PartArt4OW

PARTART 4OW

PartArt4OW has received funding from the European Union Horizon Europe
Mission Ocean Programme HORIZON-MISS-2023-OCEAN-01
Under Grant Agreement No 101157247

PartArt4OW

Project Website

Deliverable 6.2

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Abstract: This deliverable is part of a project that has received funding from the European Union´s Horizon Europe research and innovation programme under grant agreement No. 101157247.

Disclaimer

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1. Introduction

1.1 Background / Deliverable Description

The PartArt4OW project website (https://partart4ow.eu) serves as the main dissemination and communication platform for stakeholders, partners, and the general public. The website aims to highlight the project's objectives, showcase ongoing activities, and provide access to project outputs. The key objectives of this deliverable include:

- **User-Friendliness and Experience**: Design a modern and intuitive interface ensuring seamless navigation for all users.
- **Visual Identity**: Implement a visually appealing design aligned with the project's branding guidelines.
- **Cross-Browser Accessibility**: Ensure functionality across all major web browsers and devices.
- **Functional Simplicity**: Develop essential features to support project objectives without overloading the platform with unnecessary modules.
- **Accessibility**: Ensure compliance with WCAG 2.1 (Level AA) guidelines to make the website accessible for users with disabilities.
- **Knowledge Sharing**: Provide effective access to publications, deliverables, and other resources.
- **Social Media Integration**: Set up and manage dedicated social media accounts.

1.2 Relation to other PartArt4OW deliverables

This deliverable directly supports outreach, dissemination, and exploitation efforts outlined in related work packages. The website will ensure synergies with other project activities, leveraging extensive stakeholder networks to maximize impact. It will serve as a hub for disseminating project outputs and hosting collaborative tools, aiding long-term sustainability and usability.

2. Work done and current status

2.1 Achieved objectives

The following objectives have been achieved as part of the website development process:

- **Public Communication**: The website introduces PartArt4OW to external stakeholders, detailing project goals, consortium members, and expected outcomes.
- **Stakeholder Engagement:** Features such as blog posts and the soon to publish Newsletter and Latest News section (they are hidden at the moment until we publish the first item) engage stakeholders and the public.
- **Resource Accessibility**: The website hosts downloadable public deliverables, publications, and other project materials.

2.2 Website development

The website structure includes the following published sections:

- **Home**: A dynamic landing page summarizing the project's mission and providing quick access to key sections.
- **About**: Detailed descriptions of project objectives, context, and consortium members.
- **Calls**: A space where information about past and upcoming calls for proposals will be published.
- **Resources**: A repository for public project outputs and reports.
- **Ecosystem**: A space where a list of members of PartArt4OW's ecosystem will be displayed.
- **Blog**: A space where blog entries will be posted for stakeholder engagement and information on project-related topics

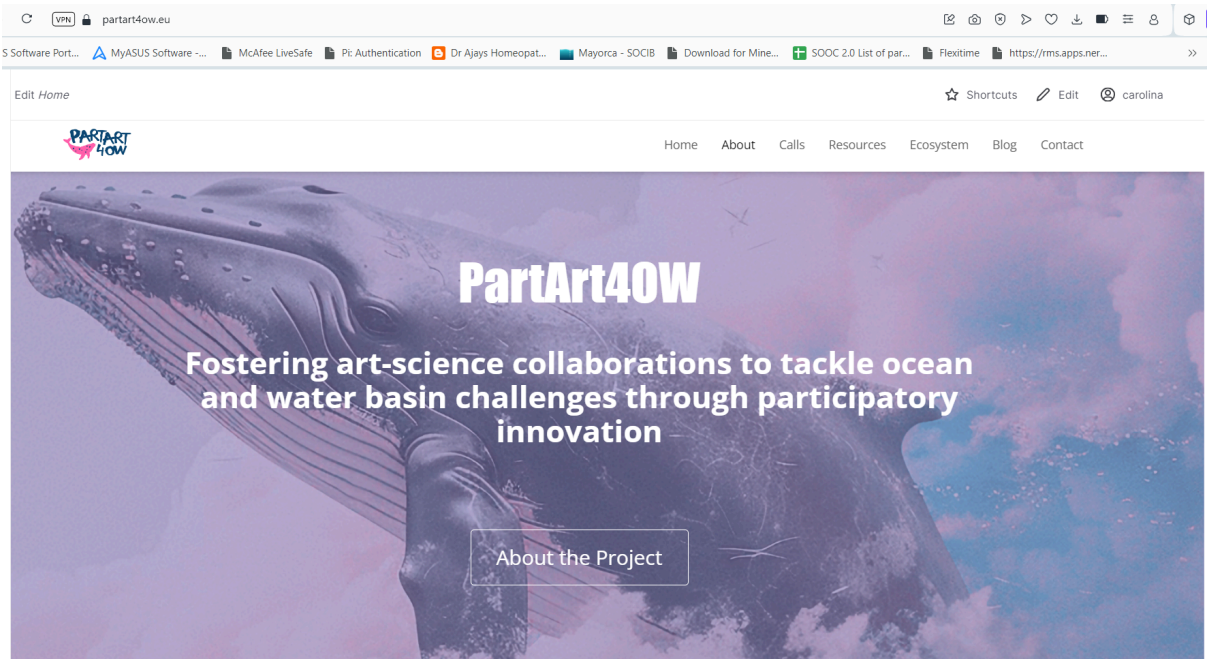
- **Contact Us**: A user-friendly form for inquiries, along with contact details.

In addition, the following sections have been created but will be published when their first item is available:

- **News and Events**: Regular updates and announcements about project milestones, events, and calls to action.
- **Newsletter**: A repository of the quarterly published newsletters.

2.3 Project website content: Screenshots

The "Home" page:



PartArt4OW is dedicated to building an emotional attachment between people and our **oceans** and **water basins**.

Explore our open *calls*, access our *results/output* by accessing our open science repository, and be a part of this creative journey to protect and restore our waters for future generations.

Starting in September 2024 and running for 30 months as endorsed by the EU Mission '**Restore our Ocean and Waters by 2030**' and the UN Decade of Ocean Science, our project fosters connections between *artists*, *scientists*, *local communities*, and *citizens* to address water and ocean challenges through participatory art.

By supporting **19 diverse participatory art initiatives** across Europe, we aim to inspire meaningful engagement with these pressing issues and **promote solutions** that can be scaled and shared.

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Our Accelerator Program

Empowering art-driven initiatives across Europe to merge creativity and science through resources, training and mentorship.

The Sailing Lab

Connecting and documenting local initiatives that spotlight sustainable art initiatives while fostering deep connections to Europe´s waters".

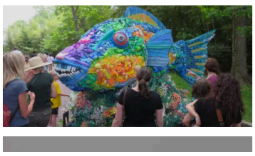
The Toolkit

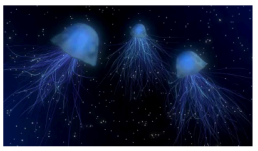
A practical resource filled with best practices and insights to help bring creative ocean and water initiatives to life across Europe.

Our Ecosystem

A thriving network connecting artists, scientists, civil society, and citizens across Europe to collectively safeguard oceans and waters.

3	6	4	19	3	2
Calls for proposals	Partners	European countries	PAIs will be supported	Festivals	Million funded by the European Commission





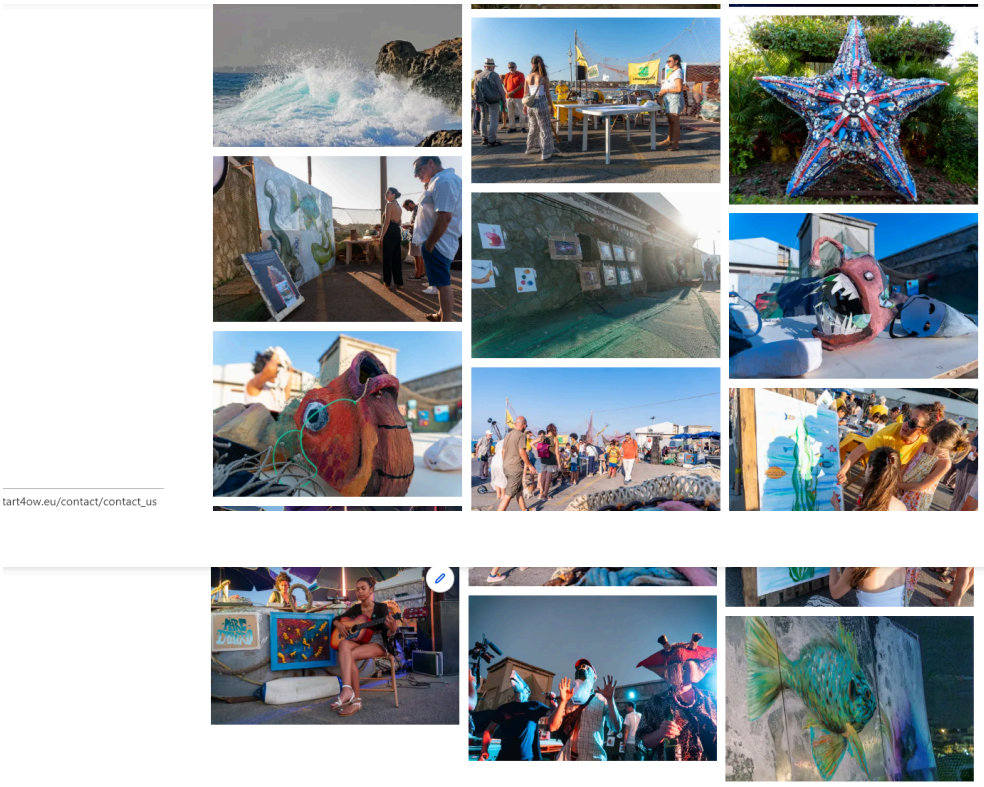


Fig.1: The "Home" page

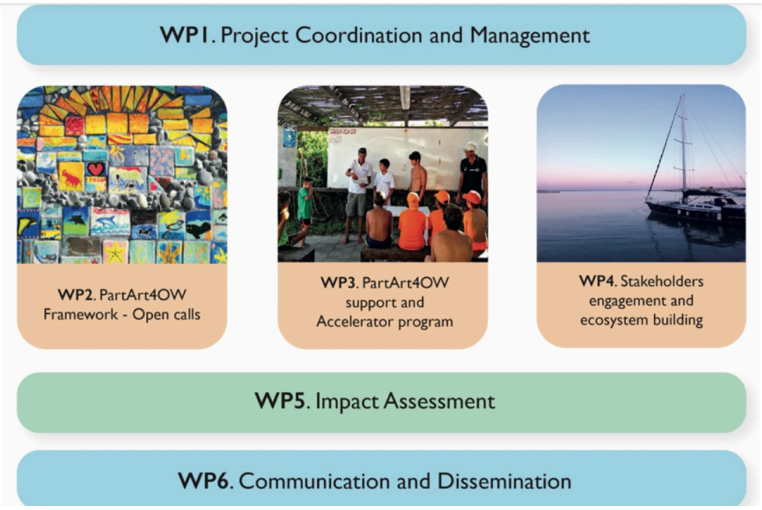
The "About → The Project" page:

Home About Calls Resources Ecosystem Blog Contact

/Home

The Project

PartArt4OW unites art, science, and civic engagement to tackle pressing **ocean** and **water** challenges across Europe. Through Participatory Art Initiatives (*PAIs*), we empower creative communities to develop interdisciplinary projects that enhance public awareness, build emotional connections, and inspire action for water sustainability. Supported by **funding**, **mentorship**, and **networking opportunities**, these initiatives showcase their work through **public festivals**, while our **Sailing Lab** travels to connect communities to these projects, fostering discovery and dialogue on ocean health.
Our *toolkit* collects best practices and guidance for those wanting to replicate these participatory initiatives, enabling other organizations and policy makers to address water-related issues. Additionally, our *ecosystem-building* activities bring together diverse stakeholders and creatives, creating a strong, collaborative network dedicated to protecting our waters for generations to come.



Project Objectives
PartArt4OW has set ambitious objectives to provide solutions for these issues:
Objective 1: ***Strengthen the relationship and emotional attachment between society and the oceans and waters, and create new connections between European citizens and their local bodies of water.***
We achieve this by:
• Triggering citizens' creativity and artistic inclinations by bringing them together with artistic and creative professionals, to work together in participatory projects across Europe;
• Connecting coastal and maritime communities with the open ocean through the PartArt4OW Sailing Lab, which gives citizens the opportunity to explore and experience oceans and waters and the initiatives supported by PartArt4OW;
• Producing and widely circulating emotionally-impactful visual documentation material about PartArt4OW initiatives;
• Organising 3 Festivals to spread PartArt4OWs message and support the replication of the supported initiatives in other locations around Europe
• Producing a PartArt4OW toolkit, providing guidance and insights from our own experience, to enable future projects to replicate our best practice.

Objective 2: ***Raise awareness of challenges pertaining to oceans and waters across Europe. We work towards informing artists and the creative and cultural sector, European citizens, innovators, researchers, policy makers and other stakeholders about the challenges that need addressing, and why they matter.***
We achieve this by:
• Providing financial support, training and mentoring to 20 interdisciplinary, intersectoral participatory projects that directly involve citizens and local stakeholders.

• Establishing the PartArt4OW Sailing Lab, which visually document ocean conditions, and promote selected outcomes of PartArt4OW initiatives, to offer an open-access view to citizens worldwide;
• Exhibiting the artworks created by PartArt4OW initiatives and other relevant outputs in 3 Festivals
• Create and support via mutual learning opportunities a large ecosystem of actors interested in increasing citizens' marine and science literacy by developing art-science initiatives in the field so as to enlarge the network of those engaged for ocean and water protection via participatory and art-science collaborative projects.
• Run professional communication campaigns on traditional and new media

Objective 3: ***Develop a strong transdisciplinary network aimed to protect and restore oceans and inland waters in Europe. The network includes citizens, artists, researchers, policy makers, businesses, and other stakeholders engaged in ocean and water management and protection, and blue research***.
We achieve this by:
• Mobilising artistic communities (e.g. visual arts, literary arts, performing arts, architects) and creative sectors (e.g., entities and associations operating in cultural, artistic, educational fields) to apply for PartArt4OW funding;
• Matchmaking events during open calls, enabling potential applicants to join forces and apply together;
• Creating a community among participants of selected initiatives, through dedicated sessions during the Accelerator program, as well as the documentation and communication activity of the PartArt Sailing Lab expedition;
• Establishing and leveraging synergies with past and ongoing European initiatives (e.g. BlueParks, S+T+ARTS, NEB, Creative Europe);
• Establishing connections between PartArt4OW participants and stakeholders, to encourage interest in blue innovation and research and blue economy.
• Promote mutual learning via dedicated workshops engaging different stakeholders in learning how to support interdisciplinary,

Fig.2: The "About → The Project" page

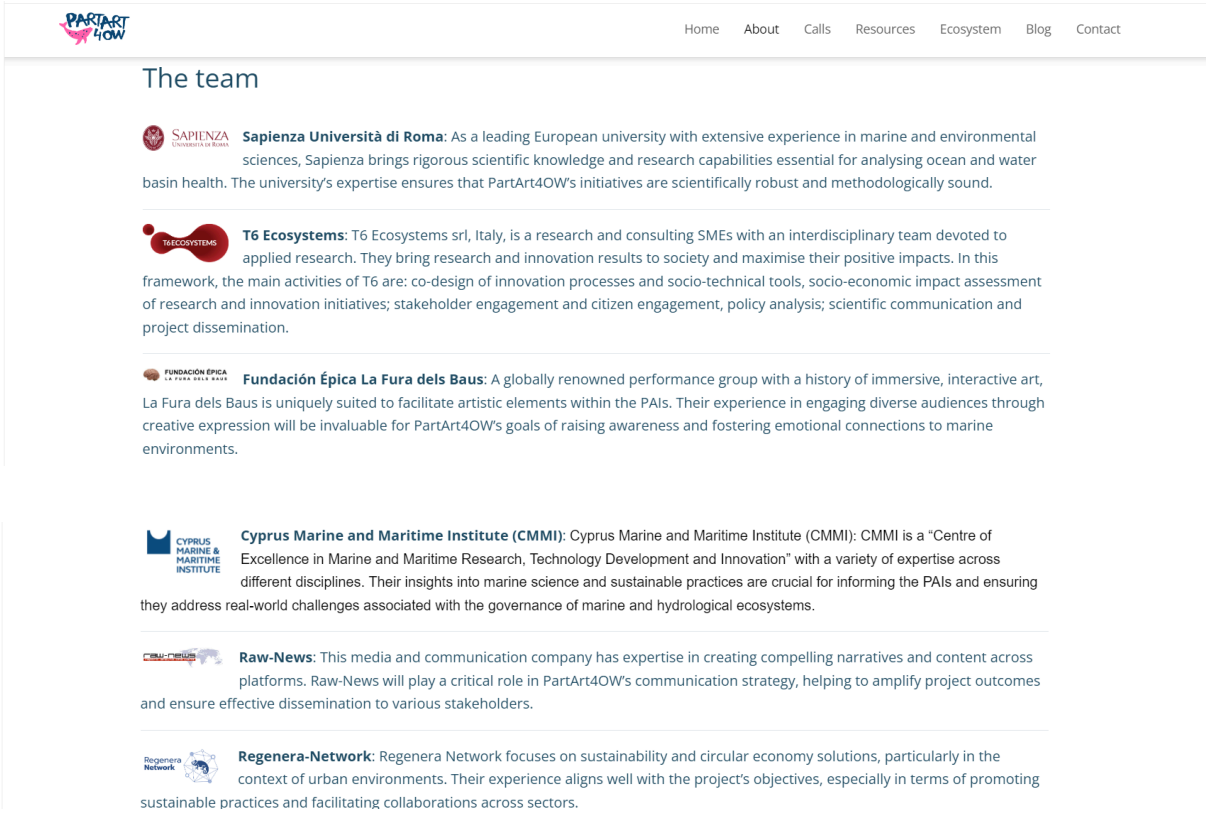


Fig. 3: The “About → The Team” page

The “Calls” page:

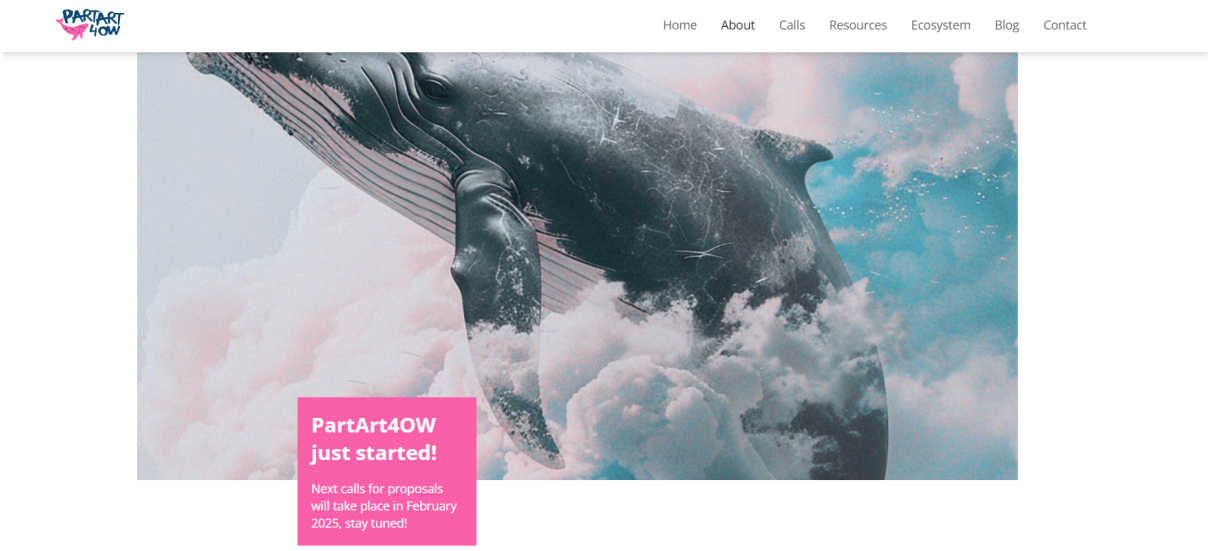


Fig. 4: The “Calls” page

The “Resources” page:

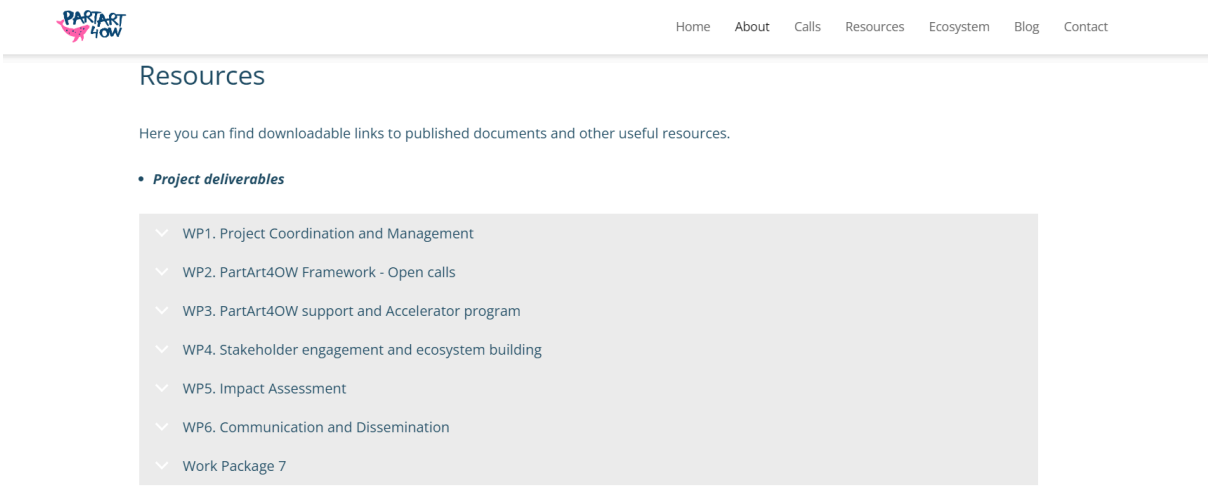


Fig. 5: The “Resources” page

The “Ecosystem” page:

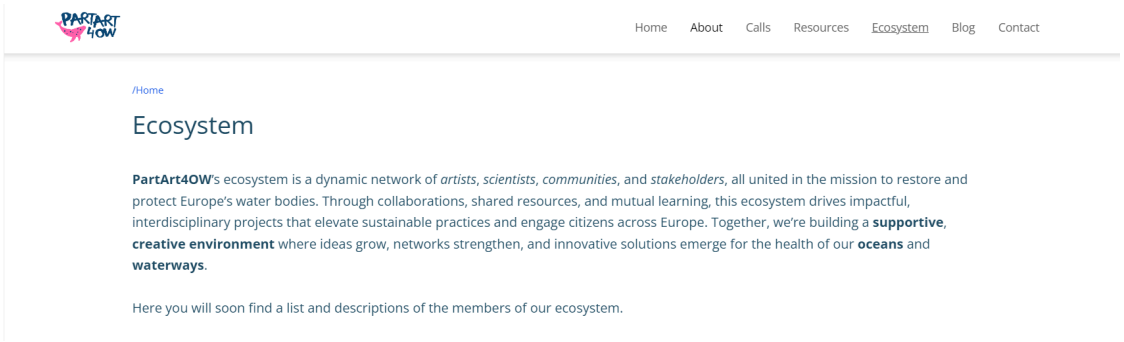


Fig. 6: The “Ecosystem” page

The “Blog” page:

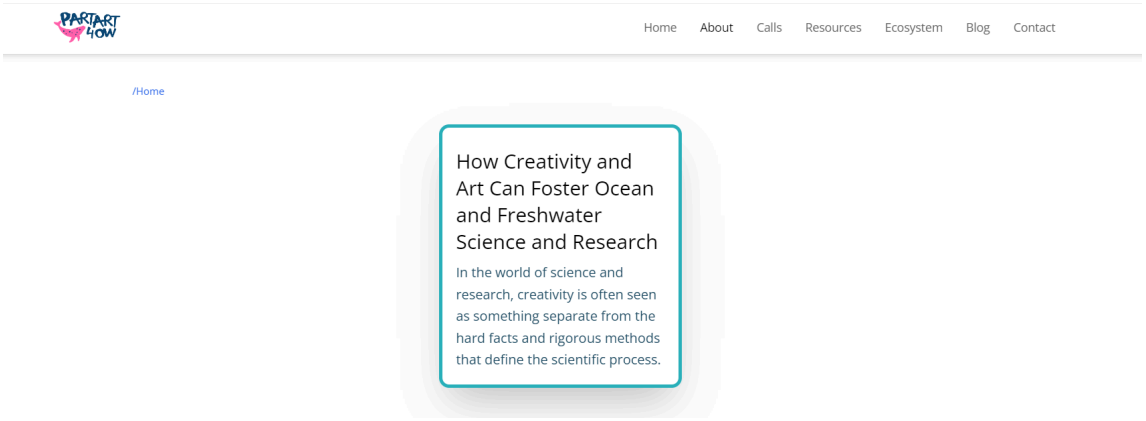


Fig. 7: The “Blog” page

The “Contact” page:

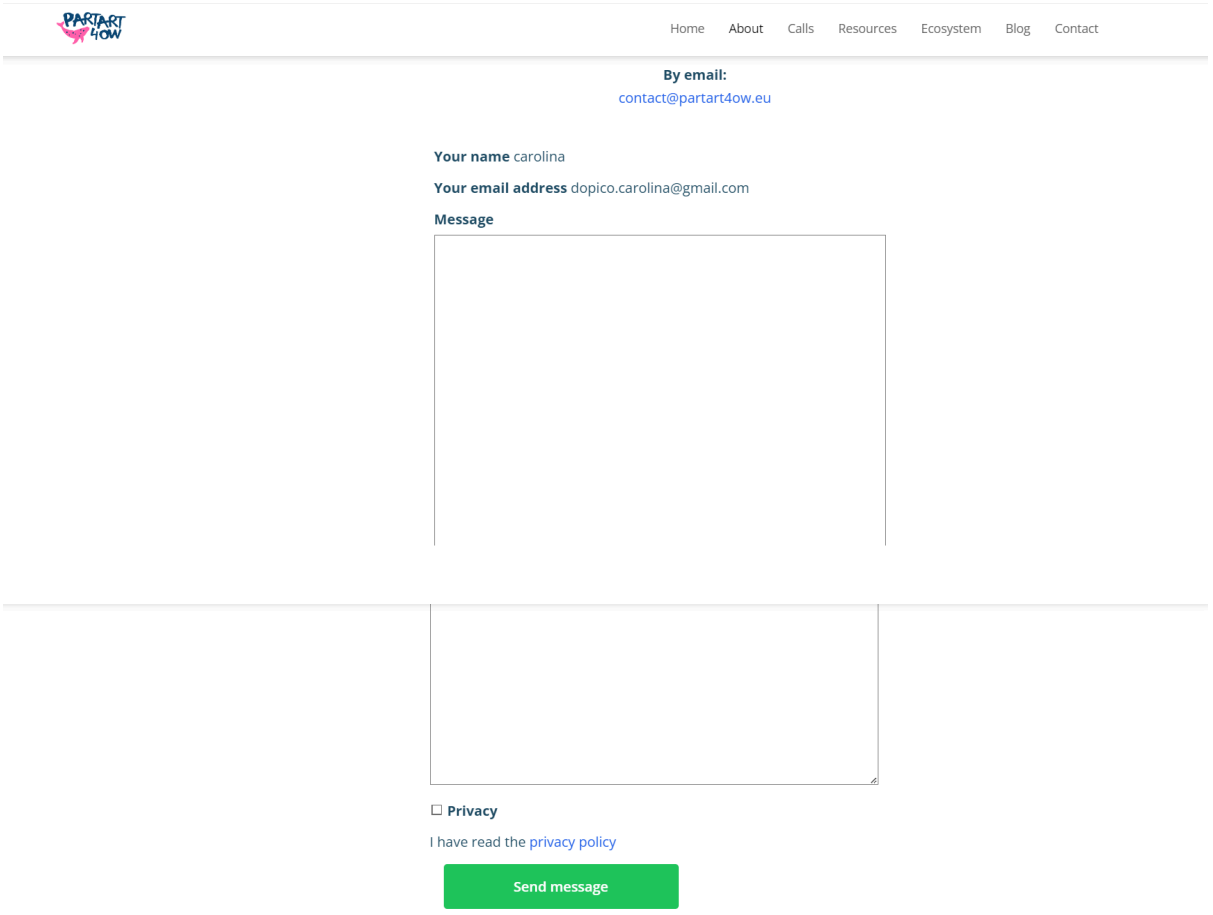


Fig. 7: The “Contact” page

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3. Website management and further development

3.1 Training and administration

The website will be administered by RegNet, who has received training by the developer on how to update its contents. In addition, the developer has a contractual agreement with RegNet to continue supporting the website throughout the duration of the project.

3.2 Performance tracking

The website's performance will be monitored using metrics such as:

- Visitor statistics (e.g., page views, unique visitors).
- Engagement rates (e.g., newsletter sign-ups, blog post readers, resources downloads).

These indicators will be reviewed periodically to guide improvements.

3.3 Future updates

To ensure the website remains dynamic and relevant, updates will include:

- Posting new content at least biweekly or as required by project milestones.
- Adding new features to enhance engagement, such as an interactive map displaying the location of the PAIs and of the Sailing Lab, or video galleries.
- Maintaining regular backups and security updates to protect data integrity.

4. Conclusion

The PartArt4OW website is a critical tool for achieving the project's dissemination and communication goals. It provides an accessible, secure, and user-friendly platform for engaging with stakeholders, sharing knowledge, and supporting collaboration within the consortium. Ongoing updates and monitoring will ensure its long-term success and relevance.

APPENDIX: PRIVACY POLICY

The project website includes a **Privacy Policy** page which is found by clicking in the link at the bottom of the footer, and also as a checkbox in the "Contact" page.

The following is a copy of the contents of the Privacy Policy page:

Privacy Policy

Open configuration options

Privacy Policy for PartArt4OW.eu

Last updated: November 28, 2024

At PartArt4OW.eu, we respect your privacy and are committed to protecting the personal information you share with us. This Privacy Policy outlines how we collect, use, share, and safeguard your personal data in compliance with the General Data Protection Regulation (GDPR) and other applicable laws.

1. Information We Collect

We may collect the following categories of personal data:

- Contact information: name, email address, phone number.
- Browsing information: IP address, cookies, browsing history on our website.
- Information you voluntarily provide: data shared via contact forms or subscriptions.

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2. How We Use Your Data

We use your personal data for the following purposes:

- To respond to your inquiries and provide information about our services.
- To enhance the functionality and security of our website.
- To send you marketing communications if you have explicitly consented to receive them.
- To comply with our legal and contractual obligations.

3. Legal Basis for Processing Your Data

We process your personal data only when:

- You have given your explicit consent for a specific purpose.
- It is necessary for the performance of a contract with you.
- We are legally obligated to do so.
- It is required for our legitimate interests, provided they do not override your rights.

4. Sharing Your Data

We do not share your personal data with third parties, except in the following circumstances:

- Service providers: trusted partners who help us operate the website or manage communications.
- Legal compliance: to competent authorities when required by law.

5. Data Security

We implement technical and organizational measures to protect your data from unauthorized access, loss, or misuse. These include:

- Use of security protocols such as HTTPS.
- Secure storage of data on restricted-access servers.

6. Data Retention

We retain your personal data only as long as necessary to fulfill the purposes described in this Privacy Policy or as required by applicable laws.

7. Your Rights

You have the right to:

- Access your personal data and request a copy.

- Correct inaccurate or incomplete data.
- Delete your data when it is no longer needed.
- Restrict processing of your data in certain circumstances.
- Object to the use of your data for direct marketing purposes.
- Port your data to another provider in a structured format.

To exercise these rights, please contact us at privacy@partart4ow.eu.

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8. Use of Cookies

Our website uses cookies to improve user experience. You can manage your cookie preferences through your browser settings or on our cookie settings page.

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9. Changes to This Policy

We reserve the right to update this Privacy Policy. Any changes will be posted on this page with the updated date.

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10. Contact Us

If you have any questions about this Privacy Policy or how we handle your personal data, please contact us:

- Email: privacy@partart4ow.eu

Thank you for your trust. We are committed to safeguarding your privacy.