



PIISA

Piloting Innovative Insurance
Solutions for Adaptation

D4.2 - Website Report

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Introduction

This deliverable describes the main sections and characteristics of the PIISA website, an indispensable tool for project communication, dissemination, and stakeholder engagement. It serves as the main channel for news and updates with the aim to address the key questions that external visitors are expected to have.

Purpose

The main purpose of this deliverable, D4.2 is to outline the main sections and technical characteristics of the PIISA website. The target audiences that the consortium is aiming to reach through the activities carried out via the website, include citizens and key stakeholders of the project at local, national, and European levels.

Contributing Partners

As the leader of Task 4.2 Project Website, LGI is responsible for designing, managing, monitoring and regularly updating the public website throughout the duration of the project. The content and news featured on the website will largely depend on partner contributions and inputs. Their support will also be needed to write blog articles, relay the news and results published on the website. Partner contributions are summarised in the table below.

Partner	Contributions
LGI	Task 4.2 Project Website • Design and launch public website (M3). • Develop and produce the project's visual identity (M3). • Design and produce communication materials to promote the project (M3). • Develop external newsletters to disseminate information, results, and updates of the project
All Partners	• Relay news and results produced by the PIISA project. • Support in sharing the PIISA website and social media accounts. • Contribute to the PIISA project's newsletters: short posts about key results and activities conducted in the project as well as any updates. • Write blog articles to be published on the PIISA website.

1 The Project Website

The PIISA project website was launched at M4, in September 2023, at this website address: <https://piisa-project.eu/>

The website will serve as the primary source of information for the project and will be where most stakeholders will go to find out more about its activities. The design has been intentionally tailored to be accessible and appealing, and aligned with the project's communication objectives to engage stakeholders. Once live, the website will be continuously updated with news, events, communication items, deliverables, and results to keep regular visitors and specified target audiences continuously engaged.

The website aims to make useful and relevant information available for online visitors. The website will disseminate information about the project that would most likely be of interest including:

- What the project is about.
- What the project is delivering and why.
- Who the project partners are.
- What the latest news and events of the project are.
- Where to find more information on the topic or related topics.

1.1 Browser Compatibility

The website will be compatible with web browsers on all common operating systems. These include various versions of Internet Explorer, Firefox, Safari, Opera and Chrome. The layout of the website will be responsive and adjust based on the screen size of the device it is viewed on, regardless of whether the device used is a desktop computer, a tablet, or a mobile phone.

1.2 Monitoring

It is imperative that how the website is used by visitors is understood in order to shape information to the project's target audiences and build the project's online community. Therefore, a GDPR-compliant website analytics tool called Ionos will be used. This will provide insights regarding:

- How many times the website was visited.
- How many users visited the website.
- Which pages are viewed the most.

These results will enable the communications team to adapt its strategy to be more efficient and reach a wider audience by optimising its content.

The main sections will be used to communicate and disseminate information through the website:

- News: activities, milestones, results, and news related to the project will be featured in articles and posts.
- Events calendar: past and upcoming events, both internal and external, will be updated regularly.
- Resources: public deliverables and reports and all promotional materials produced will be made available for download.

2 Website Content

The following content illustrates the main elements of the website that includes all relevant information about the project in order to appropriately disseminate information about the PIISA project. All information on the website can be found using the navigation of the main menu, which appears on each page of the website as well as at the footer of each page. This allows visitors to easily navigate the website to find specific information. Therefore, visitors will have direct access to information on:

- Home Page: project summary, newsletter subscription, key figures relating to the project, latest news.
- About the Project & the Objectives: information about the project and key themes: its context, main objectives, challenge, and expected impacts and goals.
- Project Partners: the partners involved in the project.
- Resources: all published reports and promotional materials produced during the project (poster, brochures, roll-up, publications, public deliverables).
- News & Events: the news and upcoming events (page on standby while content is being generated) section.
- Blog: Display of different blog articles relative to PIISA, the news, and upcoming events (page on standby while content is being created)
- Contact page: to get in touch with PIISA representatives when needed (coming soon).
- Privacy Policy page: So that people understand what we do with the data, and who to contact in case they have any questions. The content is still being reviewed before being published online.

2.1 Home

Key information about the project can be directly found on the homepage under the header and in the different sections on the website. On the homepage, users will find information on the following:

- A summary of the project.
- Newsletter subscription option, which opens on a separate page for registration (see figure 2).
- Key figures relating to the project.
- Latest news.

In the footer of all pages on the website, users can find the EU funding emblem and statement, name of the coordinator, the project's email address, navigation to the entire website.

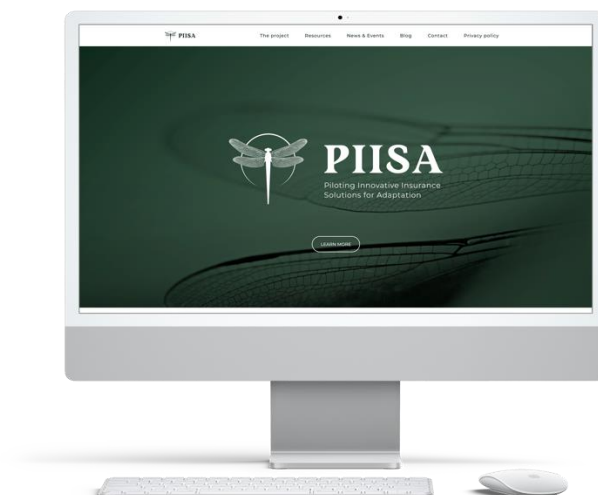


Figure 1: Home Page

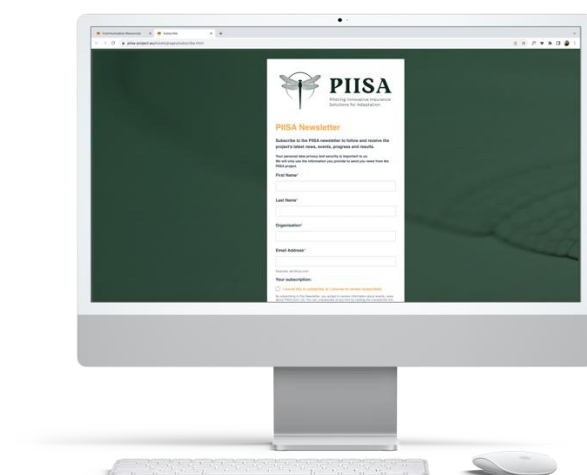


Figure 2: PIISA Newsletter Registration Page

2.2 About the Project

The “About the Project” page, provides an overview of the PIISA project. It describes the challenge facing the project, the goal, and ambition of the project. It presents how the project will be working and why it matters. It also includes a description of the different work packages, the work package leaders, and their contact information.

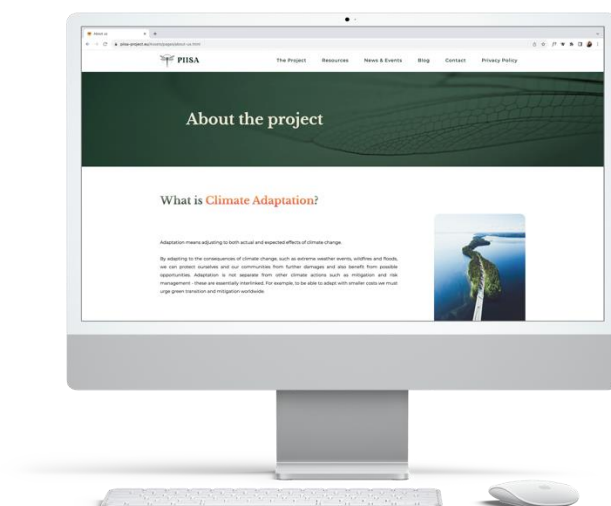


Figure 3: About the Project Page

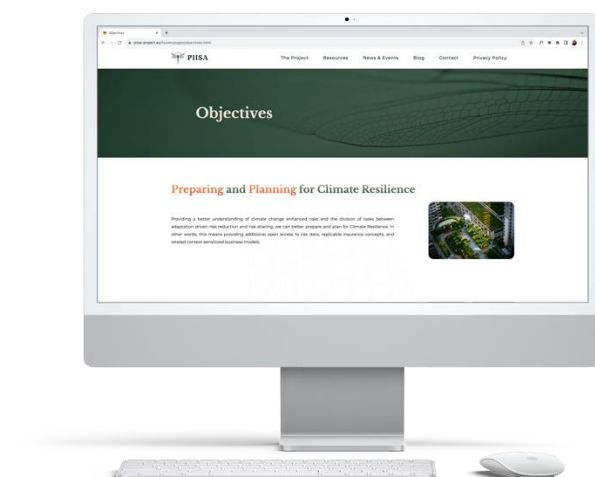


Figure 4: The Objectives Page

2.3 The Project Partners

The project partners are displayed under the “Consortium” page, which introduces all the partners involved with URL links that redirect the visitors onto each partners website.

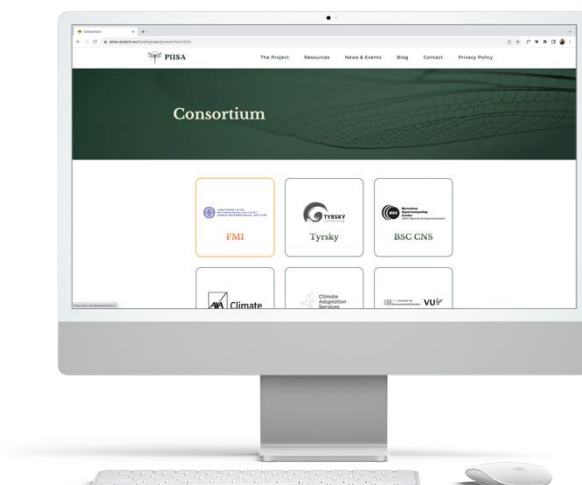


Figure 5: The Consortium Page

2.4 Fellow Projects and Platforms

Other climate services projects and platforms are featured under the “Fellow Project & Platforms” page and present all URL links, which will redirect the visitors onto each associated website.

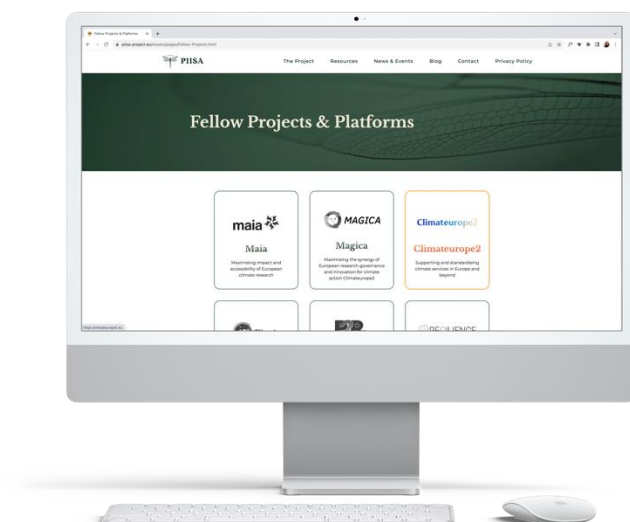


Figure 6: The Fellow Projects Page

2.5 Resources

The “Resources” section gives access to the results of the project. It includes the public reports and deliverables, communication resources such as the logos, which will soon be available for download, as well as a description of the project pilots. Documents and materials produced during the project will be added to these pages as they become available over the lifecycle of the project.

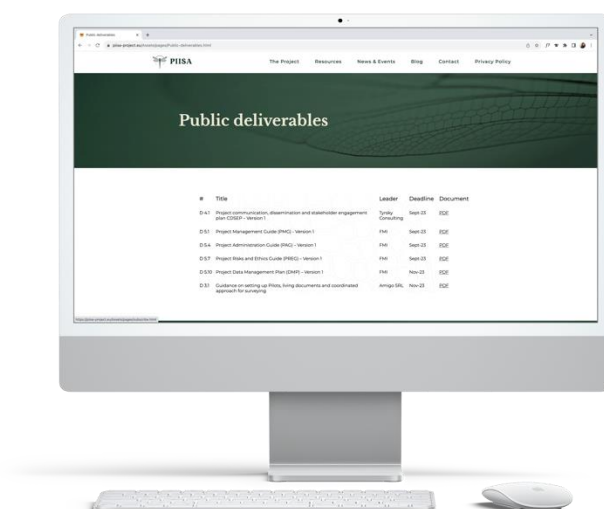


Figure 7: The Resources Public Deliverable Page

2.6 News, Events & Blog Pages

The “News” section will report on the news related to the PIISA project and that would be of interest for the project’s key stakeholders. Individual news posts will contain links to redirect visitors and target audiences to core pages that would be of interest.

The “Events” page will lay out the upcoming events relating to the PIISA project. An events calendar is being coded and will allow users to easily stay on top of specific events.

The “Blog” page will display a variety of articles produced by partners throughout the lifespan of the project. This page will be created once the first blog articles will be produced.

Conclusion

The project website is an essential communications tool for the communication and dissemination of the project. The website serves as the primary information source for the project and is where most stakeholders are able to find out more about its activities. The website will be updated with relevant news, events, and project resources when available (public deliverables, publications, promotional

materials). The public website aims to boost awareness on results and milestones achieved throughout the project, to disseminate key messages to target audiences, announce events, publications and activities, and foster consortium member engagement.