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# CREATURES Deliverable

## D1.5 Project Website

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<b>Abstract</b>
This deliverable describes the design and implementation plan for the website of CreaTures project.

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# 1 Introduction

## 1.1 About CreaTures

Creative practices are underused in the urgent task of changing cultures towards sustainability. CreaTures promotes action for social and ecological sustainability by identifying those aspects of creative practice that contribute most effectively to socio-cultural transformation and producing an open-access framework to support practitioners and policy-makers in driving positive change. The project draws on pilot research that shows how collaboration, reflection and direct engagement are key to changing the public's orientation to environment issues. Thus, its process of identifying and evaluating the design of significant aspects (and the impact of different contexts) involves three interrelated components: an Observatory, identifying and mapping existing, fragmented and often hidden transformational creative practices; a Laboratory, supporting new experimentation and direct engagement with diverse stakeholders, including the members of the public, by mounting several different scales and types of arts production, and; an Evaluation phase, testing new and existing creative practices in a systematic and concerted way for their impact. The project will combine insights from these undertakings into a transdisciplinary, evidence-based, and practical framework that highlights the strengths of and opportunities for the arts to contribute to addressing climate change and associated effects. The resulting framework will demonstrate effective paths to achieving sustainability, social cohesion and peaceful co-existence at a time of rapid change, offering a strategic research agenda for key stakeholders, a set of innovations addressing the cultures and conditions for delivering greater sustainability, and policy recommendations to focus and optimise work in mobilizing the arts for transformational futures.

## 1.2 Partners

There are 11 partners in the project, bringing together several universities associated with creative approaches to transformation and sustainability. Aalto University School of Arts, Design and Architecture (FI) is a frontrunner when it comes to artistic and practice-based research, and has a strong expertise in collaborative and co-creation projects. RMIT European (ES) branch brings considerable expertise on urban transformations. The University of Sussex'(UK) Sustainability Research Programme is designed to bring together expert interdisciplinary teams to tackle complex sustainability issues and the pilot work behind this proposal was undertaken there. Utrecht University (NL) brings expertise on governance processes, pathways to sustainability and the use of simulation games.

Alongside this research expertise in creative approaches to sustainability, the project will work in five main sites [Barcelona, Helsinki, Ljubljana, London, and Seville] through the work of skilled artistic practice led by major arts organisations: Superflux (UK) and Hellon (FI) are design studios doing consulting and commissioning work for private and public organizations. Furtherfield (UK) and Kersnikova (SI) are arts practices that also act as cultural institutions and producers, reaching a wider network of artists located throughout Europe, while ZEMOS98 (ES) is a creative practice organized as a cooperative with extensive networks in activist circles and grassroots projects across Europe. This is complemented by two non-for-profit organizations with special domain knowledge: Sniffer (UK) brings expertise in brokering between creative practitioners and policy makers/implementers and evaluating change processes, and OKFI (FI) focusing on the application and development of open knowledge and systems thinking

## 2 Website design

### 2.1 General description

The CreaTures website functions as the main information hub gathering details about the project's background and main goals, partners involved, past and present activities, and future plans. To make sure the site is engaging and up to date, it also involves a blog that will be populated with news from project activities. The website will also include updated feeds from selected CreaTures social media platforms (e.g. Facebook and Twitter).

Future iterations of the website will include interactive elements: iteration 1) calendar of all Experimental Productions (ExPs) with details about their authors, goals, and implementation scope, 2) Observatory and Laboratory sections with filters and search and tag functions.

These iterations will be refined based on the results from the first co-creation workshops in WP2 and WP4 where other CreaTures partners will provide input and when the different documentation templates for the project are also being iterated.

The website in its current version was launched in the end of February. Designs for the interactive elements will be iterated in June 2020 (calendar) and September 2020 (Observatory and Laboratory sections).

#### Roles and process:

The website design, domain name and implementations plans was discussed and initiated at a WP1 meeting in February 2020 at Aalto. The future iterations with the interactive features will be discussed and planned at the co-creation workshops with partners, using this initial design as a prototype and the project communication and dissemination/outreach plans as guidelines.

### 2.2 Sitemap

Based on initial meeting and conversations with WP leaders, WP1 has proposed the following initial sitemap. The website will be further developed in collaboration with appointed developers and project partners (see implementation plan).

HOMEPAGE	A short CreaTures statement  Logo and visuals  Social media feed in the right column
ABOUT	General info about CreaTures: background, approach, goals  Sub-pages: <ul style="list-style-type: none"><li>➔ Our team (list with partners' logos and websites)</li><li>➔ Contact (Get in touch: creatures @aalto.fi)</li></ul>

OBSERVATORY	Short description + pictures  Evolving documentation of emerging practices
LABORATORY	Short description + pictures  Evolving documentation of ExPs
RESOURCES	Repository for materials produced by the project like: Guidelines for practitioners, evaluation metrics and tools, policy briefs, etc.  Research publications co-authored by partners
NEWS	News feeds and short reports (implemented as a Blog) with the newest updates
GET INVOLVED	How to collaborate with CreaTures, opportunities and channels (creatures @aalto.fi)
FOOTER	Funding note  Privacy policy  Social media icons

### 2.3 Website visual

The CreaTures logo, color scheme, and other visual elements for the website were designed by graphic designer Milja Komulainen. She was selected amongst a pool of 5 different designers that submitted their portfolio proposals. The brief was discussed in the executive board at the start of the project and the visuals have been iterated through working sessions with the designer.



Creatures Logo



CreaTures main visual element for the website homepage

#### **2.4 Social media feeds**

The CreaTures website will be linked tightly with various social media feeds to keep the content dynamic. The CreaTures project has already account on Twitter (300 followers) and Facebook (105 followers). Social media posting has already started, for instance in the form of reporting from the project kick-off meeting and re-posted activities of partners (current exhibitions, projects, publications). Along with the start of ExPs implementation, the CreaTures social media presence is expected to increase. We will also start sharing ExPs invitations, documentation and other related content. So far the team at Aalto has had the main responsibility for maintaining and updating the social media channels, but all the partners are expected to contribute and they have access to the accounts already.

#### **2.5 Visibility of the EU funding: Use of EU emblem**

The EU emblem to be used on the CreaTures website was downloaded from the site:

[https://europa.eu/european-union/about-eu/symbols/flag\\_en](https://europa.eu/european-union/about-eu/symbols/flag_en)

EU emblem is accompanied with the following statement as required by the Grant Agreement:

“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 870759”



According to the Grant Agreement any publicity made by the beneficiaries in respect of the project must specify that it reflects only author's view and that the European Union is not liable for any use that may be made of the information contained therein. For this purpose the following statement has been added to any to the CreaTures website, and to any public deliverable of CreaTures. The consortium has been advised to use the disclaimer in any other dissemination as well (presentations, posters, etc.) excluding scientific papers.

“This website/presentation/document/video has been produced by the CreaTures project, funded by the Horizon 2020 Programme of the European Community. The content presented in this website/presentation/document/video represents the views of the authors, and the European Commission has no liability in respect of the content.”

### 3 Website implementation and maintenance plan

The website is implemented on WordPress, a widely used open source Content Management System (CMS) that enables a relatively easy maintenance and customization as well as a variety of plug-ins with interactive elements that will be used in the future website iterations (as per above). We have selected it keeping in mind the future sustainability and maintenance of the content and features developed.

- V1 of the website: Basic features and information. Ready in February 2020
- V2 of the website: Functionality for ExPs Calendar ready and information updated. Ready in June 2020
- V3 of the website: Basic features for Observatory and Laboratory sections with information updated. September 2020
- V4 of the website: Observatory, Laboratory sections with full functionality. June 2021

The WordPress-hosting is provided by Seravo Oy (<https://wp-palvelu.fi/>). Besides it being the recommended supplier for Aalto University, the company also has high standards for green-hosting and an ambitious carbon-neutrality goal that aligns with CreaTures objectives.

The domain for the website is <https://www.creatures-eu.org>.

The working domain address is <https://creatures2.fi-p.seravo.com/> (domain transfer was initiated)

#### **Roles:**

The website design has been implemented by Aalto; the future iterations will be outsourced and implemented by appointed developers (Unigrafia). Developers will incorporate time to develop the features required in V2, V3 and V4.

The coordination of the general content of the website and the news section (blog) will be done by Marketa Dolejsova (Aalto ARTS), with input from all partners.

WP leaders will be responsible to identify tasks (and responsible people) that contribute direct content to the website (ExPs descriptions and timetables, resources, examples of emerging practices, etc.)

