Drastic

Demonstrating affordability, sustainability and circularity

Project Website Report

DELIVERABLE D6.2

Deliverable information

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Disclaimer

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Authors, co-authors, and contributors

Author	Organisation	E-mail
Dominique Bearfield-Vine	WorldGBC	dbearfieldvine@worldgbc.org
Stephen Richardson	WorldGBC	srichardson@worldgbc.org

Quality Control

Role	Name	Date
Internal reviewers	Stephen Richardson	30 JAN 2024
External reviewers	Joana Gonçalves	31 JAN 2024

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1. Introduction

Drastic stands for **D**emonstrating **R**eal and **A**ffordable **S**ustainable Building Solutions with **T**op-level whole life cycle performance and **I**mproved **C**ircularity.

Working with 23 partners across eight European countries, Drastic is a four-year project supported by the European Union under grant number 101123330.

Through five 'Demonstrators', Drastic aims to showcase varied and innovative solutions to reduce whole life carbon and the climate impact of construction across the entire construction value chain in Europe, whilst increasing and improving circularity within the built environment.

The Drastic Demonstrators are pilot projects that will target different building layers, to achieve reduction of operational and embodied carbon emissions and foster material reclaim and reuse. Drastic will show how these solutions, combined with improved business models, can lead the way towards a whole life cycle decarbonisation of the European Union (EU) building stock by 2050.

To effectively communicate its progress, results, and impact, the World Green Building Council (WorldGBC) has undertaken the task of creating a dedicated website for the Drastic project. This report delves into the development process of this website, providing insights into its objectives, stages, proposed structure, search engine optimization, and future development plans.

2. Objectives of the Website

The primary objectives of the project website are multifaceted. The website aims to:

- **Showcase Work and Results:** Display the project's milestones, achievements, and real-world impact through an interactive and engaging platform.
- **Raise Project Profile:** Increase awareness of the Drastic project among target audiences, including stakeholders, policymakers, industry professionals, and the general public.
- **Facilitate Collaboration:** Provide a platform for stakeholders and partners to engage, collaborate, and share insights, fostering a sense of community within the sustainable building sector.
- **Educate and Inform:** Offer comprehensive information about sustainable building solutions, life cycle performance, and improved circularity, contributing to knowledge dissemination in the field.

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3. Stages of Website development

The development of the website follows a systematic approach, divided into several stages:

- **Project Initiation and Planning:** This phase involved defining project goals, identifying key stakeholders, and establishing a timeline for website development. The project team collaborated to outline the website's features, functionalities, and design elements.
- **Content Strategy and Creation:** Much of the content will be produced throughout the project duration so the strategy is to have a clear and easy to navigate structure that can allow content to be added and easily located by users as it is published. Initial content produced for the launch includes a description of the project, the demonstrators and the partners plus a mailing list sign up form and integration with social media.
- **Platform Selection:** The choice of the Drupal platform, a robust and flexible content management system, was made to ensure scalability, security, and ease of content updates. Creative Concern, a seasoned contractor, was selected for its expertise in Drupal development.
- **Design and User Experience (UX):** The website's design focused on creating an intuitive and visually appealing interface. Consideration was given to user experience, ensuring that visitors can easily navigate through the site and access relevant information.
- **Development and Integration:** Creative Concern spearheaded the actual coding and development of the website, ensuring seamless integration of features and functionalities outlined in the planning phase.
- **Testing and Quality Assurance:** Partners have been engaged to review and test the design, structure, and content of the website.
- **Launch and Deployment:** The website was developed in phases. Initially a landing page was put up, to signal the presence of and forthcoming launch of the website on the domain, www.drasticproject.eu. After testing, the second phase of the website was officially launched, which included all the basic information available at the start of the project. A third phase is in development which will expand the functionality to include searchable resource library and further information about the demonstrators and upcoming project events.

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4. Visual identity

The design of the website follows the Drastic brand identity which has been created as part of WP6 including a project logo, presented in Figure 1, accompanying brand guidelines document.

Figure 1: Drastic project logo in original and negative colourways

5. Website Structure

It is anticipated that at least the following basic content blocks will be included within the full iteration of the website:

- **Homepage:** A landing page for the project website.
- **About Drastic**: includes all relevant information about the project (description, objectives, expected results).
- **Drastic partners**: presents all project partners with links to each partner's website.
- **News and events**: this will include regular news on the project's activities, external news related to the project, news of related projects and initiatives and information on interesting events for the project.
- **Resources**: public deliverables and materials developed by the project will be showcased in this section.
- **Contact us/ network registration**: a page for people to register their interest in the project and to sign up to receive project-related emails.

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The following images show screenshots of some of these pages:

Figure 2: Drastic website homepage

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Figure 3: Drastic website - section highlighting demonstrators

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Figure 4: Drastic webpage partners' page

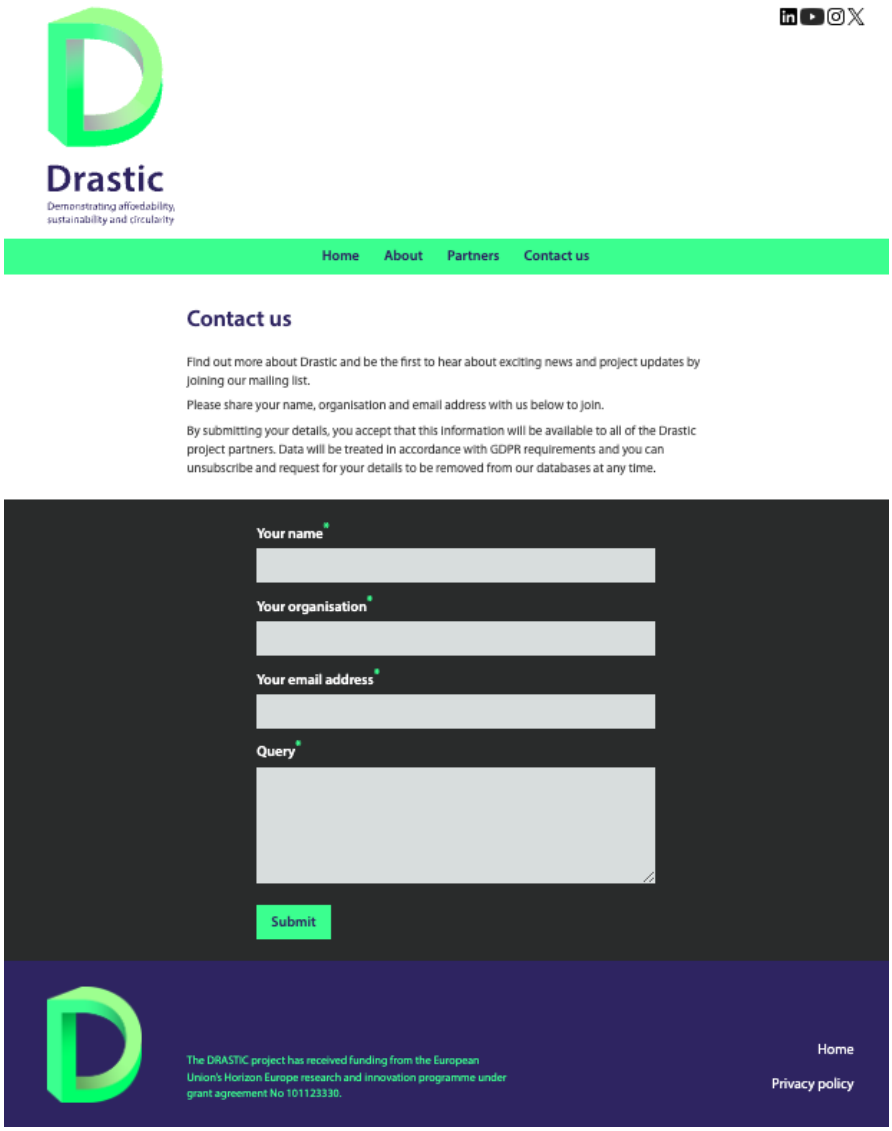

Figure 5: Drastic website contact page

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6. Search Engine Optimization (SEO)

To maximize the website's visibility and reach, a comprehensive SEO strategy has been implemented:

- **Keyword Optimization:** Relevant keywords and phrases related to sustainable building solutions, circularity, and project-specific terms have been strategically incorporated into the website's content.
- **Meta Tags and Descriptions:** Each page will be equipped with appropriate meta tags and descriptions to enhance search engine visibility and provide concise summaries for users.
- **Image Optimization:** Images and multimedia elements will be optimized for quick loading times, contributing to a positive user experience and improving search engine rankings.
- **Mobile Responsiveness:** The website is designed to be fully responsive on various devices, ensuring optimal performance on both desktop and mobile platforms, a crucial factor in search engine algorithms.
- **Regular Content Updates:** To maintain relevance and attract search engine algorithms, the website is updated regularly with fresh content, reflecting the latest developments and achievements of the Drastic project.

7. Future development

The development of the website is an ongoing process. The next phase will expand the structure to include space for resources and other results that have yet to be generated by the project. Beyond this other development ideas will be discussed within the Communications Taskforce, with several future considerations in mind:

- **User Feedback Integration:** Feedback from users, particularly project partners, will be gathered and analysed to identify areas for improvement and refinement. User suggestions will be considered for future updates.
- **Enhanced Interactivity:** The website will evolve to include more content and interactive features, such as links to recorded content like webinars, stakeholder maps, photo galleries and so forth, providing users with dynamic and engaging content.
- **Analytics and Data-driven Improvements:** Continuous monitoring of website analytics will guide future improvements. Insights into user behavior, popular content, and navigation patterns will inform strategic.

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