



Proyecto cofinanciado por la UE



LIFE15 ENV/ES/000252

Briefing website

DELIVERABLE DD 1.2

Guidelines on website specifications

Irene Ruiz Muñoz, Vanessa-Sarah Salvo (SFE-ES)

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Briefing website



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Briefing

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The briefing is a document which provides the information to guide how to design the web site, explaining its objectives and identifying the target public or user as well as the context. Its benefits concern the internal as well as the external contexts.

It raises the needs of all the actors which will interact with the website from different perspectives, administrators, users, contributors.



Product description

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A [web site](#) of the Life LEMA Project “Intelligent marine Litter removal and Management for local Authorities” will be realized as a tool for internal but also external communication. It will be implemented in the [Wordpress](#) platform.

This platform has been selected because its usage is simple and it facilitates the use and the data actualization for the project staff, which will be able to upload the up-to-date information of the initiative from the various action points of the project.



Objective

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The objective of the website is **to make know** the Life LEMA project and make visible, actions, action areas, results, lessons learnt, and the partnership so that it widens its own repercussion.

This on-line area will enable to highlight the actions of the project, **interaction** between the partners, and to make the overall public conscious of the impacts of marine litter and the need to protect the marine environment.

Furthermore, it will help to **disseminate** the results of the project within the various forums, scientific and professional, in the national such as the international background.



Targetpublic

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The main targeted people is between 25 and 65 years old, living in the **action area** of the project, French and Spanish Basque Country, although it is expected to be visited by people from other European countries.

It is addressed in priority to professionals working in the **public administrations**, the **fishermen** associations, the organisations in the field of marine litter and the **European institutions**, in addition to the general public from Iparralde and Hegoalde.



Creative Objective

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The strategic objective of Life LEMA is to propose guidelines for a sustainable management strategy of the floating marine litter, directed to the local administrations. It will include an IT tool, a cross-border management program for the French and Spanish Basque Country and international meetings to search common solutions to the marine litter issue.

The creative objective of this webpage is to collect this aspiration, transmitting professionalism, innovation, collaborative work and efficiency. As the target public is international, the main information of the web page will be available in four languages: Spanish, French, Euskera and English.



Creativestrategy

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Thiswebpagewillkeepthecolourandthetypographicschemes indicatedinthemanualofthecorporateidentityoftheproject in order to propose a visual cohesion to all itscommunication elements.

Colour: The selected shades are cyan blue and grey (60% of black). These colours transmit reliability, trust, seriousness and cleanness. Furthermore, the blue is the representative colour of the sea.



R: 0, G: 159,B: 227



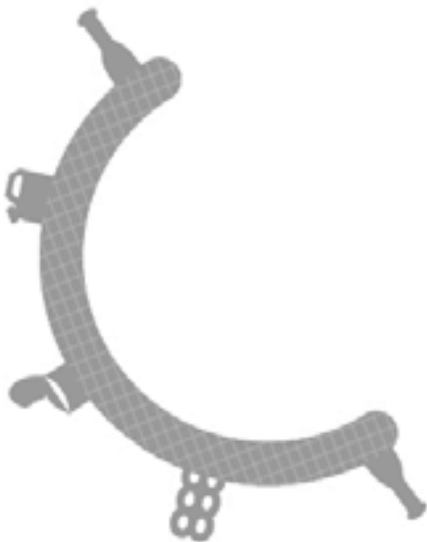
R: 0, G: 159,B: 227



R: 34, G: 34, B:33

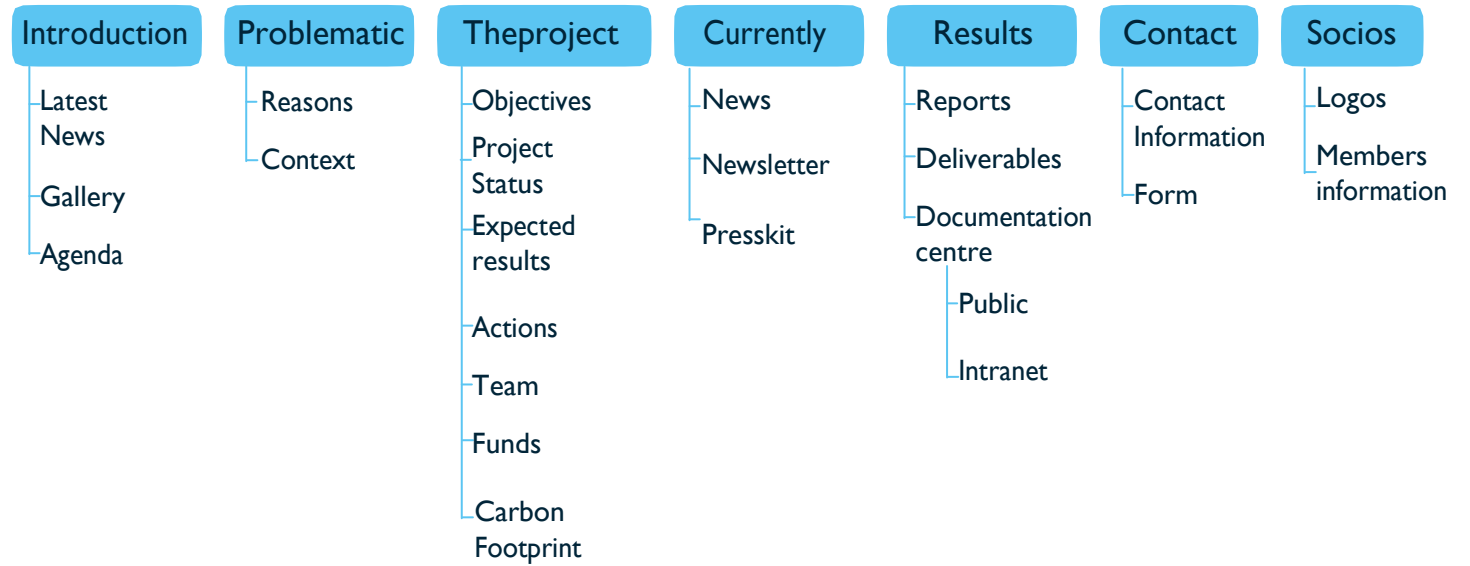
Typography:Thefollowingtypographicalfamilieswillbeused:“GillsSans”,GillsSansNova”, “Minionpro”.

Thematic: At least the following sections should be included: About the project, News and Events, Results of the Project, Social Network, Carbon footprint of the project, Members Area, Contacts and Download Area.



Website Map

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Social networks

