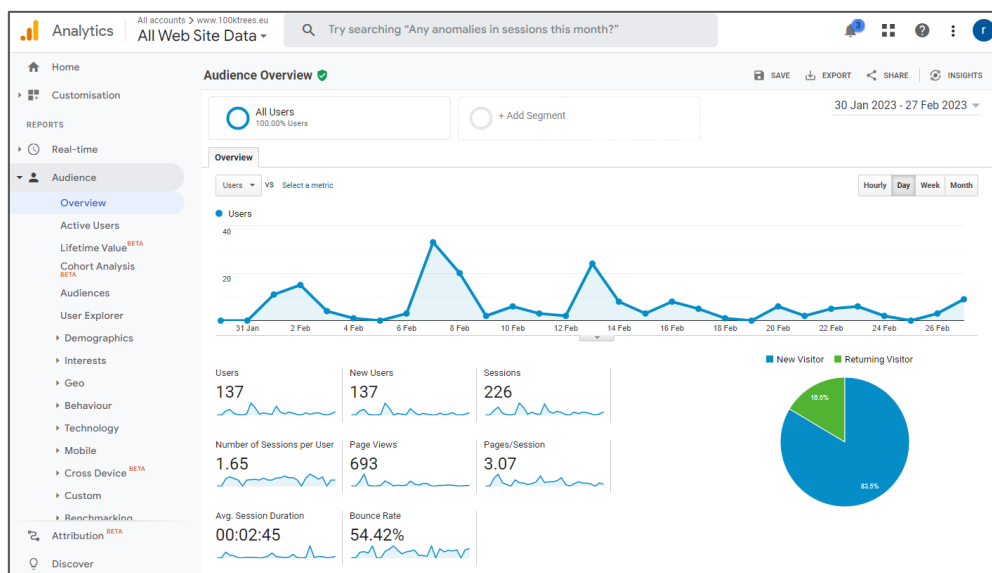


Figure 1: Google Analytics data for 100KTREES website

The website statistics are continuously monitored through the most common indicators, to control increment of users (particularly new ones) and access to sessions.

2. Social media

Social media channels are considered a fundamental support to 100KTREES project communication and the creation of a community of users and stakeholders, as well as a direct way to provide news, information and key messages and to attract users and target audience to the project web site.

Social media are used to contribute to knowledge sharing, advertise events, share project results and increase project awareness for both a professional and a more generic audience, depending on the platform used. The social media channels used for 100KTREES, regularly updated and managed by GISIG with input by project partners, are the following:



Facebook

<https://www.facebook.com/people/100KTrees-Project/100089080653099/>

The Facebook page will be mostly used to share info and updates about the project as new scientific publications, events, articles, etc. Sometimes, other contents related to the world of urban tree planting and Nature-Based Solutions will be shared. There is not precise timetable for publication, because it highly depends on when the partners inform us of their updates and achievements.



https://twitter.com/100KTREES_EU
@100KTREES_EU

The contents shared in the Facebook page are also published in the Twitter page, adapting the message to the platform. In addition, contents prepared by other users (but relevant to the world of urban tree planting) are also “retweeted” in our page, with the aim of rising awareness and educating our audience.



<https://www.linkedin.com/company/100ktrees-project>

Differently from Facebook and Twitter, the LinkedIn group only gathers professionals from the sector. It is used to share project outcomes and updates as, for example, the publication of a scientific paper or the availability of a project result. Group members are encouraged to share content that is coherent with the project perspective. Since it only hosts content dedicated to this specialized audience, the number of post produced is lower than other social media.



Medium

<https://medium.com/@100ktrees>

A Medium channel (blog) has been registered where articles written by the project members will be shared. Medium will collect all the articles written for the occasion of the newsletters. The 100KTREES newsletter will therefore contain links to these articles.

For any communication related to our project, mention our pages it has been agreed the use one of the following hashtags:

- **#trees**
- **#space**
- **#100ktreesproject**

Finally, it is foreseen the creation of a YouTube channel for the project. The channel will be used to host and promote multimedia materials created during the project by the project partners.