

Horizon 2020

H2020 LC-SPACE-04-EO-2019-2020

Copernicus Evolution – Research for harmonised and
Transitional-water Observation (CERTO)

Project Number: 870349

Deliverable No: D10.2		Work Package: 10	
Date:	30-MAR-2020	Contract delivery due date	31-MAR-2020
Title:	Website		
Lead Partner for Deliverable	FC.ID		
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Dissemination level (PU=public, RE=restricted, CO=confidential)			PU
Report Status (DR = Draft, FI = FINAL)			FI

Acknowledgements

This project has received funding from the European Union's Horizon 2020 research and innovation programme grant agreement N° 870349



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1 Executive Summary

- The CERTO website (<http://www.certo-project.org>) has been registered, created, designed and populated with initial content, and was launched in March 2020.
- The website currently includes:
 - **Homepage:** A broad overview of the project along with news stories, embedded twitter feed, facility to register for updates and links to other pages.
 - **About:** Summary of the issues that the project is addressing, the aims of the project and proposed methods, outputs and products. Links to all project partners websites.
 - **News:** Summary of news stories on the website, with links to fuller information. Embedded twitter feed for up-to-date information
 - **Contact:** Key contacts for the project and facility to register for updates

2 Introduction

The CERTO website is a key tool for facilitating the communication of project information as described in the WP10 Communications Plan (D10.1). The design and development of the website is led by Jonathon White at PML with contributions from PML and FC.ID colleagues, with Vanda Brotas as the work package lead.

The website was launched in March 2020 with initial, core information on the project activities, objectives, partners, news and contact details. The draft version was circulated to all partners and their feedback and responses will inform future development.

The CERTO website is accessible at <http://www.certo-project.org>. The domain will be live until at least five years after the completion of the project (2028).

The website will be developed throughout the project as described below. It will be a repository for project information and resources, as well as a “shop window” for the project and will later include highlights of the research and information on the case studies. It has been designed to be accessible, engaging and informative with bold visual imagery to help engage visitors with the project (Fig. 1).

3 Web site features

3.1 Requirements

- Responsive design – easily viewable on all devices
- Attractive, modern and professional design targeted at a non-academic community
- Intuitive user experience
- Links with social media
- Ability to easily update content

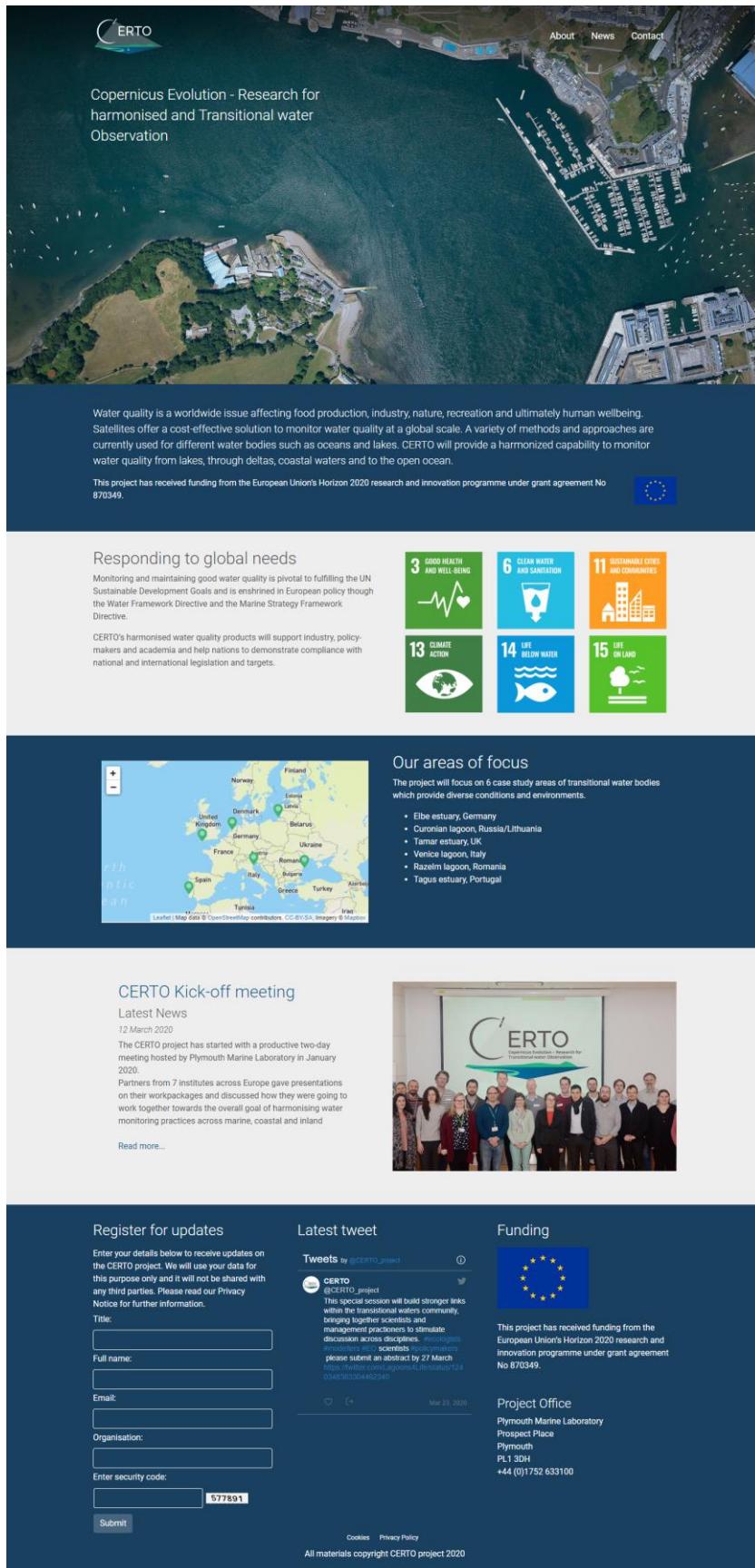


Figure 1. Screenshot of the CERTO website homepage.

3.2 Responsive design

The website uses ‘responsive design’ to ensure that it sustains usability by adapting its layout based on screen size i.e. desktop, tablet, mobiles. This is important due to the popularity of smaller devices.

The website has also been designed in such a way that content can easily be changed or added. New tabs, pages and documents can be easily uploaded allowing the website to evolve and grow with the project.

3.3 Website structure

The CERTO home page is designed to be eye-catching, using project-related imagery and directing people to areas of the website that may be of interest to them. It also includes contact information, funder details, links to social media and the option to sign up for project updates.

The CERTO website will continue to be developed throughout the project and will be updated and enhanced as required. The website structure will focus around five key areas:

- **About:** general project information in an accessible and succinct format (Fig. 2).
 - **Partners:** information on the project partners and their role in the project (in development).
 - **Team:** profile pages for people working on CERTO including a photograph, contact details, place of work and area of expertise (in development).
 - **Work plan:** outline of the main areas of work undertaken through CERTO (in development).
- **News:** short accessible articles highlighting progress from the project (to which all partners will provide input), an embedded twitter feed and links to the newsletter. At the time of writing there was one news story available on the website about the CERTO Kick-Off meeting (Fig. 3). All partners have responsibility for notifying the Communications work package through a central email address (comms.certo@pml.ac.uk) of any potential news stories.
- **Case studies:** details of each of the six case studies, including a map of each area and summary of the science (in development)
- **Resources:** details of publications arising from the project, downloadable graphics, leaflets and other materials produced by the project. This page will also provide signposting to external resources (including partners’ websites), with details of future opportunities and related projects (in development).
- **Contact:** a contact point and opportunity to register for updates in compliance with EU GDPR regulations. It includes a feedback mechanism to encourage individuals to engage with the project, discuss opportunities to get involved or provide comment on our work.

Some of the pages are under development: it is intended that they will be populated by month 6 of the project, with periodic updates throughout the life of the project.



About

Water quality is a key worldwide issue relevant to human consumption, food production, industry, nature and recreation and the European Copernicus programme includes satellite sensors designed to observe water quality, and services to provide data and information to end-users in industry, policy, monitoring agencies and science. However, water quality data production is split across three services, Copernicus Marine, Copernicus Climate Change, and Copernicus Land, with different methods and approaches used and some areas, notably transitional waters, not supported by any service.

The CERTO project (Copernicus Evolution: Research for harmonised Transitional water Observation) aims to address this lack of harmonisation by undertaking research and development necessary to produce harmonised water quality data from each service and extend Copernicus to the large number of stakeholders operating in transitional waters. CERTO will focus on methods to classify waters, using satellite observations, together with the most comprehensive existing *in situ* data sets and additional data gathering within the project. Methods will be improved to remove the atmospheric signal, particularly problematic in near-coastal and transitional waters, as well as to flag waters where the bottom is visible. CERTO will also evaluate optical water quality indicators, as specified by the broad group of end-users engaged in the project from industry, monitoring agencies and science communities. CERTO will investigate cross-cutting Indicators that may be used across coasts, transitional and inland waters including large rivers (monitored through the Water Framework and Marine Strategy Framework Directives). The project will contribute to DANUBIUS the European research infrastructure in River-Sea Systems, and international communities such as Group on Earth Observation (GEO) AquaWatch and Blue Planet, the Lagoons for Life initiative as well as supporting the United National Sustainable Development Goals.

The main output of the project will be a prototype system that can be "plugged into" the existing Copernicus services, or the developing Data and Information Access Services (DIAS), or popular open-source software used widely by the community (SNAP). CERTO will also produce the evidence needed by the "trusted entities" that run the Copernicus services as to the improvements, potential to increase the user community, possible downstream services and wider impact of the prototype.

Project partners

- Plymouth Marine Laboratory, UK
- Brockmann Consult GmbH, Germany
- Associação para a Investigação e Desenvolvimento de Ciências, Portugal
- The University of Stirling, UK
- Institutul National de Cercetare-Dezvoltare Pentru Geologie si Geoecologie Marina GeoEcoMar, Romania
- HYGEOS, France
- Odermatt and Brockmann GmbH, Switzerland
- Consiglio Nazionale delle Ricerche, Italy
- PML Applications Ltd, UK
- Climate-KIC Holding BV, Netherlands

Latest Tweet

Tweets by @CERTO_project

 CERTO
@CERTO_project
This special session will build stronger links
within the transitional waters community.
bringing together scientists and management
practitioners to stimulate discussion across
disciplines. #ecologists #modellers #EO
scientists #policymakers please submit an
abstract by 27 March

Figure 2. Screenshot of the CERTO About page

3.4 Website statistics

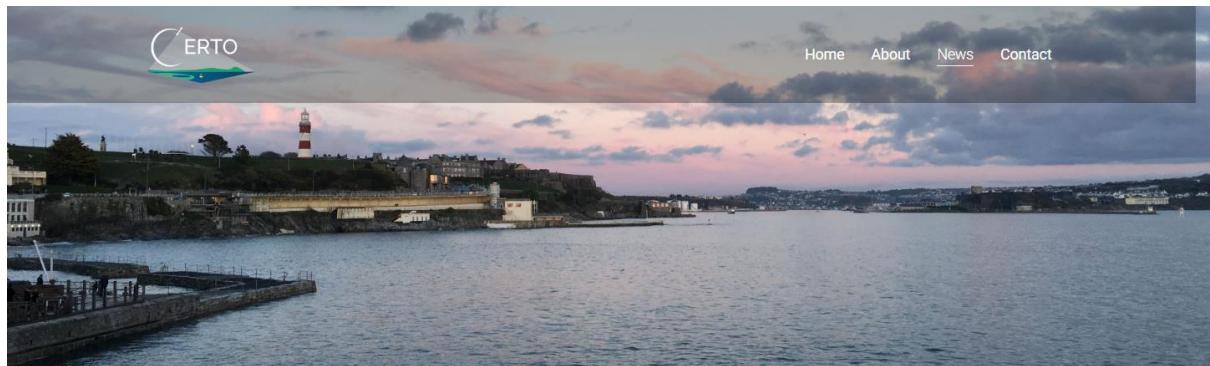
Traffic to the website will be monitored through the use of [Google Analytics](#) to provide insight into the audience and usage of the site. This will be used to inform and guide further development.

3.5 Use of social media

CERTO will make use of social media to tap-in to existing contact networks, create new groups and encourage followers in order to capitalise on these current and active communication channels to keep stakeholders up-to-date.

A CERTO twitter account (@CERTO_project) was established before the kick-off meeting, which gained 50 followers and resulted in 214 engagements during the meeting. The account will continue to keep interested parties informed on developments in the project. Other social media channels may be considered during the project if more appropriate to specific stakeholder groups.

Direct social media feeds are incorporated into several pages of the CERTO website including the footer on the homepage.



News



CERTO Kick-off meeting

12 March 2020

The CERTO project has started with a productive two-day meeting hosted by Plymouth Marine Laboratory in January 2020. Partners from 7 Institutes across Europe gave presentations on their workpackages and discussed how they were going to work together towards the overall goal of harmonising water monitoring practices across marine, coastal and inland

[Read more...](#)

Latest Tweet

Tweets by @CERTO_project

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@CERTO_project
This special session will build stronger links
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abstract by 27 March
<https://twitter.com/Lagoons4Life/status/1240348383304462340>

Mar 23, 2020

[Embed](#)

[View on Twitter](#)

Figure 3: Screenshot of the CERTO News page.

4 Future developments

There is a dedicated web developer available over the life of CERTO who will work to regularly update the website. Additional sections and content will be developed as required throughout the project. All partners are invited to contribute content, materials and reports that will be shared through the project website.