

Achieving Circularity in Cities through Environmental Sustainability of Sports “ACCESS”

Project web-platform

**Work Package 1
Deliverable 1.3**

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Project web-platform

Deliverable 1.3

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Abstract

This document describes the website that was developed for the dissemination and communication purposes of the ACCESS project. It was created as an online tool and space for announcing project news, as well as news from the partners and as the major communication tool for announcing new deliverables, project achievements, milestones, and events.



List of abbreviations

WP: Work Package

KPI: Key performance indicator

CCC: Circular City Committee

BPs: Best practices

ACR+: Association of Cities and Regions for Sustainable Resource Management

DBU: Dansk Boldspil-Union

FCP: FC Porto

FAW: Football Association of Wales

GAA: Gaelic Athletic Association

SSSA: Sant'Anna School of Advanced Studies

M: Month

D: Deliverable



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1. Presentation of the Project

1.1 About the project

The ACCESS project is looking at narrowing the gap between the current environmental performances of sports clubs and associations, their strategies and practices and strategies and targets of respective cities or regions they are in and where their activities are taking place. While many cities and regions in Europe are following the European-wide pattern of adopting required strategies that would enhance and deploy various European policies and frameworks locally regarding waste, water, energy, mobility and other fields of environment or the Circular Economy Action Plan and Green Deal in general, their successful implementation or uptake among sport organisations are rather limited and require additional efforts to achieve required contribution. The underlying factors for this are diverse and range from the shortage of qualified staff, lack of cooperation between sports clubs and associations and relevant academic bodies, low inclusion of existing staff in training and capacity building activities to general difficulties in cooperating with local and regional authorities.

This project will be addressing these key challenges and turning them into enabling factors which would drive the application of circular economy solutions to sports forward. The project wants to promote innovative and replicable circular economy solutions among sports organisations as well as their cooperation and synergies with local and regional authorities which would contribute to achieving circular cities.

These would lead to seizing transversal improvement opportunities by embedding circular economy and sustainability principles in city planning, infrastructure, and asset management procedures as well as in sports organisations management and governance. The key goal is to activate a collaboration between urban stakeholders and sport organisations for getting closer to circular cities.

The Grant Agreement signed between the project consortium and the European Commission contains the description of general and specific objectives, namely:

- ☀ To perform a preliminary assessment of the participating sport organisations' current level of alignment with their respective cities' strategies in the field of environment and identify the most significant gaps and the related improvement actions.
- ☀ To map and elaborate examples of good practices in the field of circular economy and environmental management in sports which contribute to the principle of circular cities and their subsequent replication in the participating cities.
- ☀ To identify and evaluate synergies, governance and cooperation actions between participating sport organisations and their respective cities for implementing circular economy principles in order to achieve cross-sectoral cooperation.
- ☀ To establish in each involved urban area a Circular City Committee (CCC) which would meet on a regular basis to discuss and initiate systemic and systematic activities, actions and solutions for increasing the circularity in respective urban areas.



- ☀ To increase the capacity, knowledge and skills of participating sport organisations and respective cities to cooperate and to manage their key aspects of circular cities through learning mobility.
- ☀ To strengthen national and European cooperation on environmental management between institutions and sport organisations as well as between different European cities and sport organisations, by presenting the ACCESS methodology and sharing and exchanging ideas in multiplier events.
- ☀ To enable the participating sport organisation to become reference points in their countries for circular cities through community engagement and outreach actions.
- ☀ To reach out to sport organisations in rural and/or remote areas and enable them to access European good practices and the knowledge base developed by the project.

1.2 Project partners

The project consortium was carefully built around the key aspects of the project which are reflected in its objectives. Having the consortium working together and the expertise, practices, and insights it is putting on the table will allow the project to advance in the planned direction. As the project wants to create cross-sectoral cooperation between sport organisations and respective local and regional authorities and feed this cooperation with necessary learning mobility, training, and education activities in order to allow this cooperation to flourish and grow, the project consortium is composed of two technical partners providing support and guidance and four sport organisations on the frontline of achieving the project's objectives.

The project thus brings together 6 partners from across Europe:

- ☀ 1 association: Association of Cities and Regions for sustainable Resource management (ACR+, Belgium); an international network of 100+ cities and regions sharing the aim of accelerating the transition towards a circular economy on their territories and beyond.
- ☀ 1 university: Sant'Anna School of Advanced Studies (SSSA, Italy); a higher education entity with a long running record in environmental management in sports. With their own Sustainability Management Laboratory, they also support many large Italian companies in the implementation of carbon footprint assessments, as well as Life Cycle Assessment.
- ☀ 4 sport associations/club: Dansk Boldspil-Union (DBU, Denmark), FC Porto (FCP, Portugal), Football Association of Wales (FAW, Wales), Gaelic Athletic Association (GAA, Ireland); renowned sport clubs and associations in their own countries with a mostly domestic audiences (staff, players, sponsors, communities, supporters) which would ensure good visibility of the project. These four sport organisations will serve as pilot partners for the project's activities.



1.3 Work Package 1 - Project Management and Coordination

While this Work Package has the goal to efficiently manage, coordinate and administer the project's activities and in general, ensure an adequate progress of the work programme in terms of quality, budget, timing and communication between project partners and WPs, significant part of this WP also includes overall project communication and dissemination activities.

The communication activities will span across the entire duration of the project and will require the involvement and contribution of all project partners. With ACR+'s previous experience acquired through numerous European projects and its communication staff, the project will see a comprehensive and well-adapted Communication and Dissemination Plan matching the project's different phases, activities, and envisaged outcomes. The primary target groups will have a prominent place in the Plan, while all the secondary target groups will still be targeted with specific communication activities. All the target groups will be addressed through relevant communication channels and activities. This Plan will also describe the functionalities, features, and objectives of the web platform in details.

Another aspect of the dissemination and communication activities will be the exploitation of project results such as various reports and guidelines and boosting their replicability potential for achieving the project's objectives and targets.

The Transnational Meetings and Multiplier Events will be merged in most cases in order to take advantage of having all project partners in one place, what would give these events an important European perspective.

While the project will be building its own audience, the fact that the participating organisations already have a large audience would give the project additional visibility and promotion. The underlying objective and guiding principle for all the dissemination and communication activities will surely be peer-2-peer learning and peer pressure that the ACCESS project partners would provoke within their own fields of activities. On the other hand, beside online communication, physical events will play a key role in ensuring additional visibility of the project locally and nationally.

The specific objectives related to communication and dissemination activities within this WP are namely:

- ☀ To provide all project partners with a comprehensive Dissemination and Communication Plan which would allow them to understand the objectives of the dissemination and communication activities, the target groups to take into consideration, communication channels which would be used and to set up their internal communication and dissemination plan with their respective departments
- ☀ To develop the project's visual identity and build and maintain the project web platform as the main source of news, updates, and multimedia content, as well as printed promotional material according to the adopted visual identity
- ☀ To build a remarkable audience by attracting external organisation representing various target groups to the project



- ⚙️ To ensure the visibility of the project and its outputs and results among target groups and broader audiences nationally and internationally through targeted communication and multiplier events

1.3.1 Project web-platform

As WP1 leader, ACR+ supervised the creation and the launch of the ACCESS website, with the help from a subcontractor.

The website will be the centre of the communication ecosystem, the gateway to the different social media accounts and their content and allowing visitors to subscribe to the project's newsletter.

It will serve not only for presenting the project's objectives, consortium, and activities but it will also allow the project's audience to continuously follow the progress and results. All reports and publications that will be created during the project's lifetime will be available in a dedicated section. The web platform would also host a multimedia room which would be populated with interviews and podcasts reflecting the various stages of the project. Each participating sport organisation would be responsible for contributing to this content. Furthermore, key project outputs such as the compendium of good practices and the Club Charter will have a prominent place and a dedicated page, too.

The website will be running for 5 years after its setup and will be accessible at the following address: www.access-cc.eu

2. Target groups

As the project is targeting a wide and mixed range of target groups, namely sport organisations and public authorities, as well as media, academia, EU policy makers and all the stakeholders along the sport value chain (suppliers, sponsors etc.), the website is constructed in a way to ensure an outreach as wide as possible through certain functionalities the website was built upon.

The website is meant to cover the overall audience of ACCESS, as previously described in Deliverable 1.2, on international and local levels, with content targeting each target group.

While ACR+ will be ensuring the outreach to general international target groups, the project partners will have the responsibility to create content which would target their local and national audiences, as well as the scientific community in case of SSSA. This would also allow all project partners to equally participate in communication and dissemination activities. Each project partner will have an account that would make them able to create such content.



3. Website content

3.1 Content management

The content is provided by the project partners. It will include texts, pictures, audio material and different documents to download (generally pdf format). ACR+ has the responsibility to manage the content properly and display it on respective pages. The website will be in English with certain content, such as articles targeting the local or national audiences, in Danish, Portuguese, Irish or Welsh. The imagery for the project website was submitted by the project partners and the website will ensure equal display and representation of each partner.

3.1.1 Web Content Management System (WCMS)

The website is relying on WordPress, a web content management system (WCMS), which allows modifications on the website by the administrator without needing any particular web developer skills. Each project partner has an account for accessing the members' area.

3.2 Specific functionalities of the website

The following functionalities were integrated into the website for its better performance and exploitation:

- ⚙️ **Blog entries:** These will allow chronological updates on the project activities, milestones and achievements in separate articles, which will be stored in the “news” section. The different articles will then be divided in several tags and categories to ease the navigation for the visitor. The different categories will be the following:
 - Project news: articles covering the project’s milestones and progress, various events, published deliverables and similar
 - Partner news: articles covering the partners’ contribution in the project and the Circular City Committees news.
- ⚙️ **Online forms:** the website will allow people to register for the newsletter
- ⚙️ **Depositories:** the website will have its dedicated storage, space intended for uploading and storing files on the server. This space will serve for storing primarily the project documents and other tools produced within the project’s framework such as:
 - Deliverables which will be stored on the server and presented appropriately according to the nature of them on the Library page with links provided for download
 - Webinars, interviews and other media files will be presented on a separate Media Room page
- ⚙️ **Social network integration:** in order to enhance the visibility and number of visits to the website, the website has direct link to Twitter, Facebook and Instagram.



- ⚙️ **Email account:** a general email account for external communication with the same domain as the website: contact@access-cc.eu
- ⚙️ **Website analytics:** although not explicitly a part or a feature of the website, the website would be linked to Google Analytics for monitoring
- ⚙️ **Download counter:** the website will have the feature which would allow to count the number a certain deliverable was downloaded

3.3 Structure of the website

Prior to the actual launch, a landing page will be set up, allowing visitors to find out more about the project and to register to the newsletter, as well as subscribe to the project's social media accounts. The example of the landing page can be seen in Figure 1.



Figure 1. Landing page

The website will be based on the hierarchy and menu tree, as shown in Figure 2.



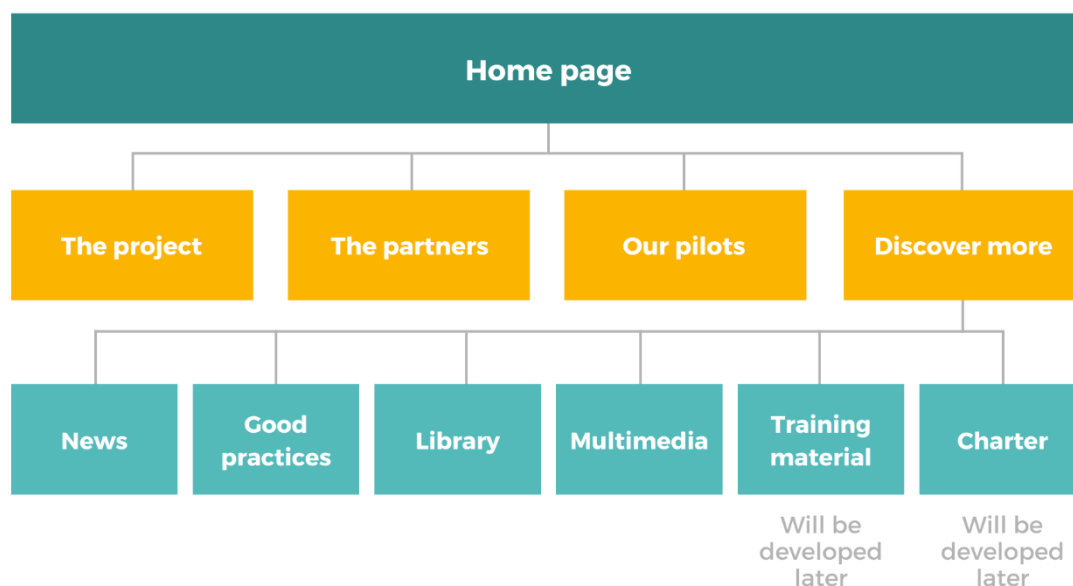


Figure 2. Menu tree

As it can be seen in the menu, certain pages which would serve for instant familiarisation with the project will appear on the home page, such as “The project”, “The partners” and “Our pilots”. The “Discover more” button will be the gateway to more content and specific and tailor-made pages which would ensure appropriate visibility and presentation of key deliverables and initiatives within the project’s framework.

Furthermore, the home page will also have permanent elements such as the acknowledgment of EU funding and relevant disclaimers, the partner logos, newsletter subscription, social media links, as well as contact details. It will also be displaying the Menu items which would lead to user to the rest of the website pages.

As mentioned above, the home page will certainly be the most visited page and will need therefore to present all key information in a clear way and ensure that the visitor continues navigating towards interesting and relevant content. The home page will contain 4 sliders with instant and concise description of the project, its partners and more.

- 🔦 **The project:** this slider is meant to give further details on the project and its objectives, to help the visitor gain better understanding of what we strive towards
- 🔦 **The partners:** this slider is meant to give further details on the consortium, with individual presentations of the partners. The presentations will not only give information on the partner’s activities and nature of activities, but will put an emphasis on their sustainability actions, thus reinforcing the credibility of their participation in the project.
- 🔦 **Our pilots:** this slider is meant to give further details on the sport organisations who would facilitate the cooperation with their respective public authorities and what this process would look like

- ⚙️ **News:** while news articles will be displayed and archived on a dedicated page, a slider on the home page would be displaying the latest 4 news articles.

The following Figure 3 displays what the home page would look like.



Figure 3. The home page (1 – the 4 sliders, 2 – the discover more menu)

When it comes to the “Discover more” menu, the pages the menu links would lead to the following pages:

- ⚙️ **News:** this page will gather all articles and will be equipped with a filter (project news and partner news), for visitors to find relevant news. This page will also act as the archive of all news articles published during the project’s duration.
- ⚙️ **Good practices:** this section of the website will feature the deliverable to be developed within WP2 - “Compendium of circular economy best practices for sport and cities”. It will promote the best practices that would be collected during the relevant activity. This page would also serve as inspiration for sport organisations (within the project’s consortium and external ones) to adopt and adapt some of them. As these good practices would be developed by summer 2023, the complete page would be published at that time.



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- ⚙️ **Library:** this page is meant to serve as a depository for all the public deliverables that would be developed during the project's lifetime.
- ⚙️ **Multimedia:** as described in the Communication and Dissemination Plan, several videos and podcasts will be created to promote the project's activities. These media will all be listed in this section of the website, as embedded multimedia previously uploaded to YouTube and SoundCloud.
- ⚙️ **The Club Charter:** as one of the deliverables that could be considered the most important for reaching the project's objectives but also ensuring an appropriate afterlife of the project, this activity will have a dedicated page. As the Club Charter would be launched only in M30, this page will be hidden for most of the project's duration. This charter will be an expression of commitment sport organisation can adhere to. Therefore, this page will see several activities during the last 6 months of the project, namely the launch of the charter and the call for expressions of interest, displaying and communicating with those sport organisation who did so.
- ⚙️ **Training material:** this page will highlight the outcome of WP4 "Training and education" and gather the presentations and outcomes of the 8 trainings that will take place during the project's duration. It will also promote D4.1 Training Pack

