



MARCO

Research and Innovation Action (RIA)

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 730272.

Start date : 2016-11-01 Duration : 24 Months



MARCO Public Website

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MARCO - Contract Number: 730272
Market Research for a Climate Services Observatory

Document title	MARCO Public Website
Author(s)	Mrs. Chloe CHAVARDES Chloe Chavardes
Number of pages	10
Document type	Deliverable
Work Package	WP7
Document number	D7.2
Issued by	LGI
Date of completion	2017-03-17 17:05:46
Dissemination level	Public

Approval

Date	By
2017-04-04 09:17:11	Ms. Rachael HOLMES (CKIC)
2017-04-23 23:28:07	Dr. Thanh-Tam LE (CKIC)

Summary

The MARCO Public Website was designed and developed with the aim to address the key questions that external visitors are expected to have, including:

- What the project is about
- What the project is delivering, and why
- Who the partners of the project are
- Where to find more information on the topic or related topics (Newsroom)

Google Analytics was employed as a tool to monitor the statistics of the website and make changes to the content architecture if necessary. The MARCO website was officially launched in February 2017. It will be continuously updated and will evolve with the lifecycle of the project.



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1 Introduction

The key objectives of MARCO in terms of public communication are to:

- Raise awareness about MARCO and the benefits generated by climate services in various business sectors, and among policy makers, the scientific community and the general public.
- Centralise and make available all possible relevant public reports.
- Ensure international visibility for MARCO and its associated activities.

The public website for MARCO will contribute to achieving these objectives by serving as the main channel for news and updates, as well as a repository for all the project's public deliverables.

This document outlines the main sections and technical characteristics of the website.

2 Content

The public MARCO website will promote the international visibility of the project, communicate on the progress achieved and disseminate the results stemming from the project.

To make useful and relevant information available to the general public, it was decided that the website should address the needs and the questions that would most likely interest external stakeholders or visitors, such as:

- What the project is about
- What the project is delivering, and why, including its vision
- Who the partners of the project are
- Where to find more information on the topic or related topics

2.1 Homepage

All of the important information on the project can be accessed directly from the homepage and highlights of each section or topic are displayed.

Visitors have direct access to information on:

- The project
- The activities carried out
- The expected results
- The case studies



- The latest news and events
- Access to subscribe to the project's Newsletter
- The link to the EU-MACS project which is focused on making the wealth of climate information truly accessible and applicable for a large variety of potential climate service users
- Latest published resources
- The partners of the consortium

Screenshots of the homepage



2.2 About MARCO

The “About MARCO” section describes the project in general and the MARCO collaboration with EU-MACS.

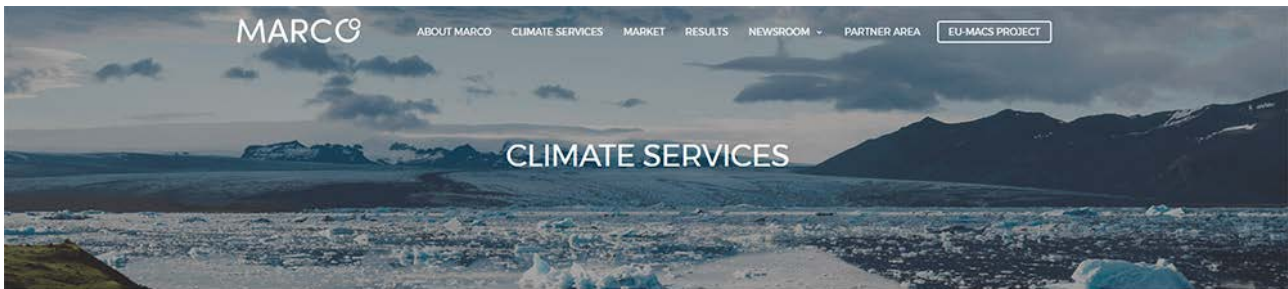
Visitors can also access all the pages on the website directly from the header, left sidebar titled More Information which includes links to key sections of the website and the footer where they can find latest news and upcoming events, the Twitter feed and other key details about the project (*this is the case on all pages*).

MARCO CONSORTIUM
11 PARTNERS



2.2.1 Climate Services

The “Climate Services” gives context to the MARCO project drawing from the IPCC Fifth Assessment Report.



CLIMATE SERVICES MARKET

The IPCC Fifth Assessment Report concludes that collective, urgent action is needed to reduce emissions and keep the Earth's climate within acceptable warming levels. Likewise, significant adaptation efforts will be required to mitigate climate risks and increase resilience.

As these climate risks grow, both companies and governments are increasingly facing the consequences. Tools, products, data and services that can help them either mitigate or adapt to climate change have the potential to drastically lower their impact. In this context, climate services have rapidly started to evolve in recent years, with an influx of many new providers and services. However, the market of climate services still remains in its infancy: current strategies face knowledge and visibility gaps, while the associated economic benefits to users are either unknown or uncertain.

With incongruent demand and supply currently plaguing the market, the EU has shown its willingness to invest in climate services in order to improve their match. Not only do service providers have a low degree of awareness and understanding of potential users, but many users say they cannot find data relevant to non-experts that enable them to make sound business decisions and plan for the future. An open, two-way dialogue that provides a clear value proposition for users and allows for the development of appropriate business models for suppliers will be a much-welcomed step in reaching this untapped market potential.

CLIMATE SERVICES IN THE EU AGENDA

The European Commission defines climate services as the transformation of climate-related data – together with other relevant information – into customised products such as projections, trends, economic analysis, counselling on best practices, development and evaluation of solutions and any other service in relation to climate that may be of use for the society at large (European Commission, 2015).

As such, these services include data, information and knowledge that support adaptation, mitigation and disaster risk management.

The European Research and Innovation Roadmap for Climate Services released in March 2015 sets strong objectives for the development of climate services. It includes three main activities to be carried out within the next 5 to 10 years (EU Research and Innovation, 2015):

1. Enabling market growth by assessing the nature of climate services market, growing the climate services market and demonstrating the added value. This project addresses mainly this first point and its Main activity 1.1 – Assessing the nature of the climate services market.
2. Building the market framework by developing communities, infrastructures and international cooperation and setting standards and quality assurance and establishing control, access and legal aspects.
3. Enhancing the quality and relevance of climate services by providing information frameworks in support of climate services, strengthening the scientific basis and relevance of climate services and creating products corresponding to end users' needs.

The EU agenda to follow this roadmap includes, among others, further investments in the Copernicus Climate Change Service (C3S) platform, developing applications in the framework of the Global Earth Observation System of Systems (GEOSS), a stronger promotion of the European Climate Adaptation for Climate Services (Climate-ADAPT) and the organisation of climate services market research.

2.2.2 Market

The “Market” section shows gives a 360-degree view of the current market that MARCO addresses, and how it can expand in the future.



Demand and supply gaps pose a critical challenge to the expansion of the climate services market in Europe. MARCO will address this challenge by providing a complete, 360-degree view of the current market, and how it can expand in the future.

DEMAND

Demand for climate services can be divided into current users and non-users, each with their own needs. MARCO explores what these needs are, as well as the decision-making processes that trigger a shift to the consumption of climate services. Needs within various economic sectors will be explored, complemented by face-to-face interviews regarding current market shortcomings.

FORESIGHT

MARCO will carry out a foresight exercise that outlines market growth through the year 2030. Employing both quantitative and qualitative approaches, MARCO will generate insight on economic and sectoral activities within the EU. As current forecasting approaches use differing assumptions about climate vulnerability and market risks, MARCO will develop a framework to assess these methodologies with improved accuracy.



SUPPLY

In assessing the supply side of the market, MARCO will map business models currently in use, and identify best practices for suppliers in their business model design. A SWOT analysis of EU climate service suppliers on the international stage will also be carried out. Combined with global risk scenarios, the analysis will help to pinpoint areas of high vulnerability as well as high-capacity for investment.

OPPORTUNITIES

A key feature of MARCO is that it identifies opportunities to propel market growth. This will be useful for both the supply and demand sides of the European market. The objective of this in-depth gap analysis is to reveal business opportunities by identifying the market areas where the demand is high but where no services are offered or are very limited.

2.3 Consortium

The “Consortium” section, on the Home and About pages, lists the partners participating in the project, including their logo and link to their website.

MARCO CONSORTIUM

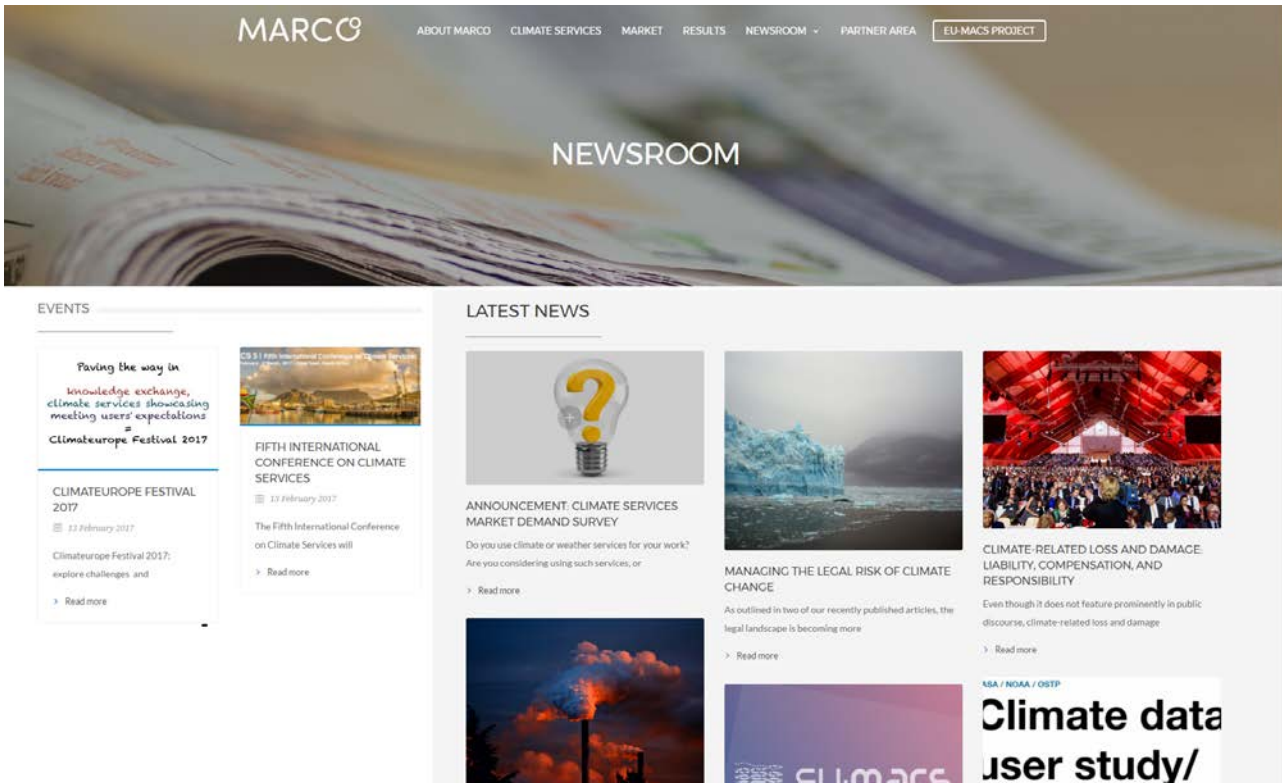
11 PARTNERS





2.4 Newsroom

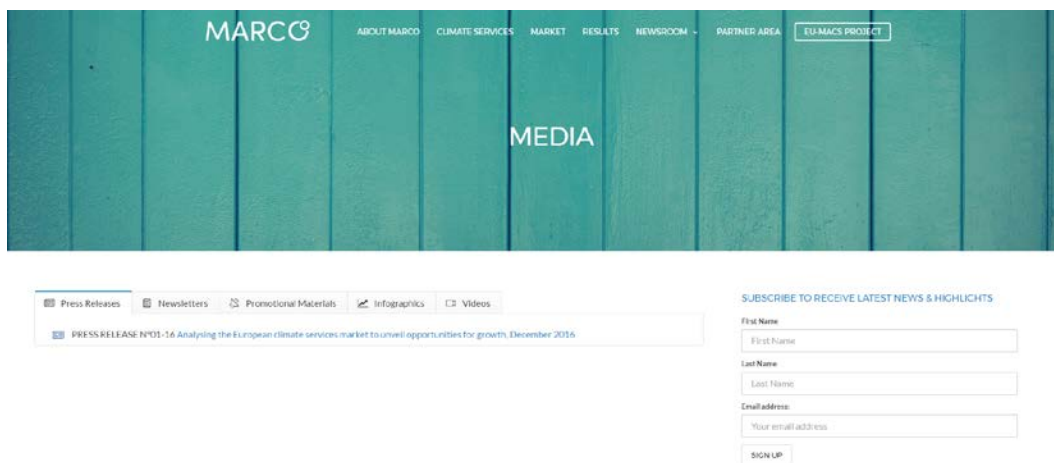
2.4.1 Newsroom/News and Events



2.4.2 Media

The 'Media' section gives access to documents that provide additional information on the project, such as communication material (brochures/flyers/infographics), the project's newsletters, videos and other promotional materials.

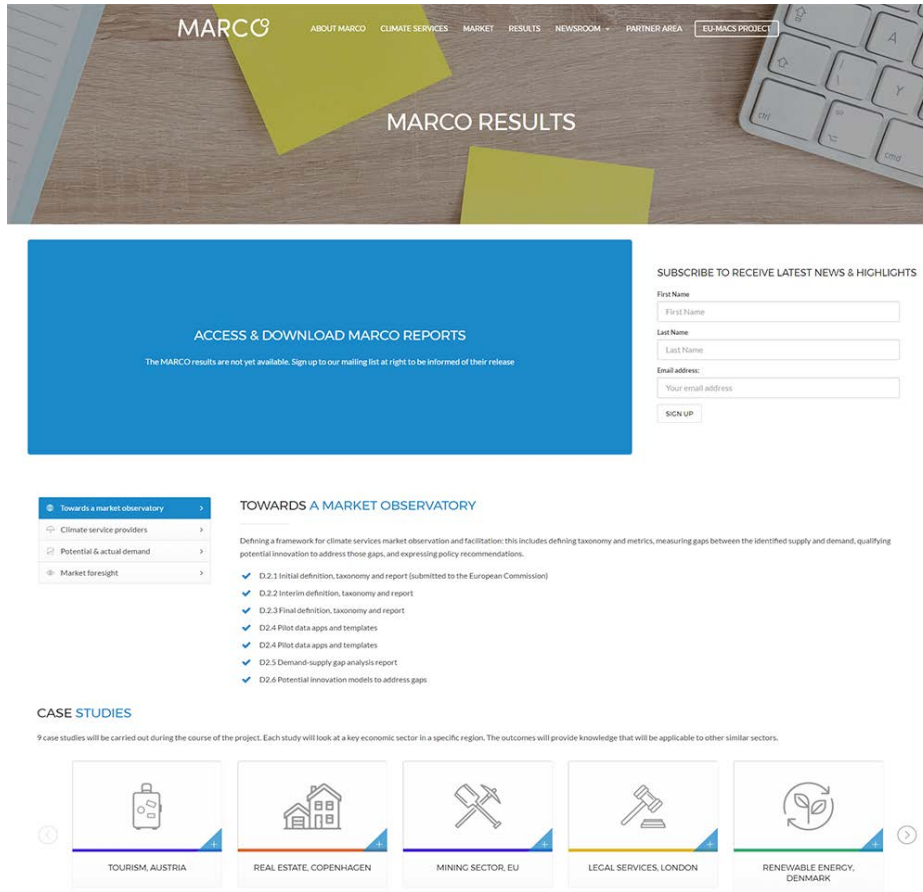
On this page, users can also sign up for the newsletters.





2.5 Results

The 'Results' section gives access to the results produced in the project and public reports/deliverables etc. On the page, users can also access the 9 case studies which will be carried out during the project duration. This section will be updated as these documents are made publicly available.



2.6 Partner Area

A link to the private area dedicated to members of the consortium is also available in the top menu.

3 Other considerations

3.1 Browser compatibility

The website is compatible with the common web browsers on all common operating systems. These include various versions of Internet Explorer, Firefox, Safari, Opera and Chrome.

The layout of the website is also responsive: it adjusts the design display based on the screen size of the device it's viewed on, regardless of whether it is viewed on a desktop, tablet or mobile.



3.2 Google Analytics

To understand how the website is used by visitors, a Google Analytics account was registered for MARCO. The reports will give a clear idea on:

- How many users are visiting the site
- Which pages are the most viewed
- The geographic location of visitors

4 Conclusion

The MARCO website will be updated regularly and will remain a flexible tool, content and structure may evolve if necessary.