

COM5

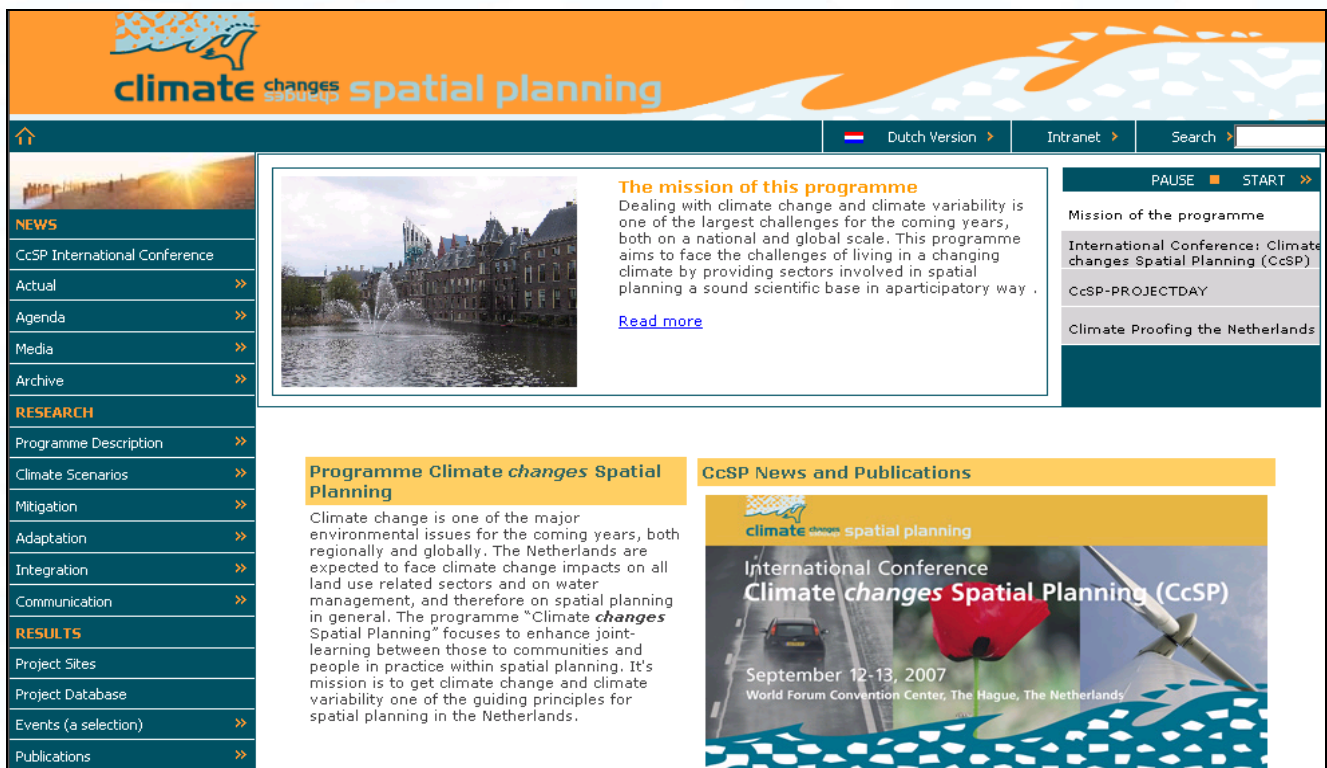
www.ClimatechangesSpatialPlanning.nl
www.KlimaatvoorRuimte.nl

AIM AND CONTENT WEBSITES CcSP

The Climate *changes* Spatial Programme has its own websites; one in the Dutch language (www.klimaatvoorruimte.nl) and a mirror site in English (www.climatechangespatialplanning.nl). These websites are the result of the COM5 project theme of CcSP. The Dutch site was launched in 2005; in 2007 the site has been restructured, and brought up to date and maintained. In 2007 the English mirror site was developed and brought up to maintained. At this moment, the sites will be expanded with interactive elements.

The target group of the CcSP website is aimed at policy makers (regional and national) and the CcSP consortium.

Both websites provide an enormous amount of information concerning the project themes, though background information, project factsheets, publications and resulting pages. Most pages are built in within the frame setting of the websites; others are linked to other (project) websites or database information part of the PROMISE system (a publication and documentation system).

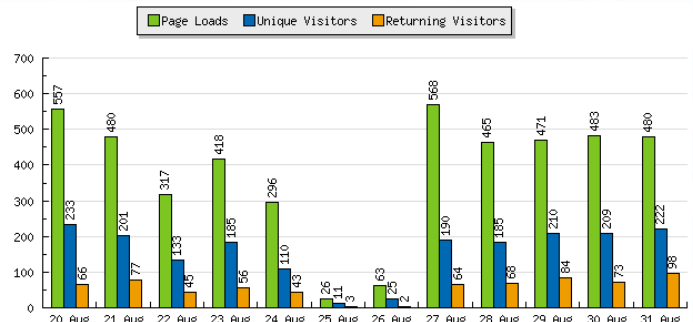


Screenshot of the CcSP Homepage

COMMUNICATION AND MARKETING

An important part of this project is the communication and marketing of the sites. The websites or local functionalities are linked at tens of websites and is rather well indexed in most requested search engine databases. But also in offline media, the websites had been mentioned several times. One of the results is, that the sites are more known at the target groups; on the other hand in 2007 more visitors are monitored compared to the preceding years. In the Site Statistics of the CcSP website (NL version), unique and returning visitors and page loads are represented in the period 20 - 31 of August 2007.

A new marketing and communication strategy plan will describe more activities to promote the CcSP sites and the results of project activities.



Site Statistics CcSP website (NL version)