Deliverable D8.2_M51

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User-friendly public area within the project web site and free-download ppt-presentation (M51)

STATUS: FINAL

Project acronym:	BIOFRESH
Project name:	Biodiversity of Freshwater Ecosystems: Status, Trends, Pressures, and Conservation Priorities
Call and Contract:	FP7-ENV-2008-1
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Co-ordinator:	Leibniz-Institute of Freshwater Ecology and Inland Fisheries at Forschungsverbund Berlin e.V., Germany
Partners:	RBINS, Royal Belgian Institute of Natural Sciences, Belgium BOKU, Universität für Bodenkultur Wien, Austria ICLARM, International Center for Living Aquatic Resources Management, Malaysia IRD, Institut de Recherche pour le Développement, France UDE, Universität Duisburg-Essen, Germany IUCN, International Union for Conservation of Nature, Switzerland UOXF.AC, Oxford University, UK UB, Universitat de Barcelona, Spain UFZ, Helmholtz Zentrum für Umweltforschung, Germany UCL, University College of London, UK UCBL, Université Claude Bernard - Lyon 1, France UPS, Université Paul Sabatier- Toulouse 3, France ECOLOGIC, Ecologic GmbH Institut für Internationale und Europäische Umweltpolitik, Germany EC-ERC, Commission of the European Communities - Directorate General Joint Research Centre, Italy UD, University of Debrecin, Hungary NRM, Naturhistoriska riksmuseet, Sweden FIN, FishBase Information and Research Group, Inc

BIOFRESH

Biodiversity of Freshwater Ecosystems: Status, Trends, Pressures, and Conservation Priorities

Project no. 226874

Large scale collaborative project

Deliverable number	D8.2
Deliverable name	User-friendly public area within the project web site and free-download ppt-presentation
WP no.	WP 8
Lead Beneficiary (full name and Acronym)	Oxford University, UOXF.AC
Nature	others
Deliverable date from Annex I (proj. month)	**M9-51**
Delivered	yes
Actual forecast delivery date	
Comments	**Lead beneficiary of this Deliverable is Oxford University but reporting has been done in conjunction with IGB and BOKU.**

Project funded by the European Commission within the Seventh Framework Programme Dissemination Level		
PU	Public	✓
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

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In case the report consists of the delivery of materials (guidelines, manuscripts, etc)

Delivery name	Delivery name	From Partner	To Partner

Introduction

Goal of this Deliverable D8.2 was to set up a user-friendly public area within the project web site and free-download ppt-presentation. This output has been delivered in Month 9 and it referred mostly to the ppt-presentation which hasn´t changed since Month 9.

Also, this deliverable is closely connected with D0.3 (setting-up of the website) and Dissemination activities in WP8 such as in D8.5 (Production of Newsletters) and D8.8 (Production of series of short 'Youtube'-style videos for web-dissemination).

For this deliverable, we focus on the re-design of the website, an update of Deliverable D0.3.

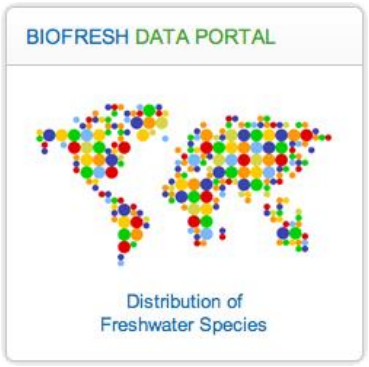
BioFresh Information platform undergoes a re-design

The BioFresh website at www.freshwaterbiodiversity.eu has undergone a major re-design which was launched online during summer 2013.

During the past years of BioFresh it has become evident that efforts and results need to be presented in a more convenient way to the public. It was decided to restructure the website from a project-focused information source to a knowledge-based information platform where scientists and early-career researchers, conservationists, ecosystem managers and stakeholders as well as the public and other interested parties would find satisfying pieces of information.

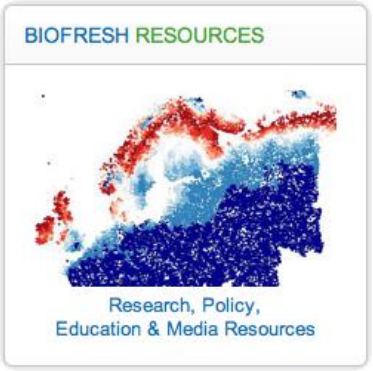
BioFresh considers itself a network of scientists of global freshwater biodiversity. The webpage now features:

- **BioFresh Project**: displays all kinds of information that is related to the EU funded project BioFresh, from our team to our workpackages to the deliverables. Here one will also come upon the project's newsletters, press releases and links to the project's major results (also see below "BioFresh Resources").



- **BioFresh Data Portal**: this is the single gateway for freshwater species occurrence data and the "freshwater node" of the Global Biodiversity Information Facility (GBIF). Access to the assembled data allows scientists and planners to discover, examine, analyse and evaluate patterns and threats of freshwater biodiversity at scales relevant to their needs.

- **BioFresh Atlas**: the Global Freshwater Biodiversity Atlas is a constantly expanding collection of key maps related to freshwater biodiversity. These include outputs of the BioFresh project and the wider scientific community, and cover state-of-the-art scientific models and conservation planning maps, such as the Freshwater Key Biodiversity Areas. The Atlas was released for the public in January 2014.



- **BioFresh Resources**: this section presents research, policy, education and media resources. For the research-oriented audience information is provided on key freshwater journals, the top five questions in freshwater research as well as papers and publications considered relevant or which are the outcomes of project work. Further it offers a quick entry point to online teaching and learning resources like manuals or videos (worth checking out is the "Water Lives" video, an experimental art-science-policy communication

product), but also includes stories about the life as a freshwater researcher. This part of the website was soon amended with a "How-to"-series to help students and early-career researchers to find their way through freshwater models and tools. Another section serves policy makers, managers and consultants with policy frameworks, policy briefs and other thought pieces. In the press corner one will find the BioFresh press kit.

Selected BioFresh results are illustrated in "Maps in Action" (See D8.7), a section prepared as part of the educational resources of the BioFresh platform. This "Maps in Action" section provides a selection of topical use cases related to how these particular products are influencing policy in a variety of different environments.

- BioFresh Blog: the widely read blog offers a range of services to promote engagement and discussion. Since its launch in 2010 it has published over 200 posts and exceeded the milestone of 100,000 views.

Views of the BioFresh blog

	2010	2011	2012	2013
Views	5,418	18,845	27,501	39,991
Monthly Average	774	1,570	2,292	3,333

- The cabinet of Freshwater Curiosities blog was created to contribute to the 'user-friendly' area of the web-site objective. The 'cabinet' was conceptualised as a means to connect the BioFresh project to people with an interest (even if fleeting) in freshwater life, specifically through search engine queries. To this end a writing style rich in hyperbole is used. In addition, we aimed to provide a resource of content that others - teachers, aquaria, museums etc. - could use. All content on the Blog and Cabinet is under open license. Our hope was that the cabinet would take off such that it would attract volunteer writers and an editor and be widely used. Due to resource constraints we lacked the capacity to properly develop and launch this concept and opted to just keep the cabinet ticking over with the occasional new entry.

The BioFresh blog and Cabinet are integrated with relevant social media platforms for up-to-date news and comments as Twitter (two Twitter feeds: @biofreshproject, @biofreshdata) or LinkedIn (group: "BioFresh: the network for global freshwater biodiversity") for more in-depth community discussion. Further it features a virtual Cabinet of Freshwater Curiosities that will appeal to anyone with a sense of wonder!

An agreement was made to transfer the Biofresh Blog, twitter feed and LinkedIn to the EU MARS (Managing aquatic ecosystems and water resources under multiple stress) project. The transition on the blog commenced in

mid-February 2014. In addition, a volunteer editor was enrolled to take on and develop the Cabinet after the end of the BioFresh project.

The ability of social media 'assets' to be transferred to projects offers the opportunity to cumulative build audience and impact over time and, in our view, represents an exciting new opportunity for the dissemination components of research projects.