EEA web project: what the users told us

Science Communication Beyond Tomorrow II

Gülçin Karadeniz / Brussels / March 2024

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Knowledge challenge
Web challenge
Listening to users
Web project

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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

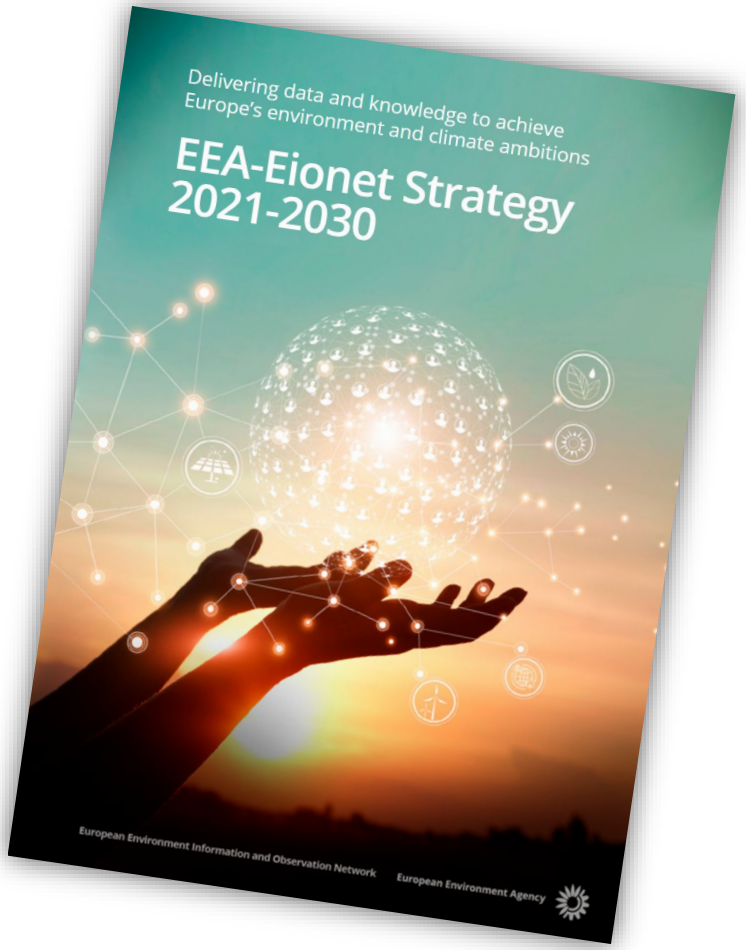
5. Resourcing our shared ambitions

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



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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?

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Web challenge

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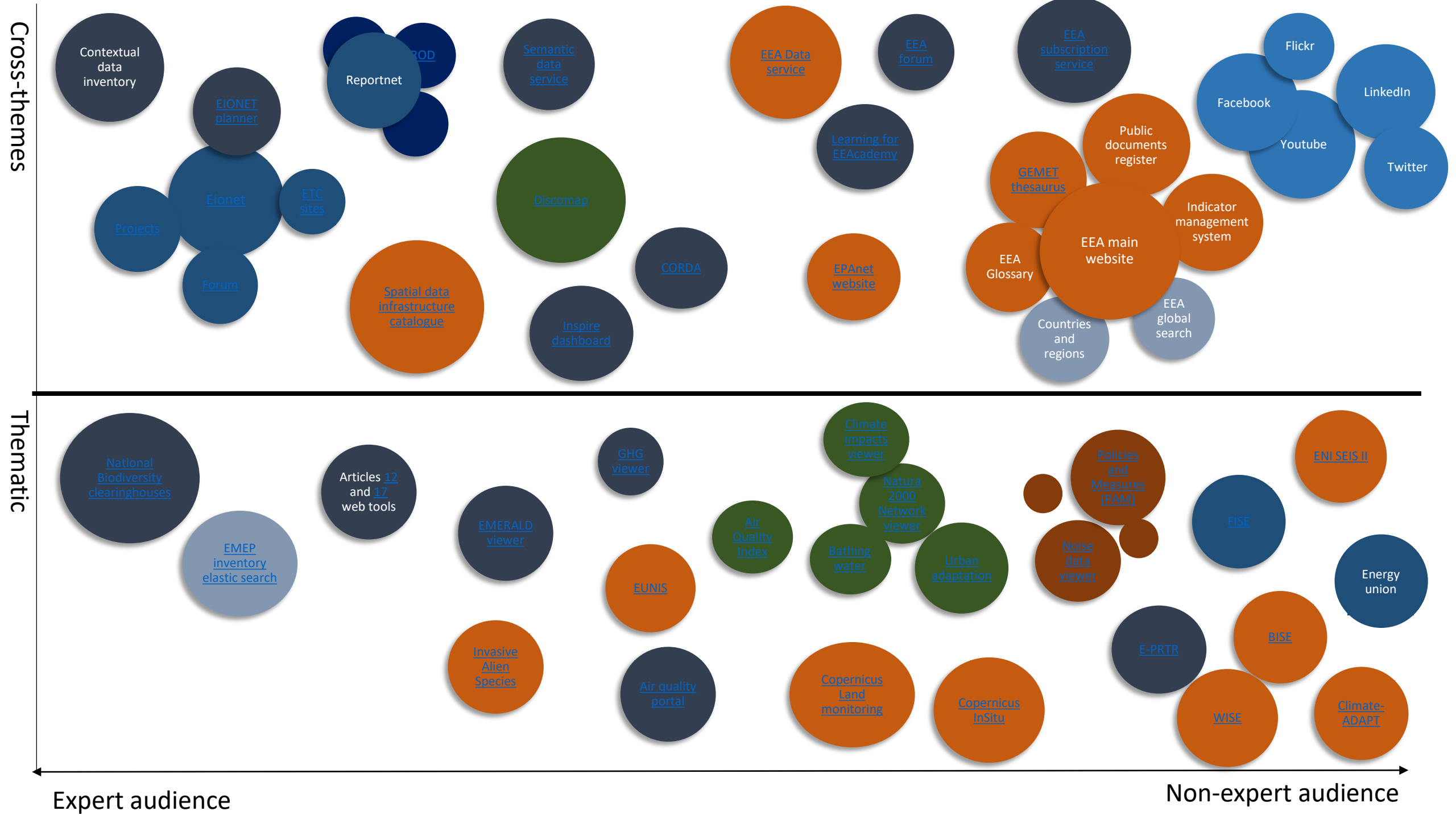
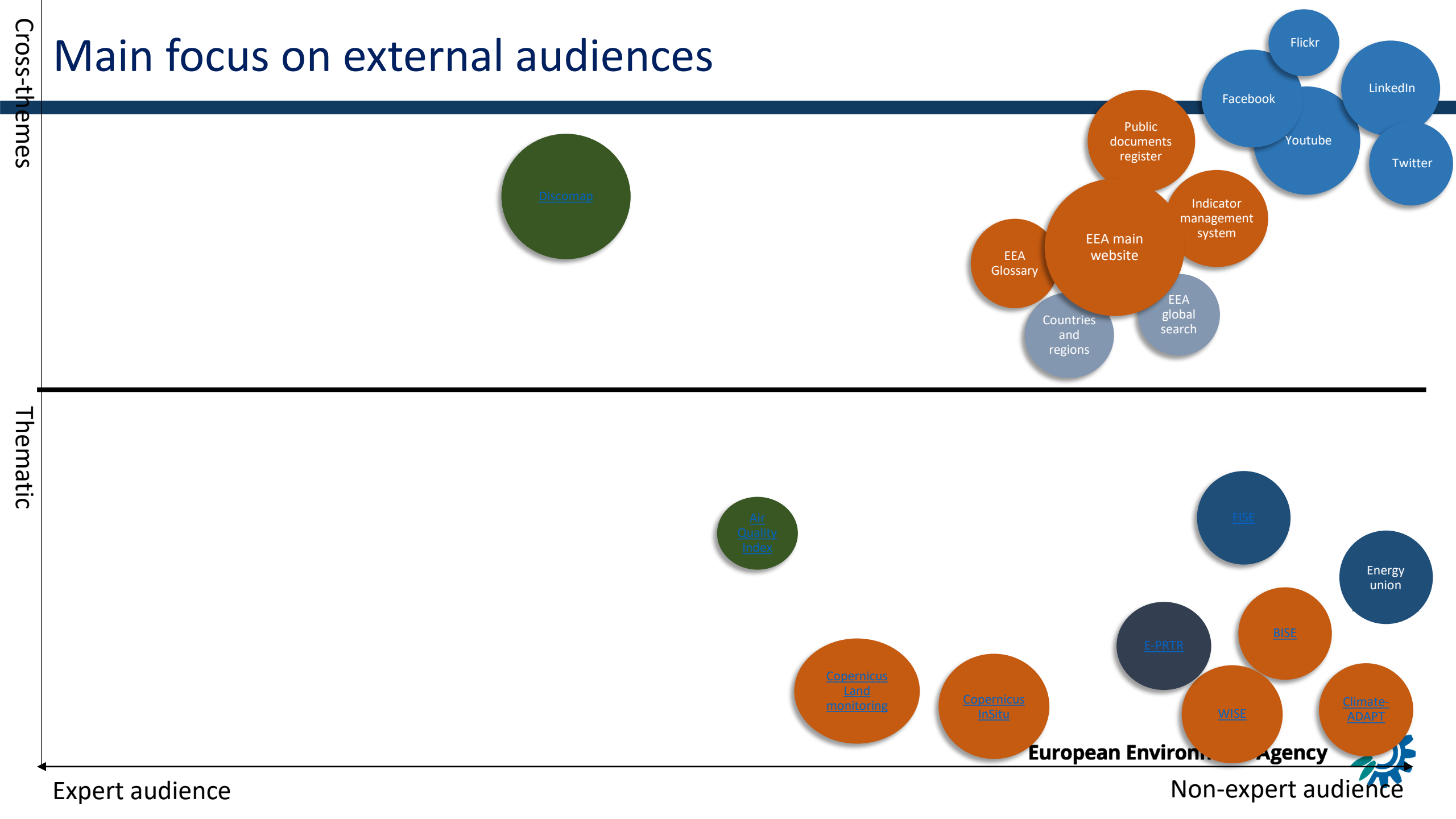

Cross-themes
Thematic
Contextual data inventory
EIONET planner
Reportnet
ROD
Semantic data service
EEA Data service
EEA forum
EEA subscription service
Flickr
Facebook
LinkedIn
Youtube
Twitter
Learning for EEAcademy
Public documents register
GEMET thesaurus
Indicator management system
EEA main website
EEA Glossary
EEA global search
Countries and regions
Eionet
ETC sites
Projects
Forum
Discomap
Spatial data infrastructure catalogue
CORDA
Inspire dashboard
EPAnet website
National Biodiversity clearinghouses
EMEP inventory elastic search
Articles 12 and 17 web tools
EMERALD viewer
GHG viewer
EUNIS
Invasive Alien Species
Air quality portal
Air Quality Index
Climate impacts viewer
Natura 2000 Network viewer
Bathing water
Urban adaptation
Copernicus Land monitoring
Copernicus InSitu
Policies and Measures (PAM)
Noise data viewer
ENI SEIS II
FISE
Energy union
E-PRTR
BISE
WISE
Climate-ADAPT
Expert audience
Non-expert audience

Main focus on external audiences



Listening to user needs

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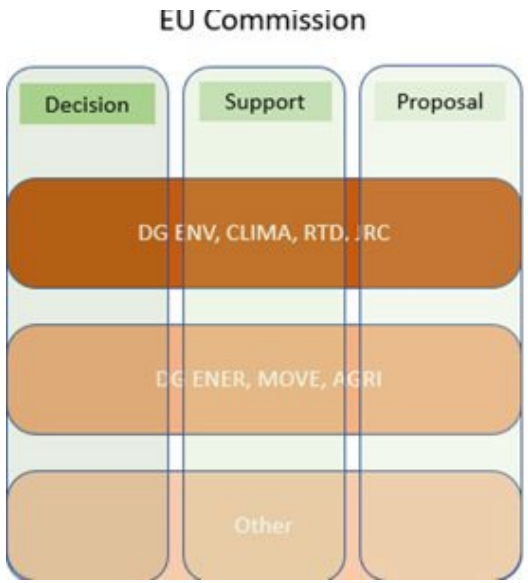
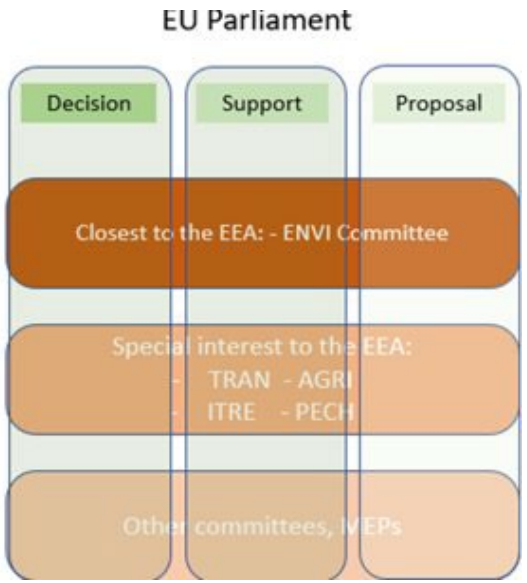
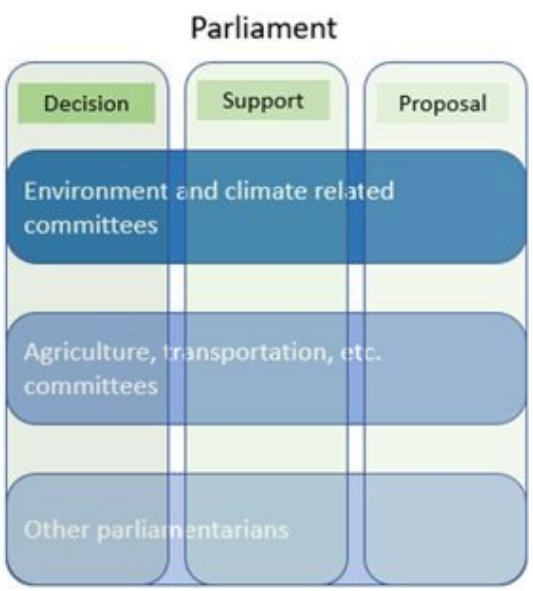
Understanding our audience







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

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Objectives

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

Multi annual project

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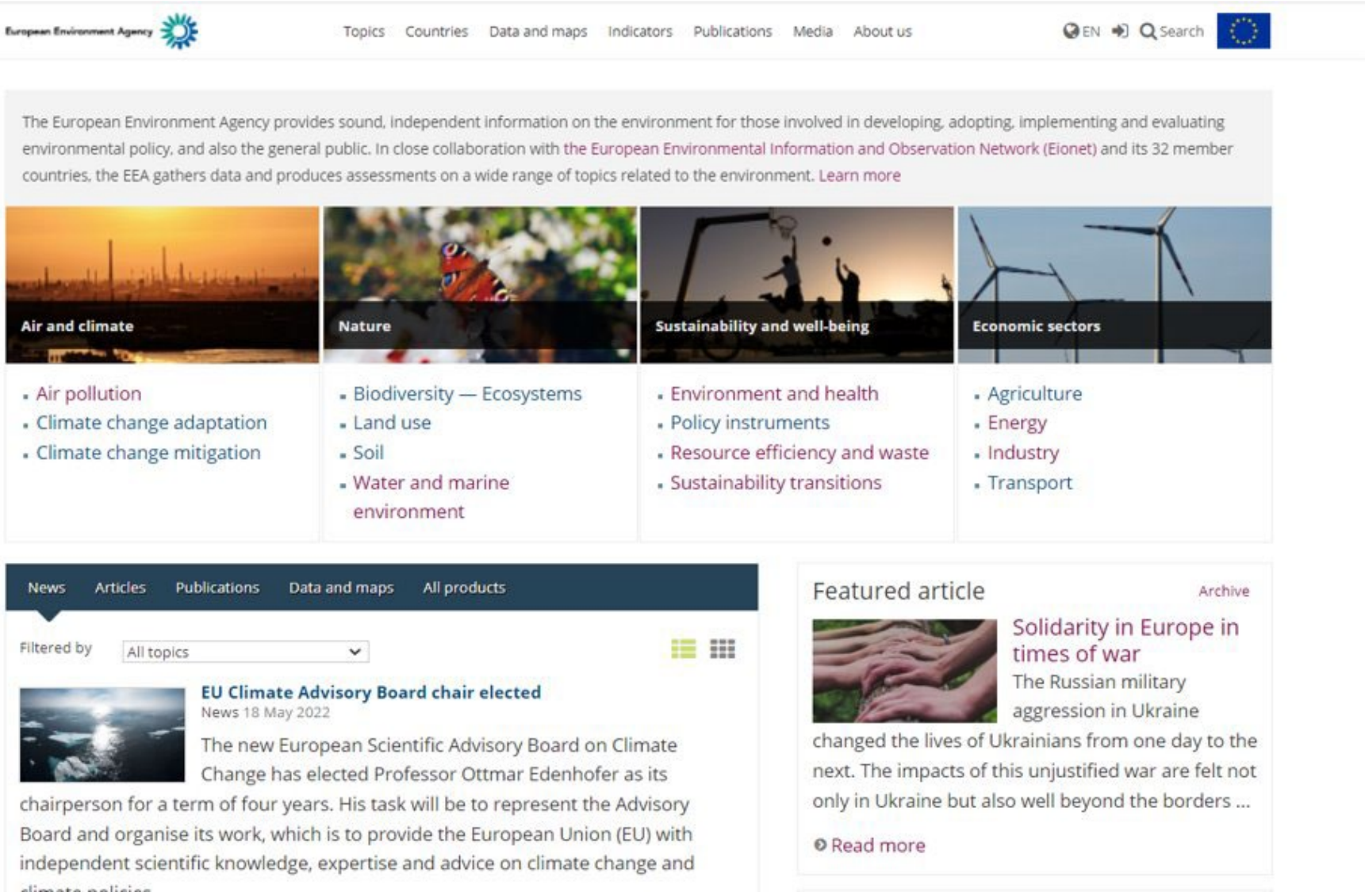
Before the project



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

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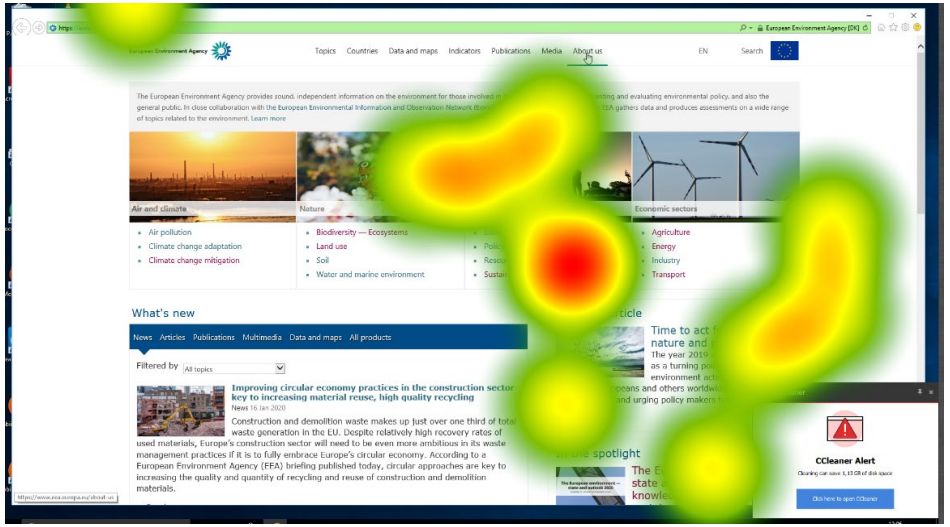
Where did the users look?



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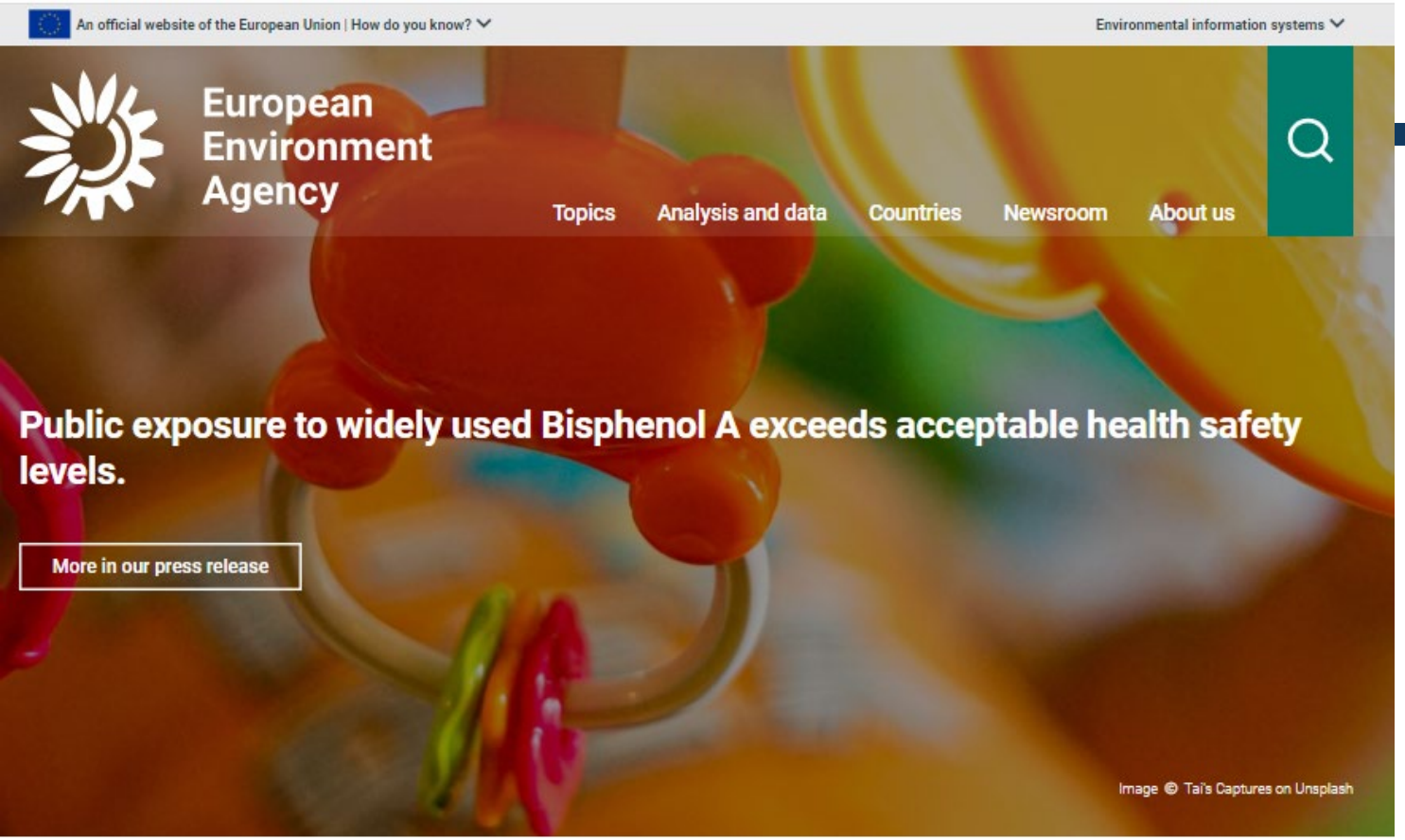


Current homepage

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

What we do

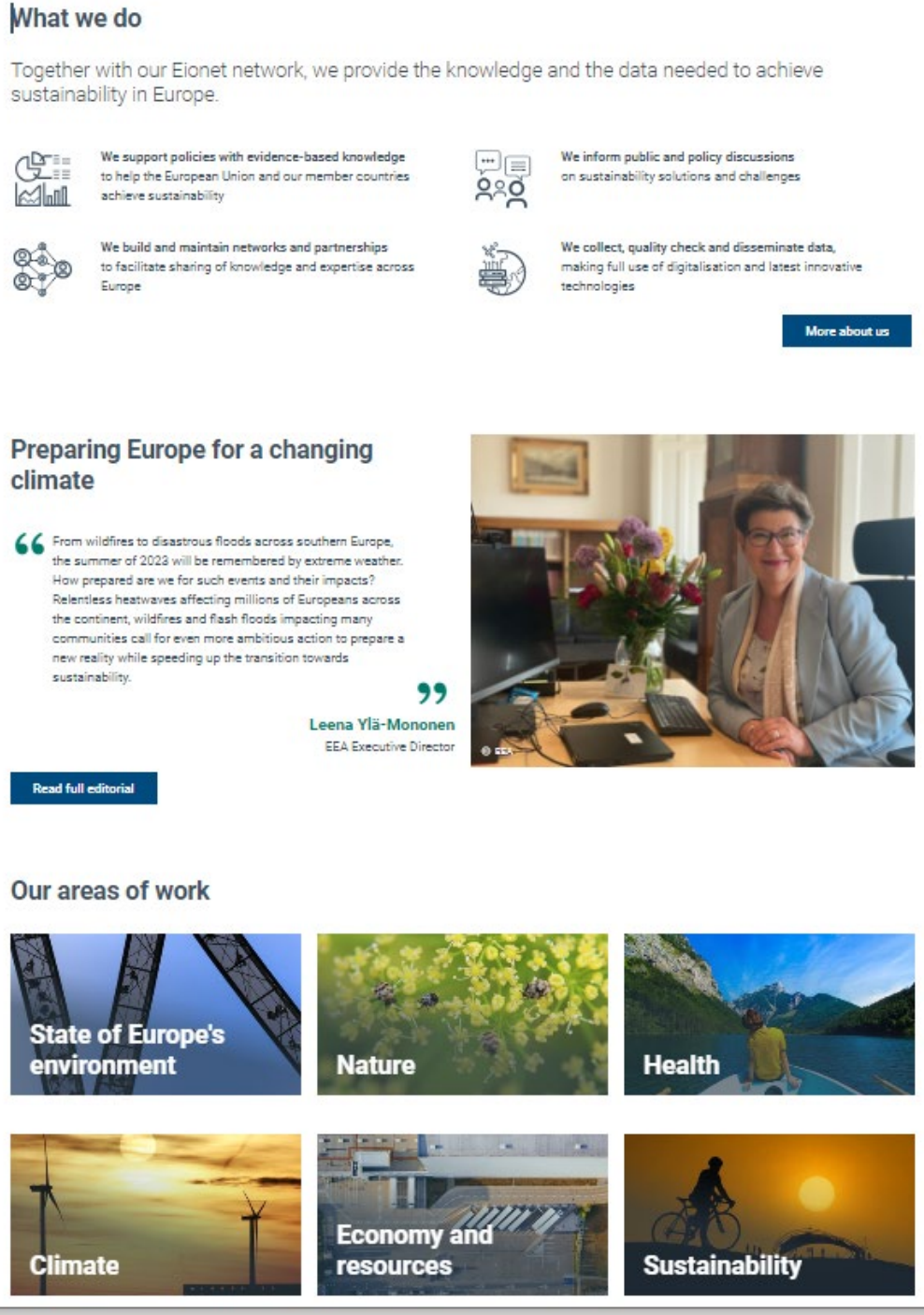
Together with our Eionet network, we provide the knowledge and the data needed to achieve sustainability in Europe.

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



Also…

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

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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

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Testing again

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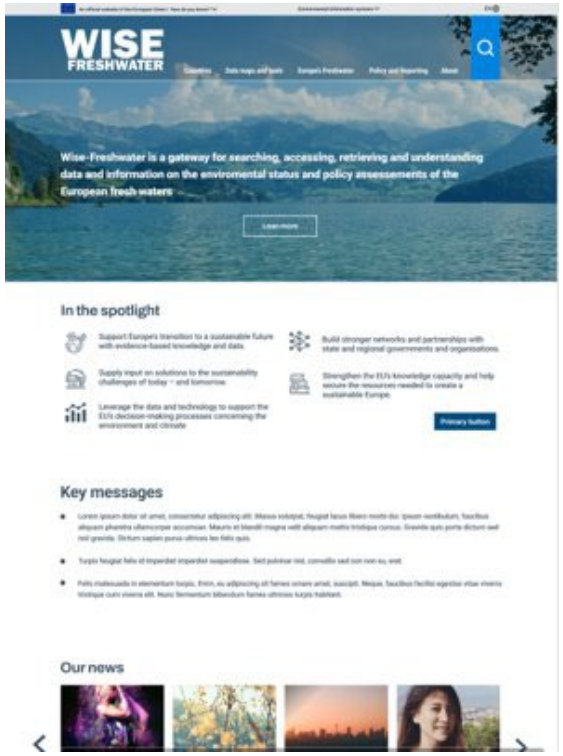
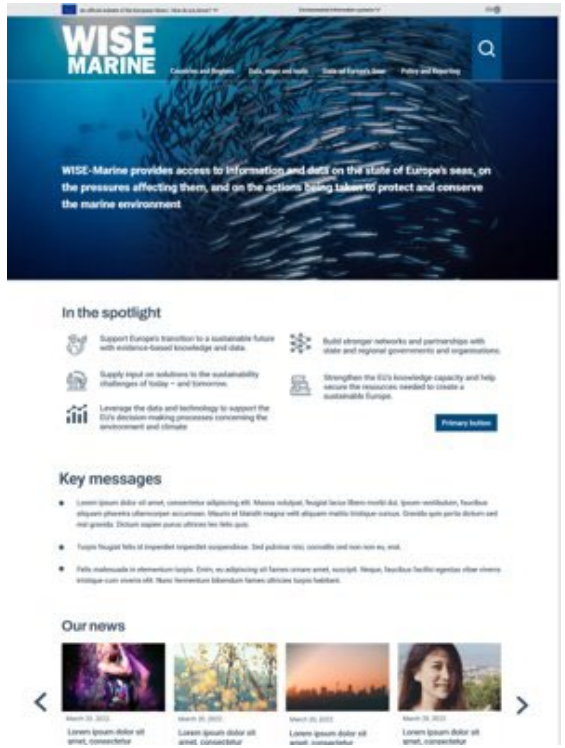
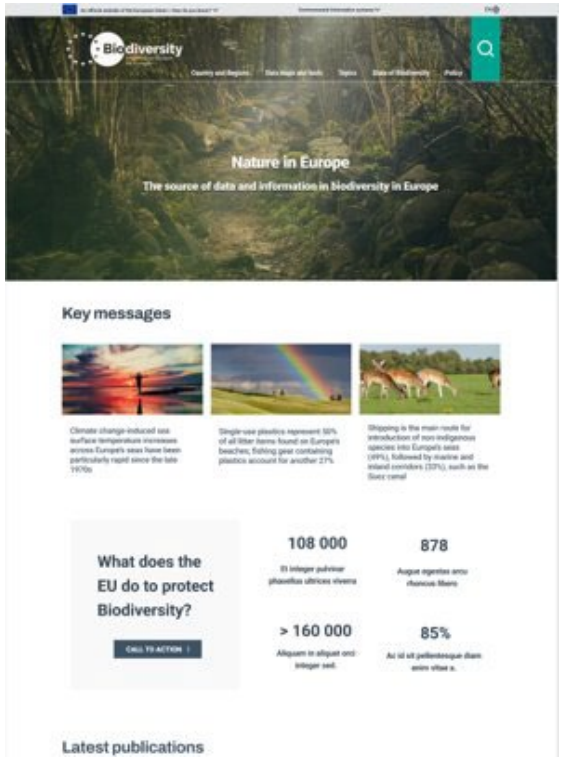
Testing again

A design system







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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…?

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Thank you.

Questions?

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