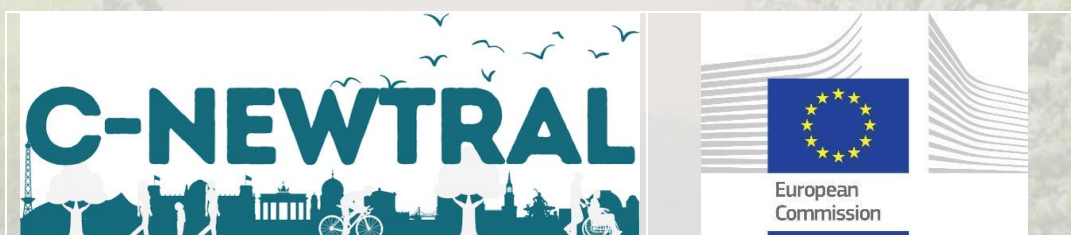# C-NEWTRAL Doctoral Network

Deliverable 6.4: Website

Project name	C-NEWTRAL: smart CompreheNsive training to mainstrEam neW approaches for climaTe-neutRal cities through citizen engAgement and decision-making support for innovative governance and integrated pLanning
Deliverable	Deliverable 6.4: Website
Website	www.c-newtral.eu
Dissemination level	Public
Due delivery date	31 March 2024
Actual delivery date	
Lead beneficiary	UCD
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Reviewers	Alexandra Popartan, UdG
Version	1.0

Executive Summary

C-NEWTRAL is a European Doctoral Network funded by Horizon Europe Marie Sklodowska-Curie Actions. This deliverable present's C-NEWTRAL's website (available at: www.c-newtral.eu.), the main online hub for project communications. Outlined in this report is an overview of progress to date and further plans.

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1. Introduction

C-NEWTRAL is a European Doctoral Network funded by Horizon Europe Marie Sklodowska-Curie Actions. The aim of C-NEWTRAL is to advance new approaches for integrated planning of climate-neutral cities through citizen engagement and city governance decision-making support. We will approach climate-neutral cities from multiple dimensions of Urban Nature, Urban Mobility, Built Form, Energy and Circularity. 10 (+2) doctoral candidates (DCs) will be funded for 36 months through this prestigious programme.

The website forms part of a wider network communication strategy (under WP6 - Dissemination, Exploitation and Communication) - C-NEWTRAL's approach to communicating externally about the project, and sharing results, resources and solutions with a wide audience. The website deliverable is an outcome of Task 6.2 (Advise/coordinate/monitor development of a network communication strategy, including online & social media presence, website, and recognisable 'brand' identity) .

Contained in the report is an overview (current status and further plans) of the C-NEWTRAL website - available at: www.c-newtral.eu

2. Objectives

- To create a user-friendly website for the C-NEWTRAL Doctoral Network, with a distinctive network 'brand' to engage citizens and stakeholders and effectively communicate the work of the network.
- Contribute to knowledge sharing by achieving effective access and re-use of project outputs.
- Encourage networking with C-NEWTRAL stakeholders.

3. Target audience

- Researchers/scientists in urban planning, transport, environmental, landscaping and social sciences
- Decision-makers at different levels, with a focus on local government, governmental ministers, policymakers
- Private sector, including manufacturers (eg. of construction materials, electric micro-mobility); industry representatives and practitioners (e.g. real estate developers; AI/DT tech developers; utilities)
- Civil Society (e.g. social movements, resident associations, etc).

4. Website Content (current and planned)

The website is the main hub for all online project communications and will host project outputs, knowledge and updates - including:

C-NEWTRAL Overview: A concise summary of the C-NEWTRAL project objectives, methodologies, and anticipated outcomes.

Team Information: Introduce the C-NEWTRAL Network members (Supervisors, Associated Partners, Doctoral Candidates and External Advisors) including their expertise and contributions.

Doctoral Candidate Recruitment: The C-NEWTRAL DC posts are advertised via the website. A 'vacancies' webpage clearly presents detailed information on the individual research job posts (stating working conditions/terms, expected candidate skills & qualifications, expectations of international mobility), the application process, eligibility criteria, the salary and benefits offered, key dates in the recruitment procedure.

Applications are made via the website, where candidates select their post preferences and upload their submission containing required documents.

Updates:

There is a commitment to keep website content current and relevant:

- Each month (over a 36 month period) a different Doctoral Candidate (DC) will create a blog post on their research or researcher experience. The blog may take the form of a written piece, video, podcast etc. Blogs might cover a wide variety of C-NEWTRAL research topics: *i*) water management; *ii*) Nature-based Solutions; *iii*) energy performance in buildings and sustainable housing materials; *iv*) non polluting transport; *v*) carbon-neutral solutions.
- A dedicated 'news' page informs of the latest updates, upcoming C-NEWTRAL events/webinars, or recent articles.

Publications and Findings: All research publications and findings will - where applicable - link to the website. As results emerge they will be posted on the website.

Every paper, dataset, models, as well as other results targeting non-academic audiences (e.g. policy and practice briefings), will be open access and links made available via the C-NEWTRAL website. Abstracts or summaries will be provided.

Each DC will be encouraged to communicate aspects of their research through articles in newspapers, business and policy-oriented magazines and policy. All articles/publications will be linked to the c-newtral.eu website, where appropriate. Newsworthy stories will be disseminated via the c-newtral.eu website to engage citizens and stakeholders.

Resources: Downloadable materials (such as Deliverables, policy briefs) along with datasets, tools, or links to relevant resources for further exploration will be made available. For example, relevant training resources (e.g. related to ethics, gender in urban planning) will be made publicly available on the project website.

Contact Page: Includes a dedicated email address coordinator@c-newtral.eu for inquiries, collaboration requests, or feedback.

5. Website Design and Navigation

Hosting and Maintenance: The website is hosted on University College Dublin's (UCD) TerminalFour content management system. As such, UCD's IT Department provide ongoing support with regard to webpage development and maintenance. There is a Design Library (with regularly updated templates and components) and other resources (such as training and guidance) to support the web editor (C-NEWTRAL Project Manager).

The sustainability of the website will be considered as part of the C-NEWTRAL Dissemination, Exploitation and Communication strategy.

Accessibility: By making the website accessible, all users have equal opportunity to engage with the c-newtral.eu website and its information easily. Along with the accessibility measures being implemented by UCD IT Services at a system level, such as Silktide, the website editor (C-NEWTRAL Project Manager) follows best practices to help make the website content accessible to all.

The website is mobile-friendly to accommodate users accessing it from various devices.

User-friendly layout: The intention is to have a clean and intuitive interface with easy navigation to help users find information quickly.

Visuals: Images, graphs, charts, videos are incorporated to the website to make the content more visually appealing and also as a way on conveying complex information. Various images and icons make up the full visual identity of the project. The C-NEWTRAL and Horizon Europe logo's are displayed on every page.

Clear call to actions: Prominent buttons or links are included on the home page directing users to key actions (for example, the DC vacancies).

6. Promotion and Outreach

Linking with Partner and external websites and social media: Links to updates and outputs posted on the C-NEWTRAL website will be shared on Partner (and other external) websites and social media platforms to reach a wider audience and foster engagement.

C-NEWTRAL social media profiles (Twitter/X and LinkedIn) are connected to the website to extend reach and encourage sharing.

SEO Optimization: Best practices for accessible web content are followed to improve the website's visibility on search engines and attract visitors.

Website analytics: Website analytics will be monitored to track visitor behaviour and identify areas for improvement.

7. **Website Structure**

The website was developed and made public by September 2023. As of March 2024, the website has the following pages,

- Homepage
- About C-NEWTRAL
- C-NEWTRAL Network
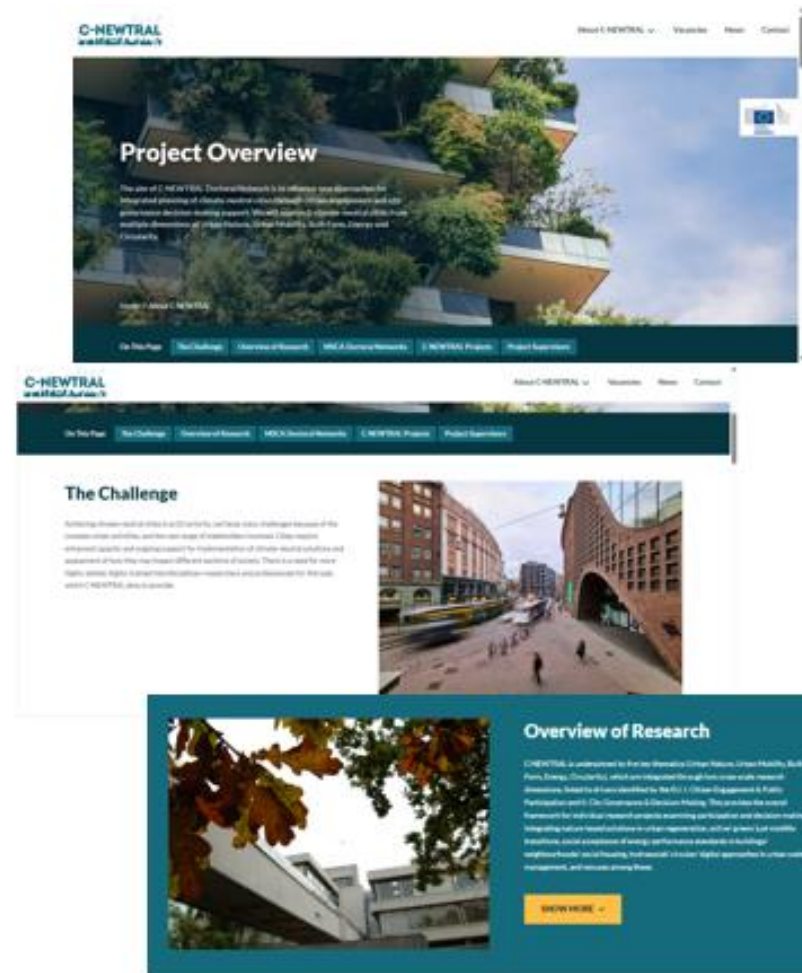- C-NEWTRAL Vacancies
- News
- Contact

Over the next development phase, the aim is to add further pages/content:

- Team member profiles
- DC blog posts
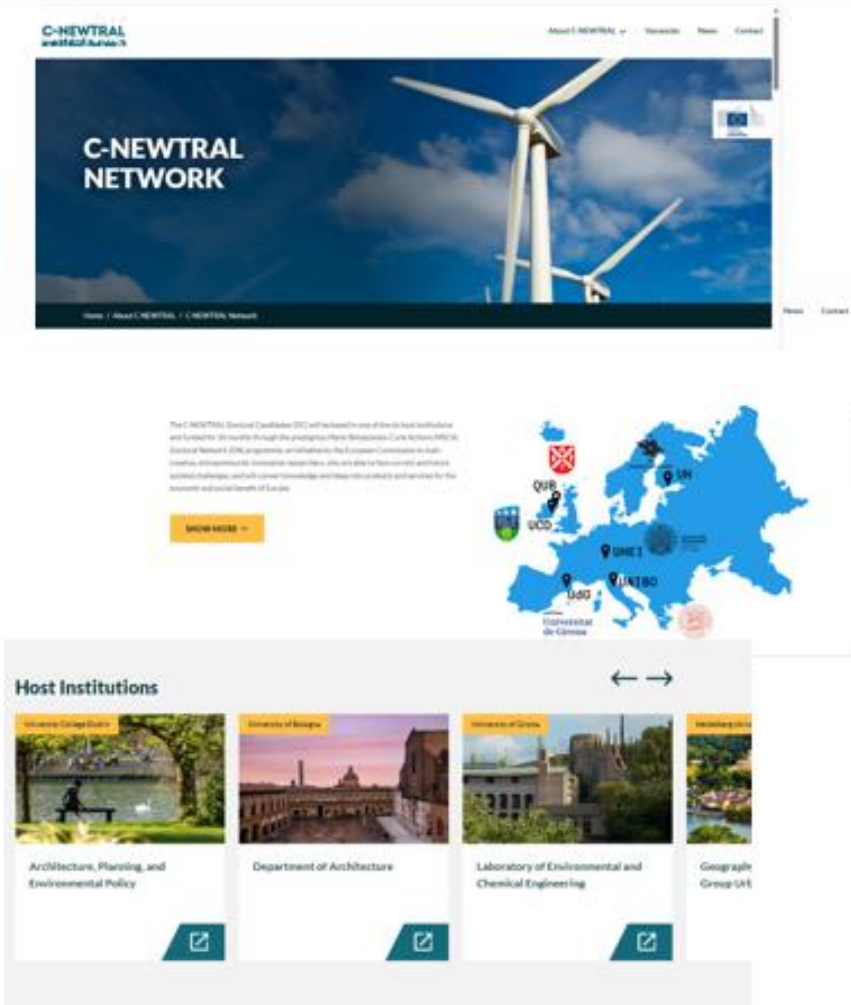- Resources (including deliverables, etc.)
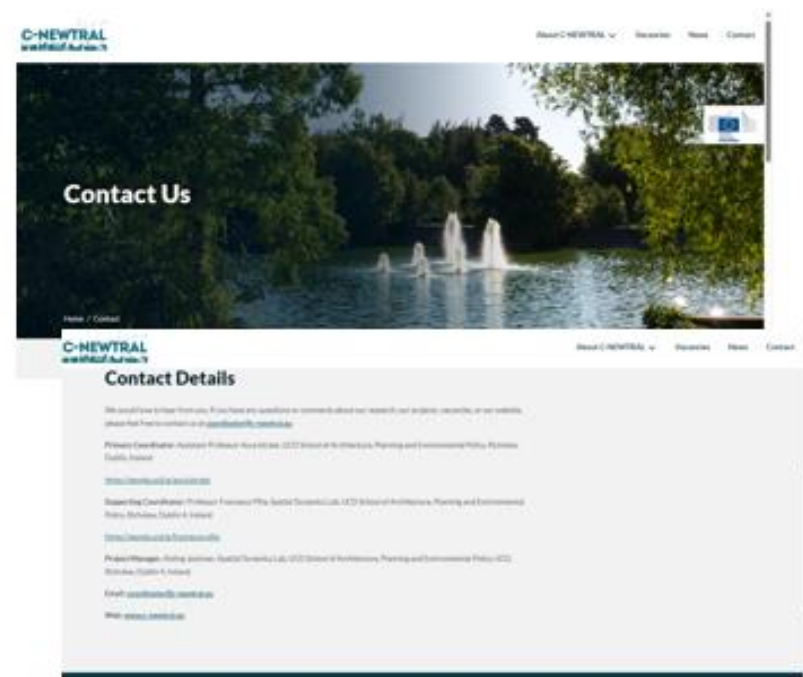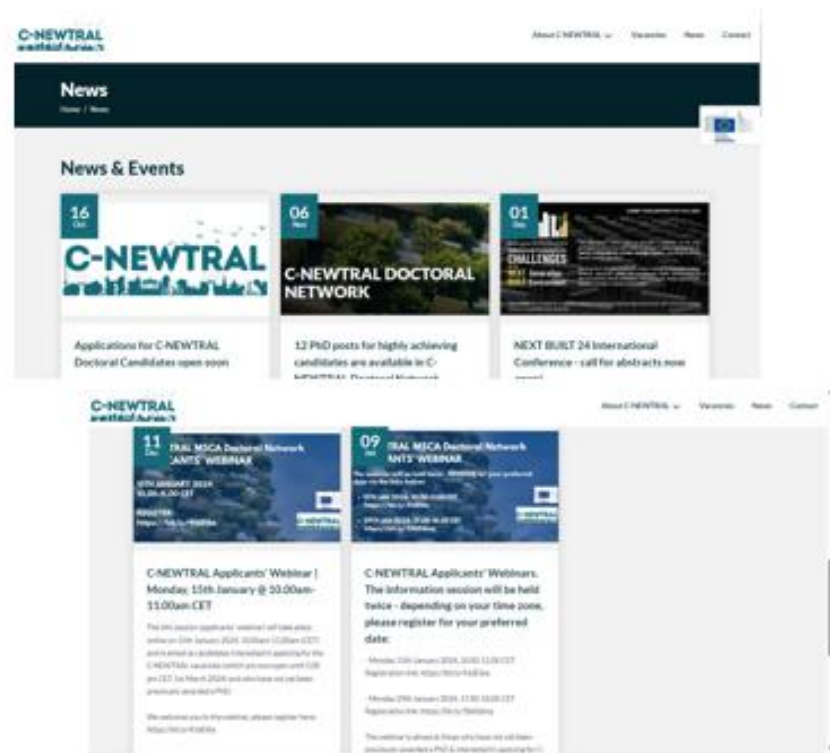
Figure 1: Website Structure
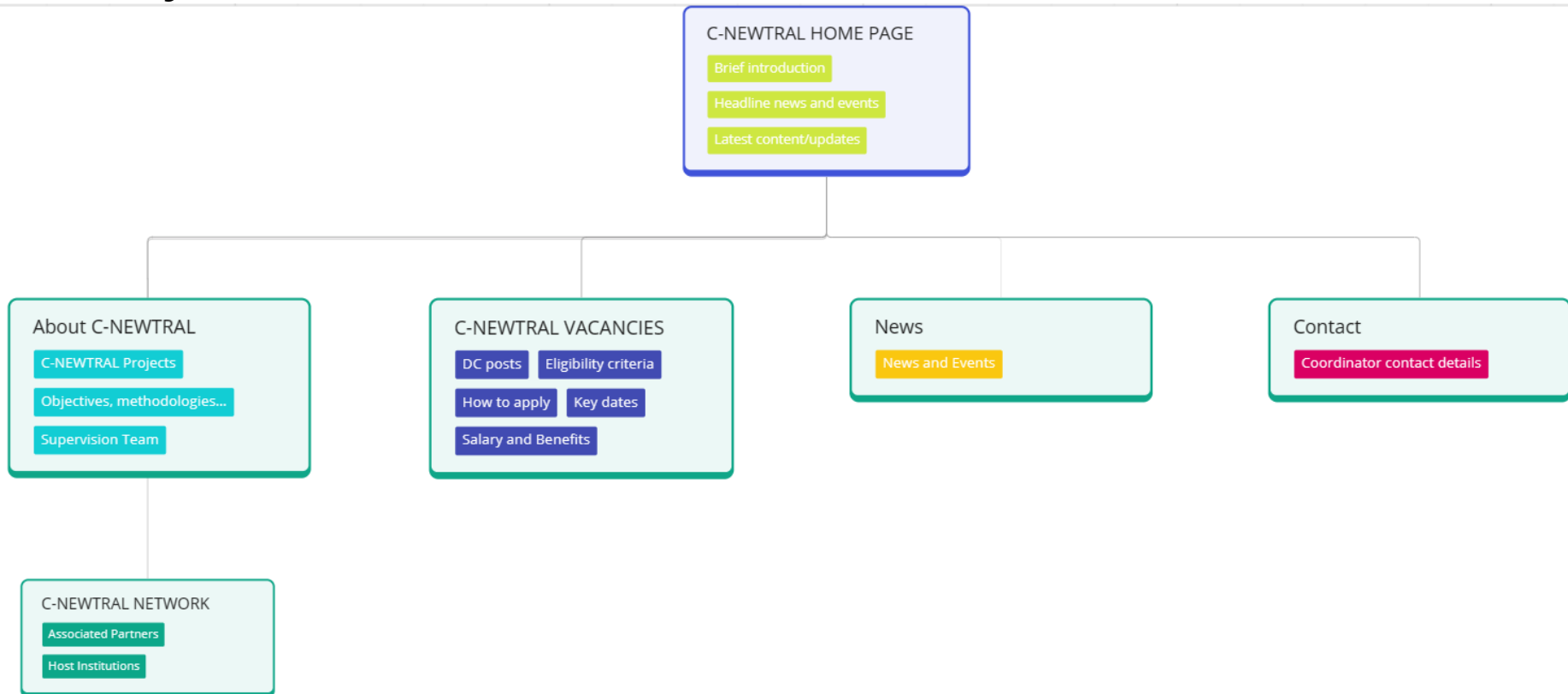
8. Website screenshots

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