

EEA web project: what the users told us

Science Communication Beyond Tomorrow II

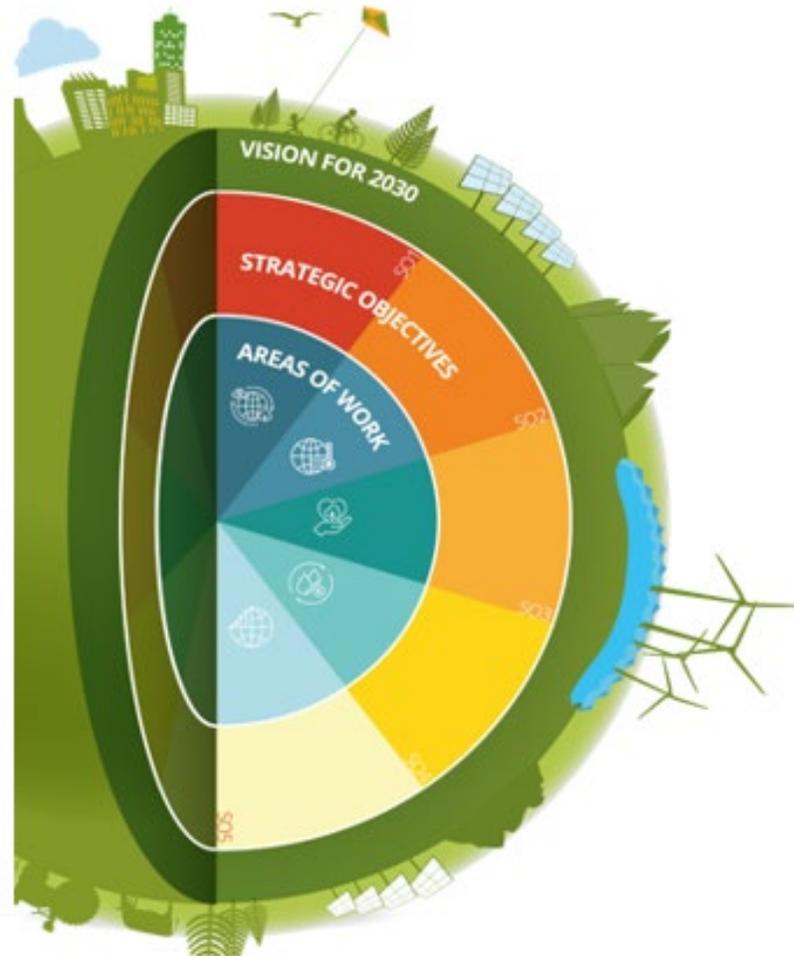
Gülçin Karadeniz / Brussels / March 2024



Knowledge challenge
Web challenge
Listening to users
Web project



EEA-Eionet Strategy 2021-2030 - Strategic objectives



1. Supporting policy implementation and sustainability transitions



2. Providing timely input to solutions for sustainability challenges



3. Building stronger networks and partnerships



4. Making full use of the potential of data, technology and digitalisation



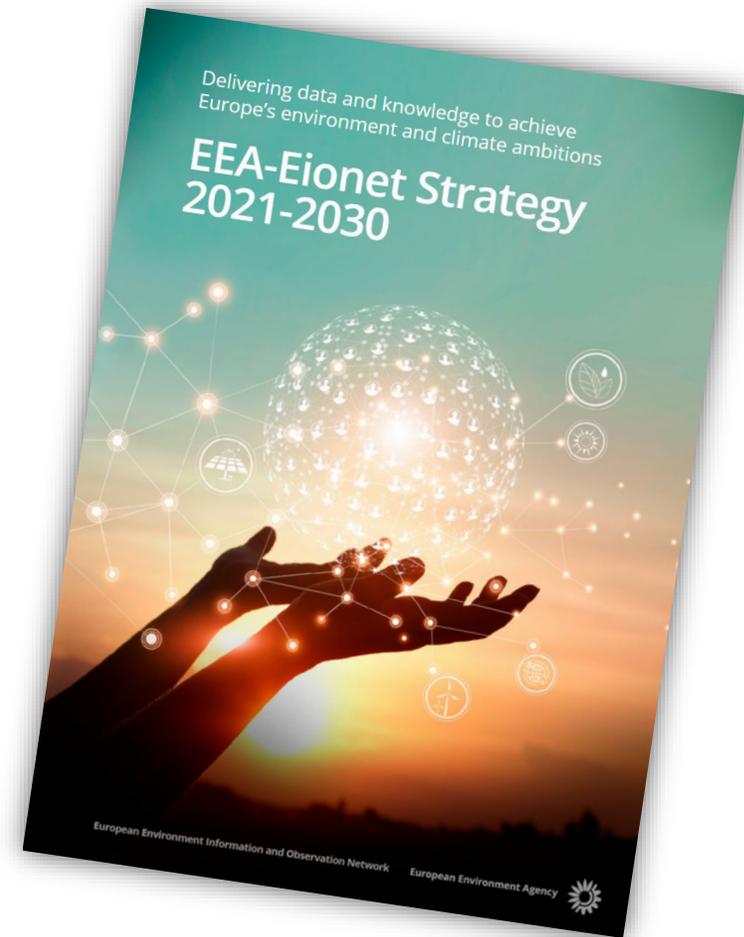
5. Resourcing our shared ambitions

EEA-Eionet strategy and communication framework

“to enable a sustainable Europe through trusted and actionable knowledge”

Corporate communication (incl. social media) to:

- “...the leading network for policy-relevant environment and climate knowledge...”
= BRAND/REPUTATION
- “...impact through science-based knowledge...”
= DAY-TO-DAY OUTREACH



EEA stakeholders and target audiences



Stakeholders

Institutions and governments,
European Commission, Parliament, Council,
EEA member countries

Policy influencers

Media

Civil society, NGOs

Business

Academia, scientists

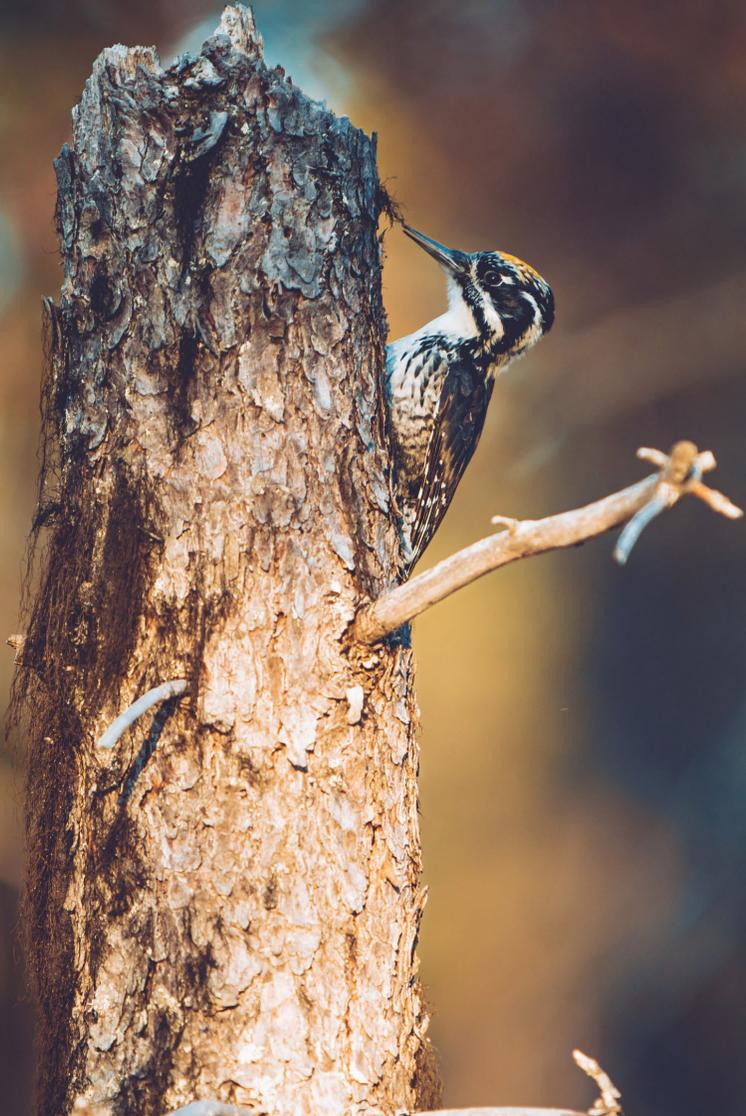
The general public



EEA knowledge consist of

- Thousands of web pages
- Publications (PDF and HTML)
- Indicators
- Visuals, charts, interactive maps, data viewers
- Data sets
- 25+ languages
- A growing number of additional platforms

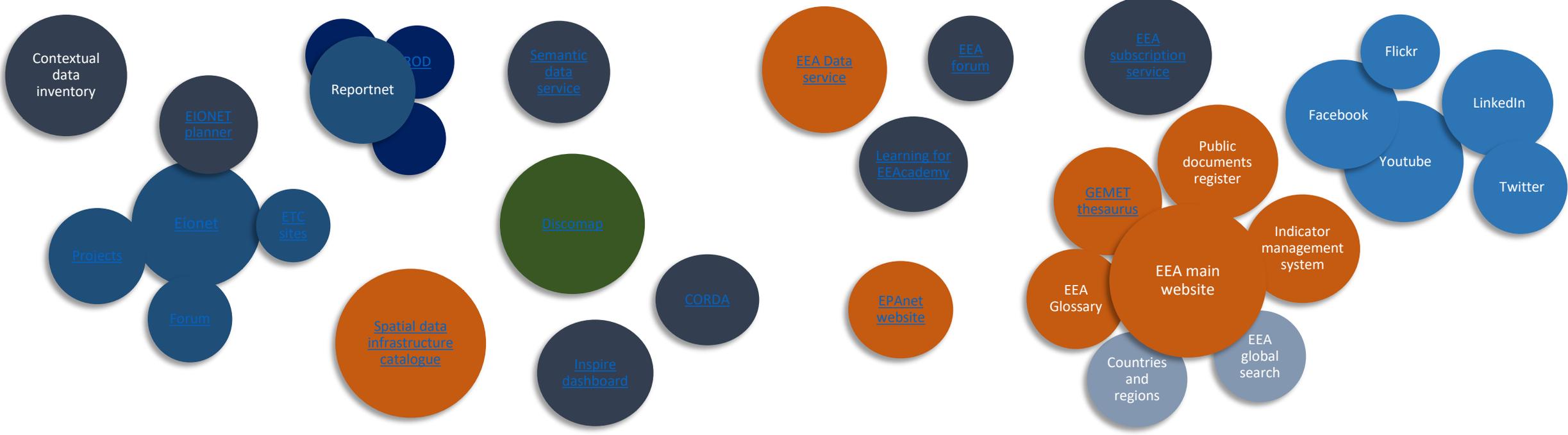
Maintaining web content and systems?





Web challenge

Cross-themes



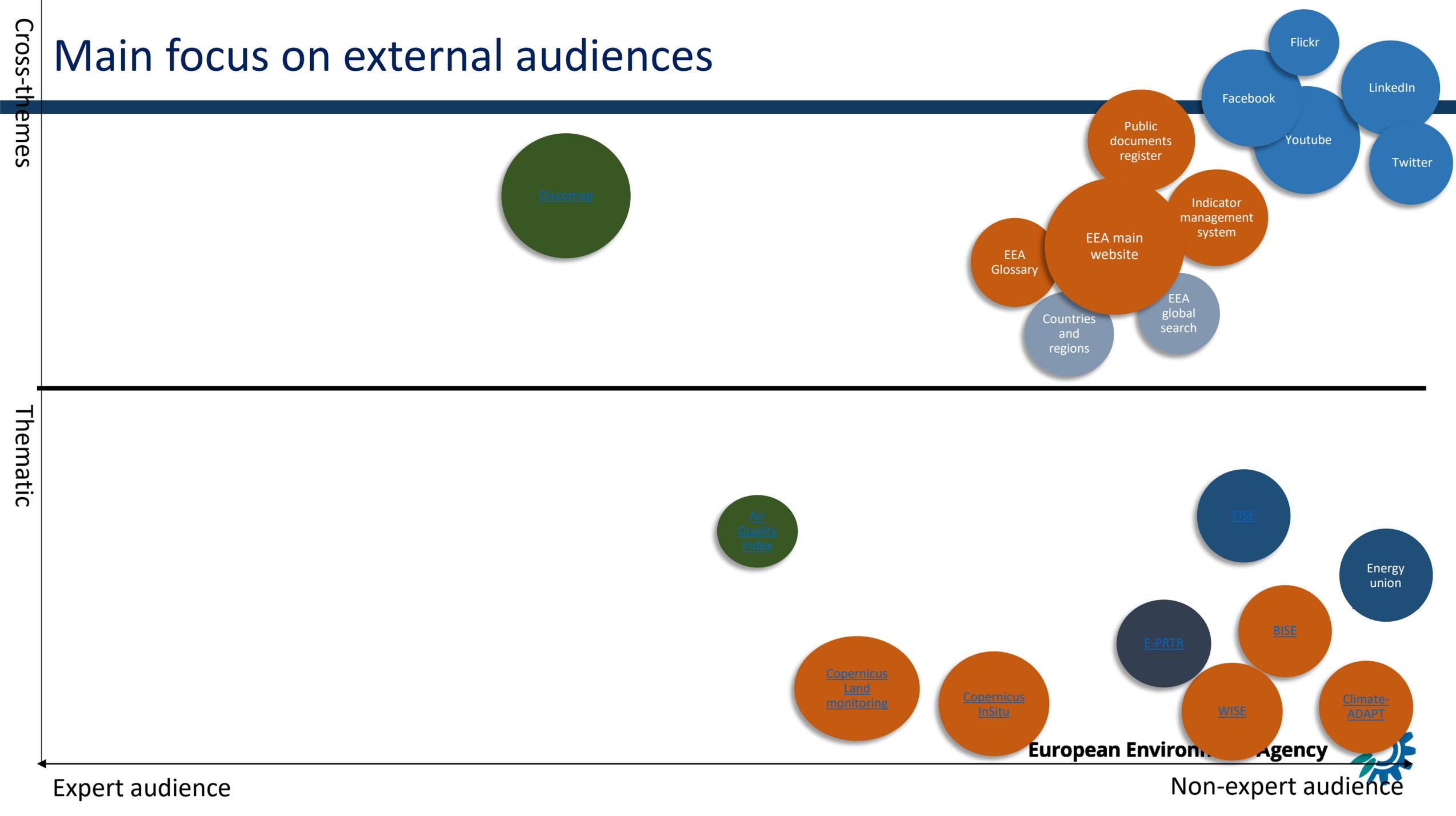
Thematic



Expert audience

Non-expert audience

Main focus on external audiences



[Discomap](#)

[Air Quality Index](#)

[Copernicus Land monitoring](#)

[Copernicus In situ](#)

[EEA Glossary](#)

[Countries and regions](#)

[EEA main website](#)

[EEA global search](#)

[Public documents register](#)

[Indicator management system](#)

[E-PRTR](#)

[WISE](#)

[BISE](#)

[Climate-ADAPT](#)

[FISE](#)

[Energy union](#)

[Facebook](#)

[Youtube](#)

[LinkedIn](#)

[Twitter](#)

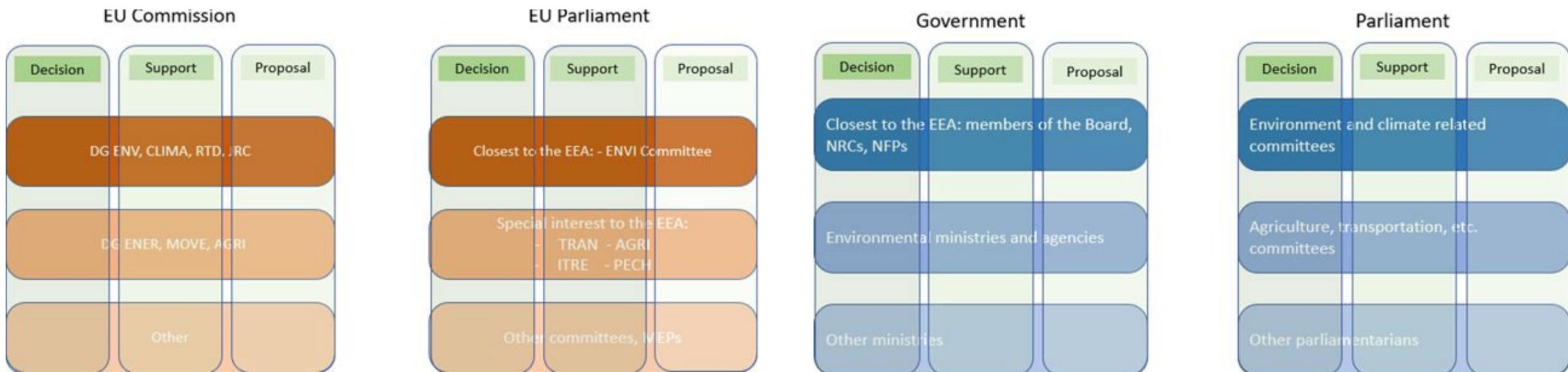
[Flickr](#)



Listening to user needs



Understanding our audience



Diving deeper into policy audience

Clustering knowledge needs

Non-technical audience

A. Without time availability

- Decision makers
- General public

B. With (more) time availability

- Policymakers – advisers
- Journalists
- NGOs
- Businesses

Technical audience

C. Highly informed audience

- Technical personnel at Commission, ministries, local, regional level
- Academia



Web project





Objectives

- Brand
- Content
- Easy to access & find
- Design
- User focus
- Performance
- Maintenance and governance

Multi annual project



Before the project

The European Environment Agency provides sound, independent information on the environment for those involved in developing, adopting, implementing and evaluating environmental policy, and also the general public. In close collaboration with the European Environmental Information and Observation Network (Eionet) and its 32 member countries, the EEA gathers data and produces assessments on a wide range of topics related to the environment. [Learn more](#)

- Air and climate**
 - Air pollution
 - Climate change adaptation
 - Climate change mitigation
- Nature**
 - Biodiversity — Ecosystems
 - Land use
 - Soil
 - Water and marine environment
- Sustainability and well-being**
 - Environment and health
 - Policy instruments
 - Resource efficiency and waste
 - Sustainability transitions
- Economic sectors**
 - Agriculture
 - Energy
 - Industry
 - Transport

News Articles Publications Data and maps All products

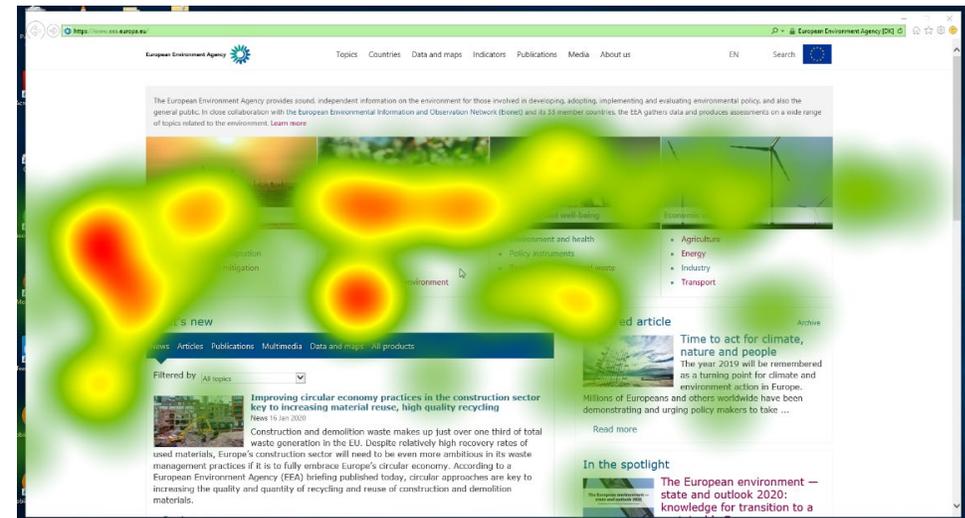
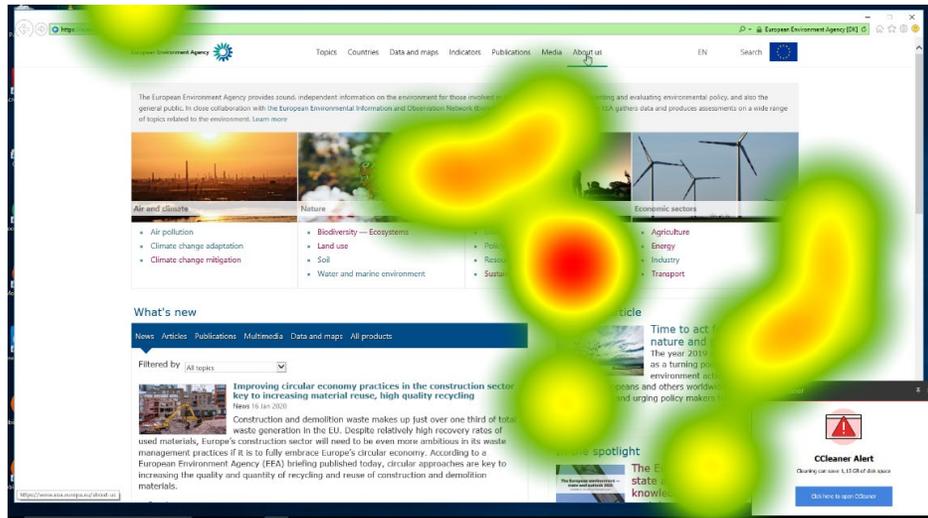
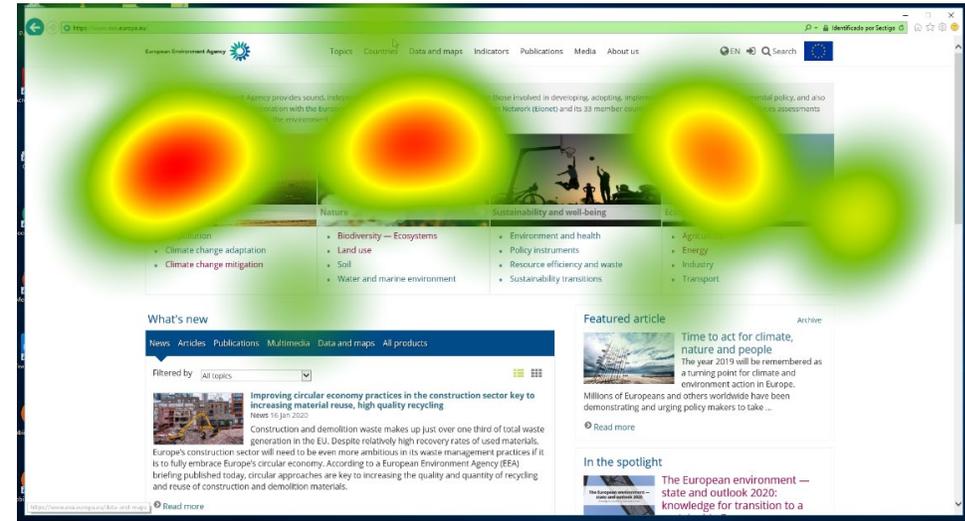
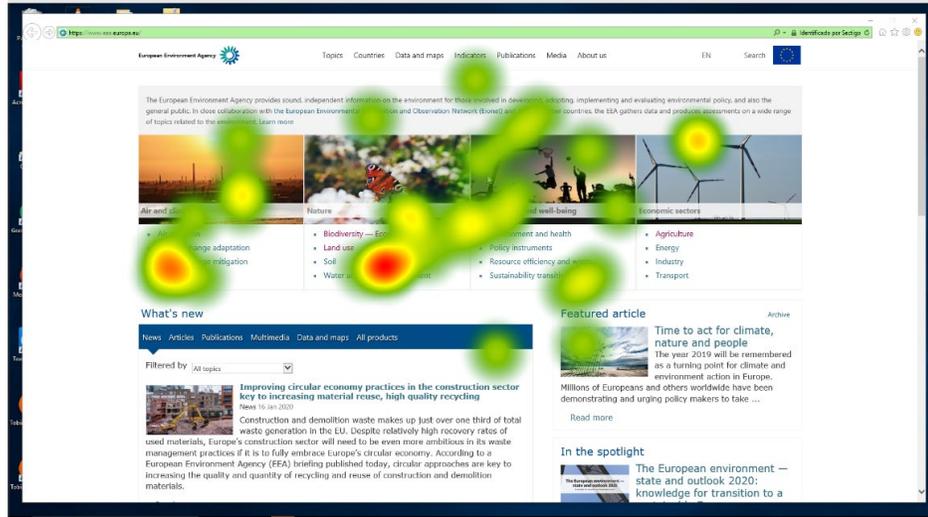
Filtered by

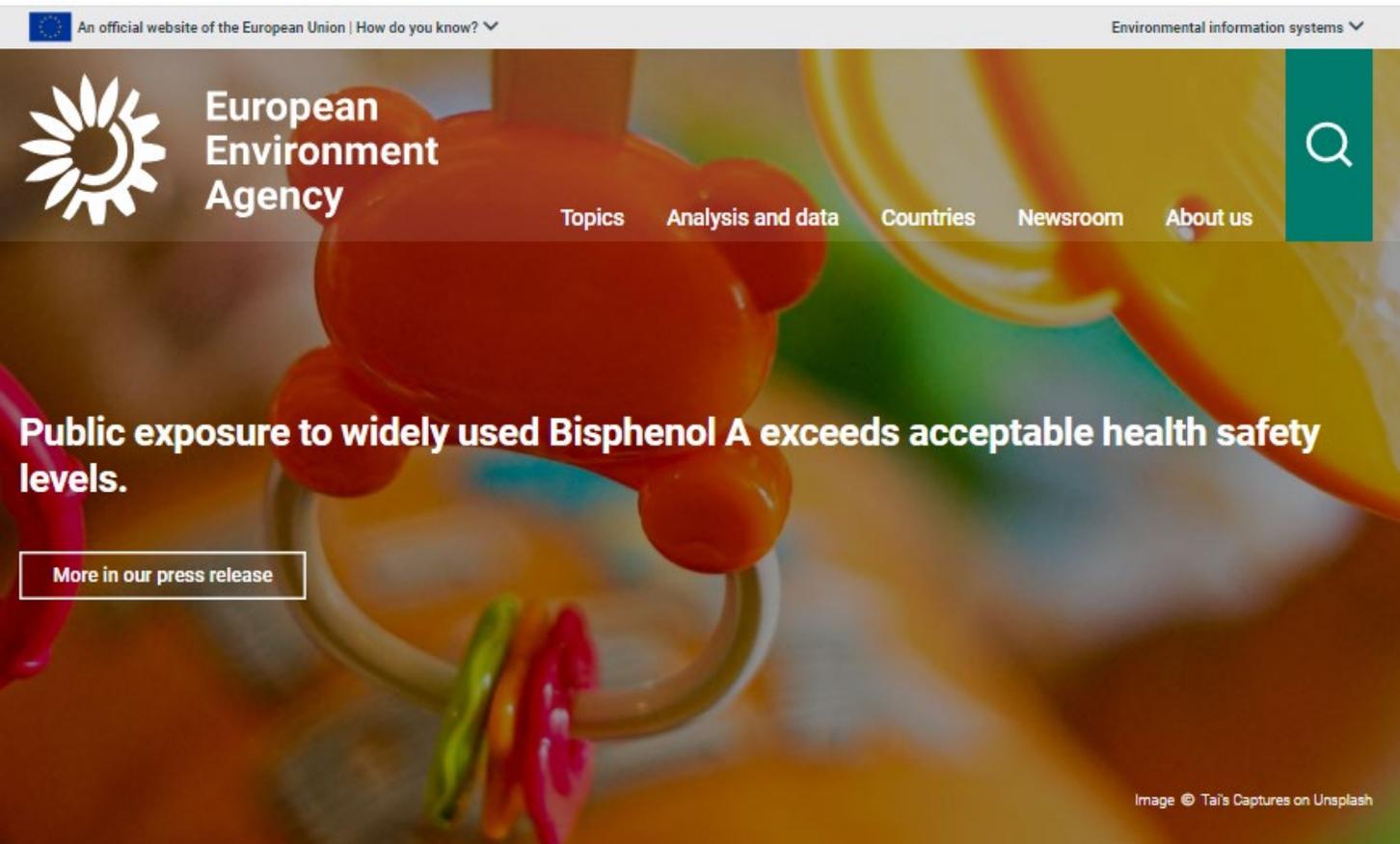
EU Climate Advisory Board chair elected
News 18 May 2022
The new European Scientific Advisory Board on Climate Change has elected Professor Ottmar Edenhofer as its chairperson for a term of four years. His task will be to represent the Advisory Board and organise its work, which is to provide the European Union (EU) with independent scientific knowledge, expertise and advice on climate change and climate policies.

Featured article [Archive](#)
**Solidarity in Europe in times of war**
The Russian military aggression in Ukraine changed the lives of Ukrainians from one day to the next. The impacts of this unjustified war are felt not only in Ukraine but also well beyond the borders ...
[Read more](#)

- Low brand recognition
- Unclear what and who we were
- Dense information
- Unclear who main audience was

Where did the users look?





Current homepage

- Stronger brand
- Focus on what we do
- Simpler menu
- Thematic message
- Cleaner look

What we do

Together with our Eionet network, we provide the knowledge and the data needed to achieve sustainability in Europe.



We support policies with evidence-based knowledge to help the European Union and our member countries achieve sustainability



We inform public and policy discussions on sustainability solutions and challenges



We build and maintain networks and partnerships to facilitate sharing of knowledge and expertise across



We collect, quality check and disseminate data, making full use of digitalisation and latest innovative

European Environment Agency



What we do

Together with our Eionet network, we provide the knowledge and the data needed to achieve sustainability in Europe.



We support policies with evidence-based knowledge to help the European Union and our member countries achieve sustainability



We inform public and policy discussions on sustainability solutions and challenges



We build and maintain networks and partnerships to facilitate sharing of knowledge and expertise across Europe



We collect, quality check and disseminate data, making full use of digitalisation and latest innovative technologies

[More about us](#)

Preparing Europe for a changing climate

“ From wildfires to disastrous floods across southern Europe, the summer of 2023 will be remembered by extreme weather. How prepared are we for such events and their impacts? Relentless heatwaves affecting millions of Europeans across the continent, wildfires and flash floods impacting many communities call for even more ambitious action to prepare a new reality while speeding up the transition towards sustainability.



Leena Ylä-Mononen
EEA Executive Director



[Read full editorial](#)

Our areas of work



Also...

- More focus on who we are
- Dynamic content (events, editorials)
- Thematic portfolio

European Environment Agency



Restructuring thematic content

At a glance

State of Europe's environment

Climate

Economy and resources

Health

Nature

Sustainability

In-depth topics

Agriculture and food system

Air pollution

Bathing water quality

Biodiversity: state of habitats and species

Buildings and construction

Chemicals

Circular economy

Climate change impacts, risks and adaptation

Climate change mitigation: reducing emissions

Electric vehicles

Energy

Energy efficiency

Environmental health impacts

Environmental inequalities

Extreme weather: floods, droughts and heatwaves

Forests and forestry

Industry

Land use

Nature protection and restoration

Noise

Plastics

Pollution

Production and consumption

Renewable energy

Resource use and materials

Road transport

Seas and coasts

Soil

Sustainability challenges

Sustainability solutions

Sustainable finance

Textiles

Transport and mobility

Urban sustainability

Waste and recycling

Water



Testing

Pies

- Went down the right path
- Went down the wrong path
- Went back
- Nominated as the correct answer
- Skipped task

Lines

- Root node
- Correct path
- Incorrect path



Testing again

Pies

- Went down the right path
- Went down the wrong path
- Went back
- Nominated as the correct answer
- Skipped task

Lines

- Root node
- Correct path
- Incorrect path



Testing again

Pies

- Went down the right path
- Went down the wrong path
- Went back
- Nominated as the correct answer
- Skipped task

Lines

- Root node
- Correct path
- Incorrect path



A design system



In the spotlight

- Support Europe's transition to a sustainable future with evidence-based knowledge and data.
- Build stronger networks and partnerships with state and regional governments and organisations.
- Supply input on solutions to the sustainability challenges of today - and tomorrow.
- Strengthen the EU's knowledge capacity and help secure the resources needed to create a sustainable Europe.
- Leverage the data and technology to support the EU's decision-making processes concerning the environment and climate.

Primary button

Key messages

- Placeholder text for key message 1.
- Placeholder text for key message 2.
- Placeholder text for key message 3.

Our news



In the spotlight

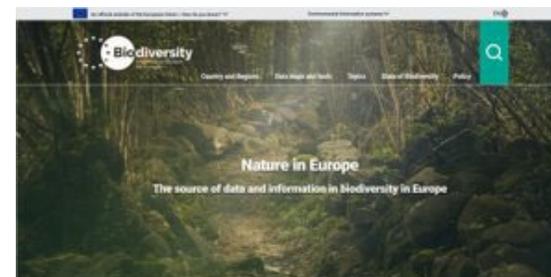
- Support Europe's transition to a sustainable future with evidence-based knowledge and data.
- Build stronger networks and partnerships with state and regional governments and organisations.
- Supply input on solutions to the sustainability challenges of today - and tomorrow.
- Strengthen the EU's knowledge capacity and help secure the resources needed to create a sustainable Europe.
- Leverage the data and technology to support the EU's decision-making processes concerning the environment and climate.

Primary button

Key messages

- Placeholder text for key message 1.
- Placeholder text for key message 2.
- Placeholder text for key message 3.

Our news



Key messages



Climate change-induced sea surface temperatures increases across Europe's seas have been particularly rapid since the late 1970s.

Single-use plastics represent 50% of all litter items found on Europe's beaches, fishing gear containing plastics account for another 27%.

Shipping is the main route for introduction of non-indigenous species into Europe's seas (99%), followed by marine and inland fisheries (23%), such as the Great Canal.

What does the EU do to protect Biodiversity?

CALL TO ACTION

108 000
EU integer publicis
pharetra ultrices viverra

878
Augue egetis ante
rhoncus Maec

> 160 000
Alquam in aliquam ond-
integer sed.

85%
Ad id ut pulvinetur diam
miis erat s.

Latest publications



In the spotlight

- Support Europe's transition to a sustainable future with evidence-based knowledge and data.
- Build stronger networks and partnerships with state and regional governments and organisations.
- Supply input on solutions to the sustainability challenges of today - and tomorrow.
- Strengthen the EU's knowledge capacity and help secure the resources needed to create a sustainable Europe.
- Leverage the data and technology to support the EU's decision-making processes concerning the environment and climate.

Primary button

Placeholder text for key message 1.



So far

- New content, new style:
Thematic cards, About us
- Design system
- Functioning IT infrastructure
(gradual consolidation)
- Flexible system with common
rules
- Taxonomy; tag; search engine
- Content migration

What next?

- New tools for design system
- PDF or web reports?
- Multilingualism
- Datahub – sandbox?
- AI and...?



eea.europa.eu/en

Thank you.
Questions?

