



*Mainstreaming Integrated Assessment Models by embedding behavioural change and actor heterogeneity, and increasing their outreach to citizens, communities and industrial actors*

## **CHOICE D.7.1 Project Website**



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### List of abbreviations and acronyms

Abbreviation	Meaning
<b>IAM</b>	Integrated Assessment Models
<b>CINEA</b>	European Climate, Infrastructure and Environment Executive Agency
<b>EU</b>	European Union

## Executive Summary

D7.1 “Choice Website” is a deliverable of type “OTHER”, and this document is its accompanying report that outlines the newly developed CHOICE website, a key component of Task 7.1 - Dissemination and Communication Plan and Promotional Activities led by LIBRA. Launched in Month 03, the CHOICE website is a dynamic, responsive platform, integral to the project's communication goals and beyond.

Accessible at [www.climatecoice.eu](http://www.climatecoice.eu), the website represents a key digital asset in the CHOICE project outreach and communication strategy and activities. It stands as the primary digital communication channel, encompassing all activities related to the project's outreach. It acts as the main information hub, offering easy access to project details and main concepts, news and updates, and results, thereby enhancing visibility and stakeholder engagement.

At its initial launch, the website includes a comprehensive description of the project's objectives, approach and expected impacts serving the communication and dissemination goals of the CHOICE consortium in the early project phases. It offers detailed overviews of the diverse disciplines and methodologies to be used towards achieving the project goals, as well as brief descriptions of the pilot sites and the CHOICE immersive enablers.

The website will be continuously updated during the project's course to reflect its evolution, serving as a living archive of the CHOICE project's journey and achievements. It is planned to remain operational for five years post-project completion, ensuring sustained access to its valuable resources for stakeholders and the general public. Moreover, the website will continue to offer contact information for the coordination team, fostering ongoing communication and potential collaborations even after the project's conclusion.

The D7.1 report offers a thorough description of the website's design, content, and functionalities. However, a more comprehensive analysis of its role and impact within the larger dissemination and communication framework will be presented in D7.2, the initial version of the CHOICE Dissemination, Exploitation, and Communication Plan. Scheduled for release in Month 6, this upcoming deliverable will delve deeper into how the website is integrated into the broader strategy for effectively disseminating and communicating the project's activities, milestones and achievements.

# 1 Introduction

## 1.1 Purpose and scope

CHOICE is a Horizon Europe project that aims to forge a sequence of climate-conscious choices in the food system by leveraging the power of Integrated Assessment Models (IAMs), a vital tool for policymakers to design impactful climate mitigation strategies. Focused on the demand side mitigation, CHOICE enhances and mainstreams IAMs and unites diverse marketing, social science disciplines, and technology instruments with large-scale engagement campaigns across four continents striving for one goal: To drive substantial behavioural and lifestyle changes in agriculture, food, and land use sectors, contributing to the global target of limiting temperature rise to 1.5°C.

The CHOICE project website plays a pivotal role in the CHOICE mission. It serves as both an educational and awareness-creation platform for key stakeholders, aligning with the project's dissemination and communication objectives. Website visitors will find a wealth of information, including the latest research findings, technological advancements, and innovative strategies being implemented within the project.

The website is designed to support CHOICE's large-scale communication and awareness campaigns. As the project progresses, it will evolve to host a range of materials like in-depth information, educational content, and videos related to the CHOICE pilot demonstrations upon their release. These resources will be carefully curated to cater to our diverse target audiences and will be presented in an interactive and user-friendly manner on the website.

In summary, the CHOICE project website is designed to be more than just an information portal; it stands as the cornerstone of CHOICE's online presence. Its role extends beyond merely sharing research results; it aims to educate and motivate various actors in the food systems to engage in robust climate action. This aligns with the objectives of Work Package 7, focusing on impact creation, outreach, and the exploitation of CHOICE's results, emphasizing the website's critical role in our comprehensive strategy for climate-conscious transformation in the Agriculture, Food and Land Use Sectors.

## 1.2 Infrastructure and Hosting

The CHOICE project's web portal operates on a robust virtualized server running the latest version of the Linux Debian operating system with the following specifications: 16 Intel(R) Xeon(R) CPU E5530, 16GB of memory, and 500GB of storage capacity, providing a 99% uptime service and continuous security and software updates. From a software perspective, the website is powered by an Apache HTTP server 2.4.57, integrated with PHP 8.2.7.

The server hosting the website is situated at the Institute of Communication and Computer Systems in Athens, Greece, which is also the coordinating institute for the project. This location choice guarantees enhanced security and maintenance of the web portal.

In terms of design and functionality, the website is developed in a mobile-friendly format utilizing the WordPress Content Management System (CMS), ensuring compatibility across all major web browsers, including Edge, Safari, Mozilla Firefox, and Google Chrome. The theme of the website was specifically developed and customized by LIBRA AI Technologies, the leader of Task 7.1, responsible for this task.

## 1.3 Development and maintenance

The development and ongoing maintenance of this website are expertly handled by the Task 7.1 leader, LIBRA. Their responsibilities encompass the website's design, programming, and



the management of its web content system, ensuring consistent upkeep throughout the project's duration.

While LIBRA oversees the technical and design aspects of the website, the accuracy and timely updating of its content are a collective responsibility of the entire CHOICE consortium. The CHOICE website reflects the views of its authors and contributors associated with the CHOICE project. Neither the European Union nor the Grant Authority (CINEA) bear responsibility for any potential use of the information provided on this project's web platform.

## 2 Design and concepts

The website's layout and structure have been meticulously designed for user-friendliness and efficiency while following the EC recommendations on communication/dissemination set for the beneficiaries of the Horizon Europe work programme. Information is accessible within two clicks, ensuring easy navigation and enhanced user engagement. This design approach aims to maintain user interest, thereby increasing the visibility of different pages and boosting the overall number of visits to the different web pages.

To further ease access to in-depth information, various buttons are strategically placed across the whole website. These navigational elements guide users smoothly to more detailed content, ensuring a seamless and informative browsing experience for all visitors, regardless of their familiarity with the project.

Enhancing website accessibility, each page includes an 'accessibility' button and a 'back to top' button. The accessibility button allows users to adjust the text size for better readability, catering to diverse visual needs. The back-to-top button is a convenient feature that quickly redirects users to the top of the page. From the top of every page, users can easily navigate back to the Home page by clicking on the project's logo, positioned at the top left side, ensuring a smooth and user-friendly experience throughout the website.

The aesthetic and visual elements of the CHOICE website closely adhere to the established CHOICE [brand](#) identity, brand voice and [guidelines](#). The CHOICE brand represents a powerful concept that revolves around the idea that significant climate-conscious change in the food system can only be achieved through a continuous sequence of climate-aware choices made by diverse actors. Central to the website's imagery is the motif of a chain, symbolized by two brackets (depicting the two "Cs" of the logo icon) encompassing the various mitigation actions proposed by the project towards a 1,5Co-compatible production and consumption. This imagery visually depicts the project's commitment to fostering demand-side climate action in the Agriculture, Food, and Land Use sectors. In addition, the textual content aligns with the brand's core concept: *unleashing a chain of climate-aware choices towards the 2050 zero emissions goal*.

## 3 Related audiences

Being the primary digital communication channel for the project the website has been thoughtfully designed to address a diverse spectrum of audiences. Each section of the website is tailored to provide information to specific groups, ensuring that the content is not only relevant but also engaging for each audience type.

- **Home Page:** This page provides an overview of the project suitable for all users. Its engaging introduction makes the project accessible and relevant to a broad audience.
- **About:** The "About" page is designed to be easily understood by general audiences, citizens, and communities. It offers a comprehensive yet easily digestible overview of the project, ideal for non-experts.

- **Solutions:** Catering specifically to scientific audiences, IAM experts, other targeted professional groups, and policy makers, this page delves into the technical, scientific, marketing, and behavioral science aspects of the project. It provides in-depth information crucial for experts and decision-makers.
- **Pilot Campaigns:** Targeting general audiences, stakeholders, citizens communities involved in demonstration activities, food chain professionals, and policy makers, this page highlights the potential of CHOICE mitigation actions. It helps these groups to retain information and see themselves as part of the climate change narrative.
- **News and Events:** Aimed at all audiences, this section will feature a variety of content, from pilot campaign narratives to articles about digital enablers, as well as conference presentations, publications, and video interviews. It keeps all groups informed about the latest project developments, events, and updates.
- **Resources:** This page is intended for the scientific community, media contacts, and policy makers. It acts as a repository for detailed project information, promotional materials, scientific papers, and other in-depth resources.
- **Contact Us:** Designed for every target audience– general public, citizens and communities, food chain professionals, and policy makers – this page offers a direct line of communication to the project team, enabling engagement and interaction across all audience types.

The table below illustrates the various audiences catered to by the developed pages of the project website:

Page	General	Scientific	Citizens & Communities	Producers Professionals	Policy Makers
Home Page	X	X	X	X	X
About	X		X		
Solutions		X			X
Pilot Campaigns	X		X	X	X
News and Events	X	X	X	X	X
Resources	X	X		X	X
Contact Us	X		X	X	X

Table 1 Audience catered by the developed website pages

While the CHOICE project website has been strategically crafted to effectively engage all target audiences and clearly communicate our message, it is envisioned to evolve further during the project's deployment phases. This evolution will include the development of additional sections and content, aimed at enhancing communication about the project's progress. These updates will facilitate the CHOICE large-scale engagement campaigns and ensure the thorough dissemination of key outcomes and achievements, furthering our commitment to stakeholder engagement and the successful communication of the CHOICE project's impacts.

## 4 Implementation roadmap

The development of the CHOICE project website started from the project's inauguration in November 2023. LIBRA secured the domain <http://www.climatechoice.eu> and published a 'coming soon' landing page accessible to the public.

This landing page (Figure 1 Initial Landing Page) was designed to inform visitors about our newly launched social media channels on Twitter, LinkedIn, and Instagram and to provide a general contact email ([info@climatechoice.eu](mailto:info@climatechoice.eu)) for facilitating communication with external audiences until the full version of the website was released in M3 of the project. Access to this email is shared between the CHOICE coordination team and LIBRA, as Task 7.1 leader is responsible for establishing and maintaining the project's primary communication channels. A countdown timer was also featured on the landing page, building anticipation for the complete website launch in January 2024.

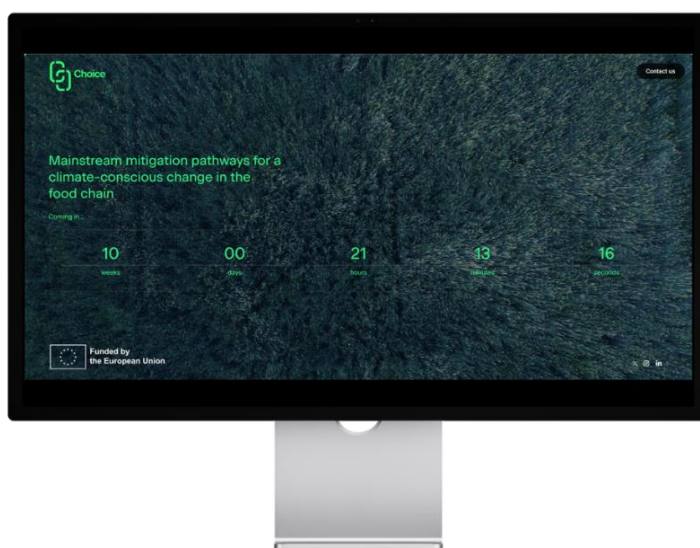


Figure 1 Initial Landing Page

The complete CHOICE website, thoroughly presented in D7.1, was officially published on the 26<sup>th</sup> of January 2024 after a two-week review by the project consortium. Being the initial version of the website, the emphasis was given to properly introducing the project objectives, expected impact, approach and planned activities to all concerned audiences in a holistic yet simple way. As the project progresses, the website will continually evolve to meet the changing communication and dissemination needs of the project, ensuring that information remains current and reflective of all project advances, particularly the outcomes of the large-scale engagement and awareness campaigns that will take place at the five pilot demonstrations of the project.

Scientific breakthroughs and technical progress will be documented in the dedicated sections. Immersive enablers such as eco-label platforms and shrinking your food waste app will be made available upon official release. Data Stories and online mini games will be adequately presented. The Pilot Campaigns section will also grow, providing essential support for communication objectives and activities at the pilot demonstrations. Each pilot page will potentially showcase a range of materials, such as infographics detailing pilot results, fact sheets with pilot information, and rich visual content, including photo galleries and videos. These materials will lay the groundwork for dissemination and communication through various digital channels.

Through this structured approach, the CHOICE project website is set to become an invaluable resource for stakeholders, partners, and citizens, providing a centralized platform for information, engagement, and the exchange of facts, results and stories central to the mission of climate-conscious transformation in the food system.

## 5 Website Structure

### 5.1 Main menu

The CHOICE website features a main vertical menu consistently accessible across all webpages. This menu is visually depicted in the following figure:

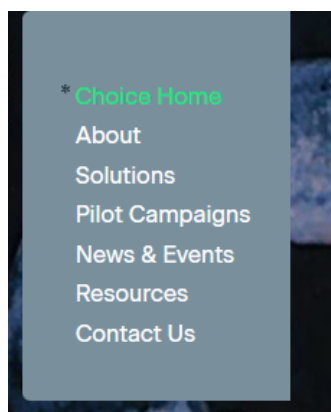


Figure 2 Upper vertical menu (desktop version)

The main menu is comprising of the following pages:

- About
  - The Project
  - Consortium
- Solutions
- Pilot Campaigns
- News & Events
- Resources
- Contact us

### 5.2 Website footer

The footer, present at the bottom of the homepage and consistent across all pages, includes the European Commission (EC) flag and the respective acknowledgment in the left upper corner, ensuring the proper visibility of the EU funding received. The footer offers several functionalities:

- Users can sign up to receive project news electronically.
- Links to follow the project on various social media platforms.
- A quick contact option via the project's general email ([info@climatechoice.eu](mailto:info@climatechoice.eu)).

Additionally, the footer contains a horizontal menu with the following pages, as shown in Figure 3 Website footer below:

- Privacy Policy
- Cookies Policy

- Disclaimer

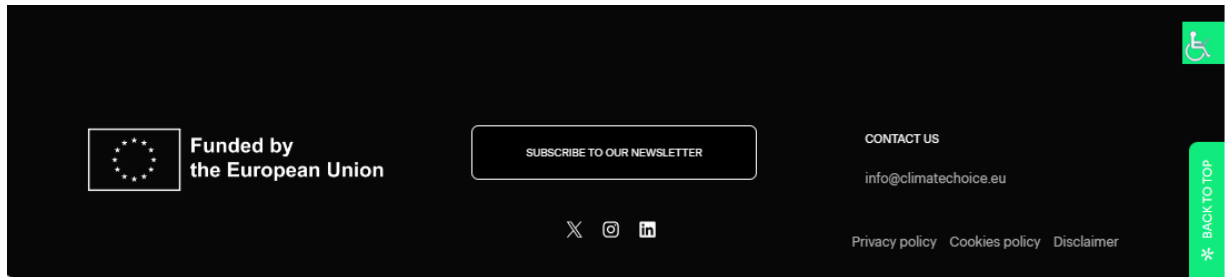


Figure 3 Website footer

Selecting these options leads to subpages that open in the same window, providing detailed information about the data privacy and cookies policies and website disclaimer adhered to by the CHOICE project in compliance with the General Data Protection Regulation (GDPR).

Both the upper menu and the footer pages are visible on all website pages. Each page included in the main navigation menu and footer is described in detail in the following section of this report.

## 6 Web pages presentation

### 6.1 Home page

The Home page of the CHOICE website offers visitors an immediate understanding of the project and seamless navigation to various sub-pages through well-placed buttons and menus.

#### 6.1.1 Home page header

The Home page header prominently displays the project logo and tagline: “Mainstream mitigation pathways for a climate-conscious change in the food chain”. In the top right corner are links to CHOICE’s social media and an option to sign up for the CHOICE mailing list. An image slider in the header showcases images representing key mitigation actions promoted by the project, such as sustainable farming practices and plant-based and healthy diets. Figure 4 Home Page Header Structure and Image Slider Content below depicts the home page header structure and the imagery in the slider.

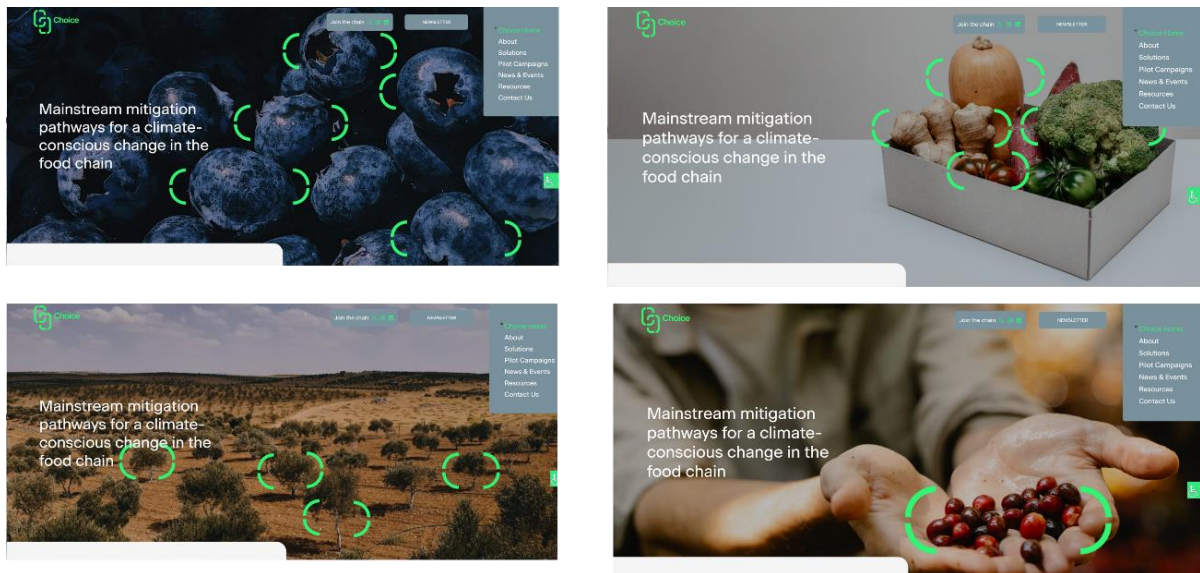


Figure 4 Home Page Header Structure and Image Slider Content

### 6.1.2 Vision and overview

As visitors scroll down the Home page, they are introduced to the CHOICE project's vision, key disciplines, concepts, and pilot activities.

Under the heading "Creating a Chain of Climate-Aware Citizens and Professionals," the page connects the project's vision to the chain concept central to the brand. Accompanying this introduction is relevant imagery (Figure 5 Project vision in the home page) and a concise overview of the project's main statistics, such as EU funding, the number of pilot programs, project duration in months, and the total number of partners involved. For those interested in more detailed information, a direct link to "The project" page is provided through a "Learn more" button.

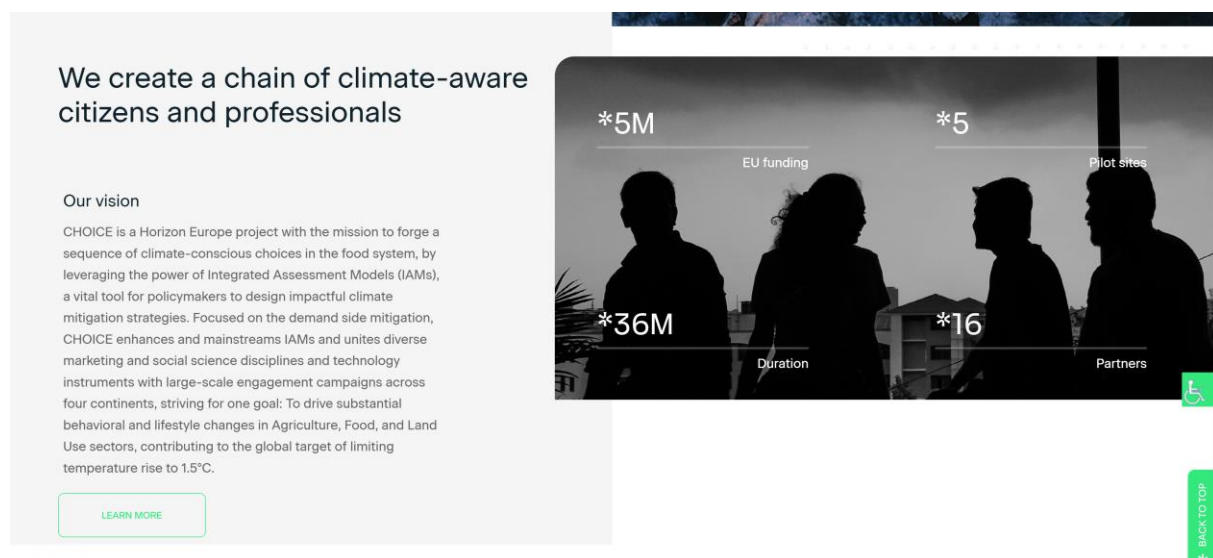


Figure 5 Project vision in the home page



### 6.1.3 CHOICE Solutions at a glance

After the project vision and overview, the solutions section on the Home page features a self-explanatory graphic (Figure 6 CHOICE solutions at a Glance). This graphic efficiently illustrates briefly the main disciplines and concepts employed by the CHOICE project. It's designed to provide visitors with an immediate understanding of the strategic approaches and methodologies adopted by CHOICE in driving a climate-conscious transformation of the food system.

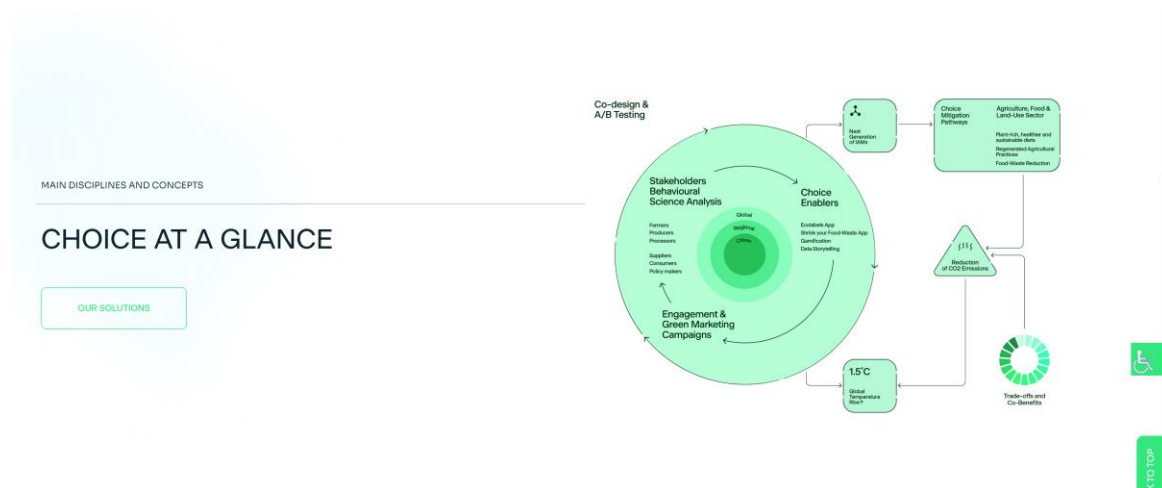


Figure 6 CHOICE solutions at a Glance

### 6.1.4 Pilot campaigns menu

After exploring the solutions section, as visitors scroll further down the Home page, they are greeted by the pilot campaigns section as presented in Figure 7 Pilot campaigns section at the home page below. This area of the website provides an insightful overview of the CHOICE project's diverse and global pilot initiatives. Through an interactive display, each pilot campaign is briefly introduced, offering users a snapshot of the unique mitigation strategies and objectives being pursued in various locations across four continents.

The pilot campaigns section is designed for easy navigation and engagement. Users can access more detailed information about each pilot site by clicking the "View More" button provided with each campaign summary. For those interested in a comprehensive understanding of all pilot initiatives, a "Learn More" button redirects them to the main "Pilot Campaigns" page of the website.

A key visual feature of this section is a map that effectively highlights the geographic extent of the pilot activities. This map not only provides a visual representation of the project's reach but also emphasizes the international impact and collaborative nature of the CHOICE project.

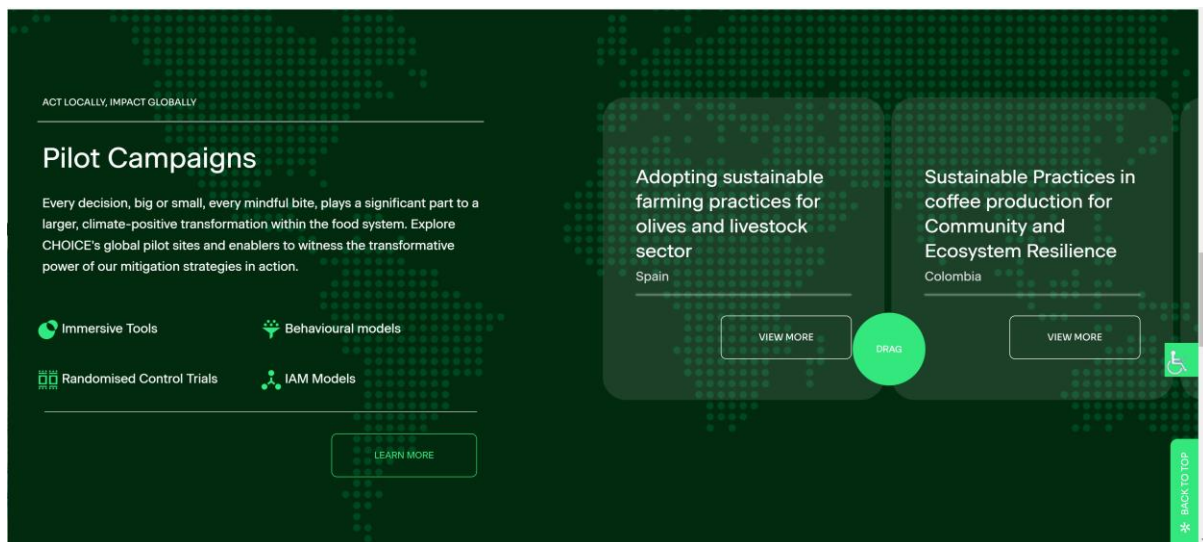


Figure 7 Pilot campaigns section at the home page

### 6.1.5 News and Events featured menu

Beneath the pilot campaigns section, a menu (Figure 8 News and Events menu in the home page) features announcements about project events (previous and upcoming), news and articles, offering quick insights and redirecting to the more comprehensive News and Events page.

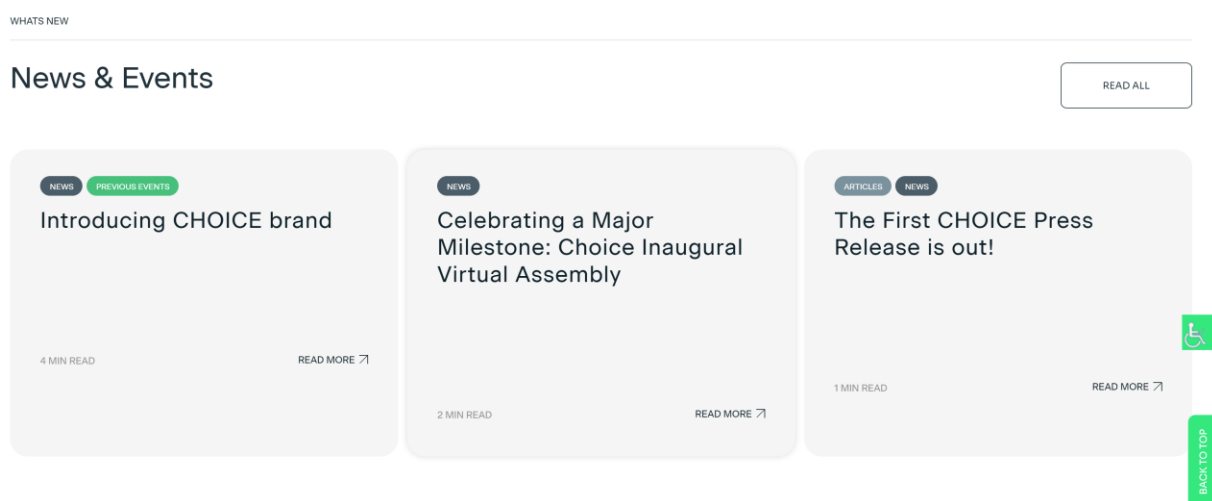


Figure 8 News and Events menu in the home page

### 6.1.6 Consortium rolling menu

Finally, the Home page features a rolling menu (Figure 9 Meet the partners rolling menu at the home page) showcasing the logos of consortium partners. While detailed information about the consortium is available on a separate page, this section is included on the Home page to highlight the organizations driving the CHOICE solutions and implementation.



## Meet the partners



Figure 9 Meet the partners rolling menu at the home page


## 6.2 About

The "About" section of the website is divided into two informative sub-pages: "The Project" and "Consortium" offering an overview of CHOICE project.

### 6.2.1 The project

This subpage offers a detailed overview of the challenges the CHOICE project addresses, its core objectives, and the strategic approach adopted by the consortium to realize these goals. It sheds light on the expected impacts and outcomes resulting from the implementation of the project's approach and solutions. Enhancing the narrative, the descriptions on this page are complemented by appropriate imagery that vividly depicts sustainable consumption and production choices aligned with the 2050 zero-emission goal. These visuals serve not only to illustrate the projects ambitions but also to inspire visitors to envision the tangible changes that the CHOICE project is driving towards a sustainable future.

To enhance visitor engagement and provide in-depth knowledge of the project's solutions, the "Approach" section on this page includes a direct link to the Solutions page. This facilitates easy navigation and allows users to delve deeper into the content, understanding the specific strategies and methods employed by the CHOICE project to foster sustainable practices. In figures Figure 10 Presentation of the challenge the CHOICE project tackles and how it's been addressed by the project, Figure 11 Page section presenting the project objectives. and Figure 12 Page section providing an overview of the CHOICE approach and re-directing to the "Solutions" section. below the different contents of this page are depicted.



# What is Choice

WHAT WE STRIVE FOR


## The Challenge

The Intergovernmental Panel on Climate Change (IPCC) has issued a stark warning: the planet must achieve zero emissions by 2050 to avoid dire climatic consequences.

Besides the supply-side mitigation actions, this ambitious goal necessitates "substantial demand-side mitigation" and significant behavioural and lifestyle changes, especially in major industries like Food and Agriculture, which are among the biggest contributors to global CO<sub>2</sub> emissions.

Policymakers rely on Integrated Assessment Models (IAMs) for modelling climate stabilization pathways and take better informed decisions. Nevertheless, the mitigation options traditionally focused on IAMs are the supply-side measures, whereas less attention used to be paid to demand-side and food system representation, due to the inherent complexity and actor heterogeneity.

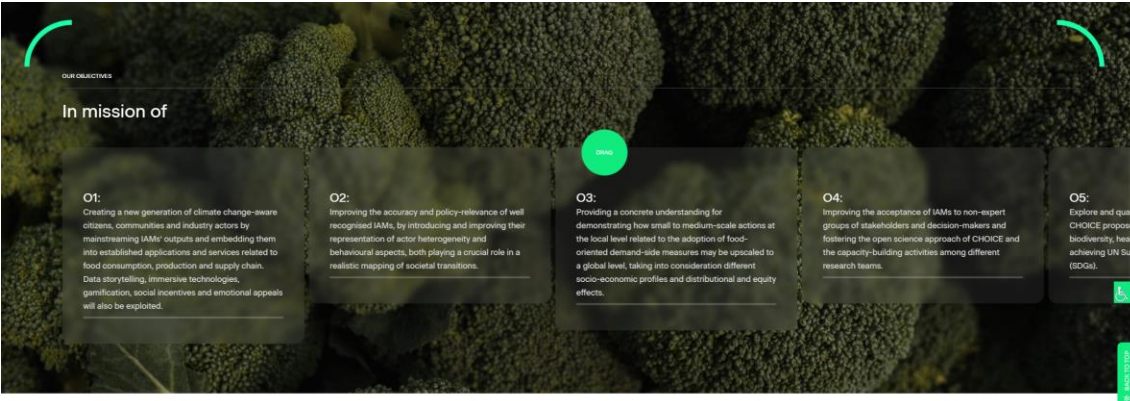
\* In response to the climate urgency, CHOICE strives to **mainstream Integrated Assessment Models (IAMs)** by embedding behavioural change and actor heterogeneity, and increasing their outreach to citizens, communities and industrial actors in the Food, Agriculture and Land Use sectors.



0 CO<sub>2</sub> Emissions by 2050

Leveraging distinct disciplines, technological and scientific advances, as well as large-scale awareness and engagement campaigns under an innovative framework, our goal is to enhance IAMs to play a pivotal role

Figure 10 Presentation of the challenge the CHOICE project tackles and how it's been addressed by the project



OUR OBJECTIVES

In mission of

O1: Creating a new generation of climate change-aware citizens, communities and industry actors by mainstreaming IAMs' outputs and embedding them into established applications and services related to food consumption, production and supply chain. Data storytelling, immersive technologies, gamification, social incentives and emotional appeals will also be exploited.

O2: Improving the accuracy and policy-relevance of well recognised IAMs, by introducing and improving their representation of actor heterogeneity and behavioural aspects, both playing a crucial role in a realistic mapping of societal transitions.

O3: Providing a concrete understanding for demonstrating how small to medium-scale actions at the local level related to the adoption of food-oriented demand-side measures may be upscalled to a global level, taking into consideration different socio-economic profiles and distributional and equity effects.

O4: Improving the acceptance of IAMs to non-expert groups of stakeholders and decision-makers and fostering the open science approach of CHOICE and the capacity-building activities among different research teams.

O5: Explore and quantify CHOICE proposals' biodiversity, health and climate co-benefits, achieving UN Sustainable Development Goals (SDGs).

Figure 11 Page section presenting the project objectives.

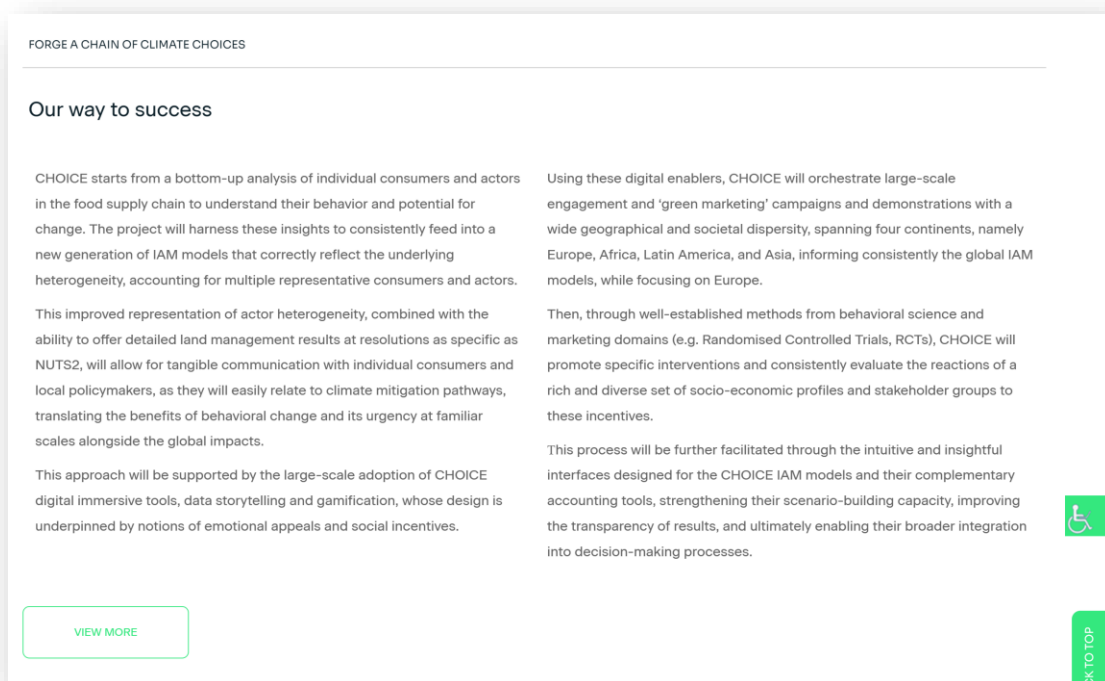


Figure 12 Page section providing an overview of the CHOICE approach and re-directing to the “Solutions” section.

## 6.2.2 Consortium

The Consortium section of the website begins with a header image featuring a map. This map distinctly highlights the countries participating in the CHOICE project, with each country's partners represented by their logos within the CHOICE bracket brand element (Figure 13 Map depicting participating countries and partners located in each of these countries). The CHOICE project consists of an interdisciplinary consortium of 16 partners from six European countries — Greece, Austria, France, Spain, the Netherlands, Serbia — as well as Colombia and South Africa.





At the bottom of the Consortium page, a menu provides a direct link for those wishing to contact the consortium, redirecting them to the website's "Contact Us" page (Figure 15 consortium page bottom menu re-directing to the "Contact Us" page of the website). This convenient feature streamlines communication, making it effortless for visitors to seek further information or potential collaboration opportunities.

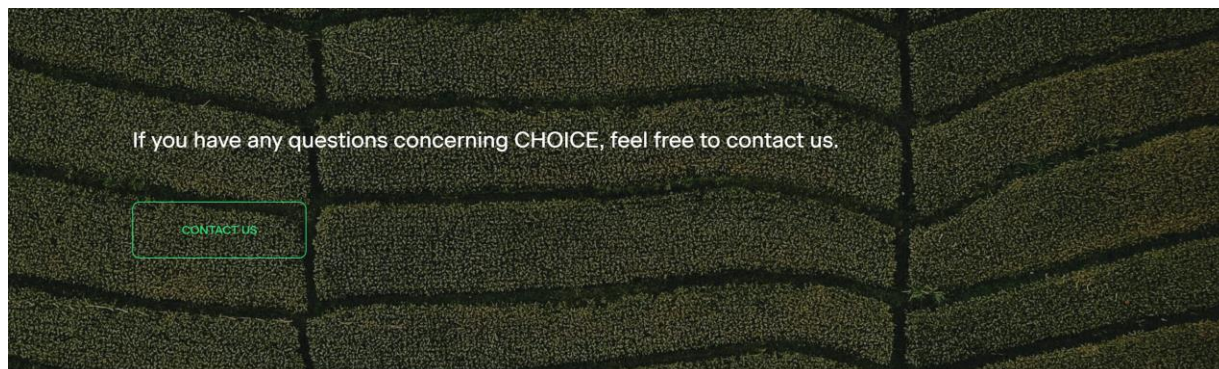


Figure 15 consortium page bottom menu re-directing to the "Contact Us" page of the website

## 6.3 Solutions

The "Solutions" page serves as a central showcase for the CHOICE project's commitment to climate stabilization through innovative and interdisciplinary approaches. The page opens with a header image (Figure 16 Header image at the "Solutions" page where the CHOICE name forms a chain that binds together images representing awareness campaigns, sustainable production practices, and the evaluation of climate choices through behavioral analysis and Integrated Assessment Models (IAMs)). This symbolic chain underscores the interconnection of different disciplines and methods within the project.

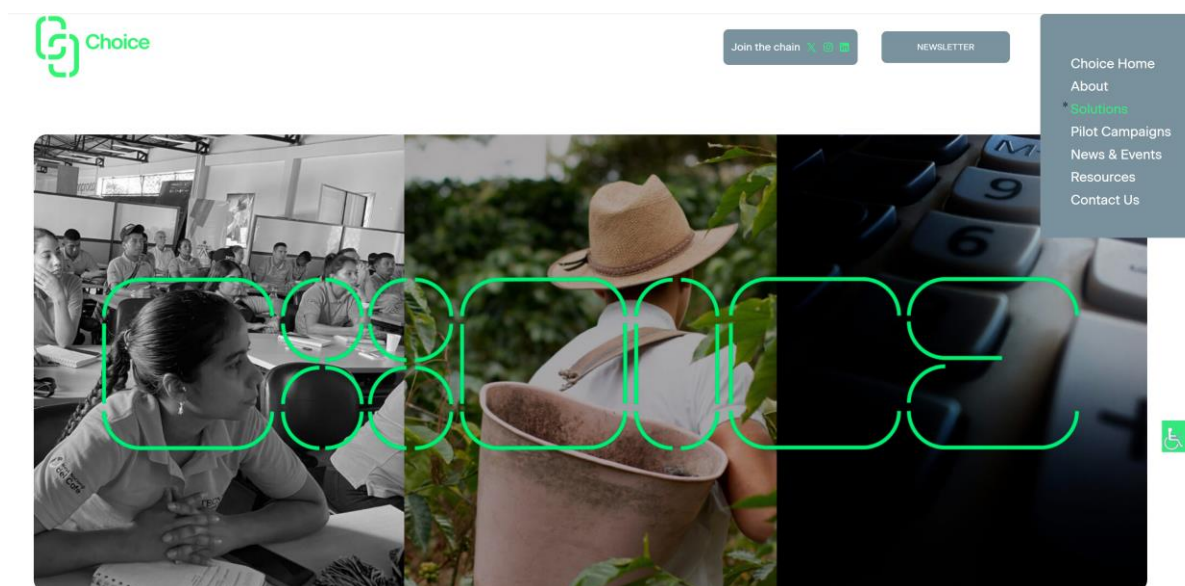


Figure 16 Header image at the "Solutions" page

Following that the page details the project's multifaceted approach towards mainstreaming Integrated Assessment models and embedding them into the lifestyle choices of every actor in the food chain aiming at contributing to 2050 Zero Emission Goal (Figure 17).

## IAMs and Behavioural Models in CHOICE

## Modelling and driving behavioural change in CHOICE

- Organize large-scale engagement campaigns to motivate behavioural change of actors and communities at the pilot level by adopting CHOICE mitigation actions (adoption of plant-based diets, reduction of food waste, regenerative agriculture practices) and assess the system's resilience in response to these changes.
- Employ Randomised Controlled Trials for evidence-based optimization of campaign design, interventions, and messaging to ensure their effectiveness.
- Calibrate campaign outcomes on food habits at a micro-level and upscale to global impact, integrating behavioural changes into IAMs and addressing economic factors for equitable solutions.



## Improving behavioural change and actor heterogeneity representation in IAMs

- Creation of future scenarios for alternative diets using behavioural change models and RCTs, focusing on diverse societal responses based on income, education, and urban-rural settings, for analysis in IAMs.
- Improve IAMs by incorporating detailed agri-food commodity, nutrient flows, and value chain representations into GLOBIOM, including food waste and loss data, and nutritional mapping of food products using the **GENUS database**.
- A new health module will be integrated to evaluate the health impacts of different diets across societal groups, using nutritional and mortality indicators.



## Improving transparency, scenario representation and stakeholders engagement in IAMs

- CHOICE is creating a novel interactive modeling framework using **FELIX**, a simple IAM, coupled with the GLOBIOM model, to facilitate stakeholder engagement in IAM scenario development, enhancing transparency and diverse scenario representation.
- This framework will allow interactive exploration of climate and sustainability impacts in the food and land use sectors, enabling stakeholders to directly engage with and understand the consequences of demand-side mitigation options.
- Engaging workshops and a user-friendly web interface will allow in-depth assessments of social, environmental, and economic factors, alongside simulation of diverse food system scenarios for visual impact analysis.



## Exploring tradeoffs and co-benefits with biodiversity, water, health and SDGs.

- Implement cutting-edge food and health indicators in IAMs for nuanced climate change mitigation assessments, focusing on diverse demand-supply dynamics and socio-economic factors to enhance understanding of nutrition, health, and well-being impacts.
- Utilize GLOBIOM to trace the environmental footprint of food production from commodities to nutritional value, analyzing biodiversity and water impacts at various scales.
- Develop and assess food system pathways and policy scenarios for climate change mitigation effectiveness and SDG alignment, leveraging GLOBIOM and FAIR for in-depth environmental, economic, and societal insights.



## Downscaling IAM results to make mitigation impacts more relevant and of familiar scale to policy and decision makers

- Evaluating both the positive outcomes (eg. improved public health, job creation) and potential negative impacts (eg. increased costs) of climate policies. This dual assessment helps in designing strategies that maximize environmental and social benefits, while minimizing any adverse effects.
- Collaboration with the **FAIR** Consortium, assisting researchers in 30 countries to develop long-term, globally consistent plans. This effort enhances the relevance of climate models and fosters effective stakeholder engagement at the national level.
- Climate models refinement via pilot demonstrations, incorporating diverse consumer behaviors and feedback. Tools like the **FAIR** Calculator will be used to assess climate actions' impact on broader goals like the UN **Sustainable Development Goals**, aiding policy development.



Figure 17 Solutions page content describing the disciplines and approach to achieve project objectives

The “Solutions” page of the website features also an interactive menu at its bottom that currently offers articles with succinct descriptions of the CHOICE project's immersive enablers, detailing their objectives and roles within the pilot campaigns.

This menu (Figure 18) acts as a gateway for users to understand the innovative tools CHOICE will leverage for supporting climate action. As the project advances, this interactive segment will be updated with the CHOICE data stories portfolio, and accessible links to the “Eco-labels and “Shrink your food waste” apps and mini games. This enhancement will further facilitate stakeholders' ease of access of these tools towards adopting sustainable consumption and production practices promoted by the project.

## CHOICE Immersive Enablers

CHOICE harnesses the power of digital immersive tools, data storytelling, and captivating online gaming to drive widespread engagement and facilitate "green marketing" campaigns. Our reach extends across diverse geographical and societal landscapes, with a consistent focus on informing global IAM models, particularly in the European context. These immersive enablers are instrumental in amplifying our mission for climate action within the food chain. They empower individuals to make informed choices and support the adoption of mitigation measures at local, community, and industrial levels.

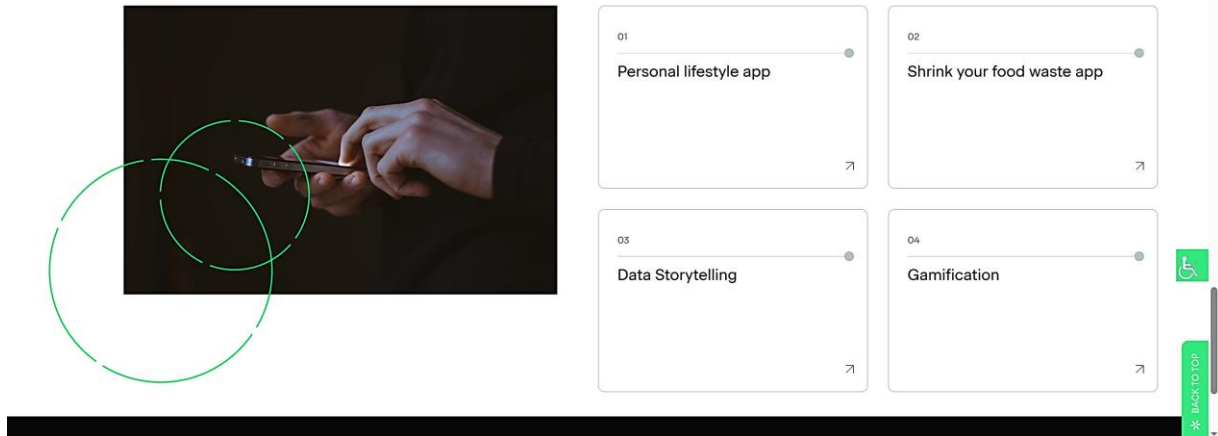


Figure 18 Menu providing information about CHOICE Immersive Enablers

## 6.4 Pilot Campaigns

The "Pilot Campaigns" page of the CHOICE website opens with a compelling header image. This image (Figure 19) features various actors of the food system interconnected as links in a chain, symbolising the importance of each of their decision—no matter how large or small—in impacting the environment. It powerfully conveys the message that every action taken within the food system contributes to our planet's sustainability.



Figure 19 Header image at the pilot campaigns page

Following the header, visitors are accessing a user-friendly menu (Figure 20) showcasing the project's pilot campaigns and demonstrations organized at five European and International countries. Each pilot demonstration is represented visually with a distinct picture that encapsulates its focus, such as sustainable farming practices or sustainable consumption habits. Accompanying each image is a clear title (heading) that introduces the theme of the pilot and the country.



## Pilot Campaigns

CHOICE is orchestrating large-scale awareness and campaigns to advocate for demand-side strategies in food production, consumption, and transportation. Utilizing a comprehensive suite of tools and methods, we aim to enlighten and empower citizens, producers, and key players in the food system to see their crucial role in the climate change story, unleashing an endless chain of climate-conscious choices. Are you curious about the effect of your food choices and how to be part of a sustainable future for your region? Discover our transformative activities in Greece, Austria, Spain, South Africa, and Colombia.



**Figure 20** Interactive menu presenting the different pilot campaigns of the project

Interactivity is a key feature on this page; clicking on any of the pilot campaigns images the user will lead to a new page dedicated to that specific pilot (Figure 21). These pages are rich in content, providing a comprehensive overview including the motivation behind the pilot, detailed descriptions of the activities, the innovative enablers that will be utilized, the partners involved, and the anticipated outcomes and impacts of the pilot (KPIs). This layout ensures that visitors can easily navigate and explore the depth and breadth of the work being done across.



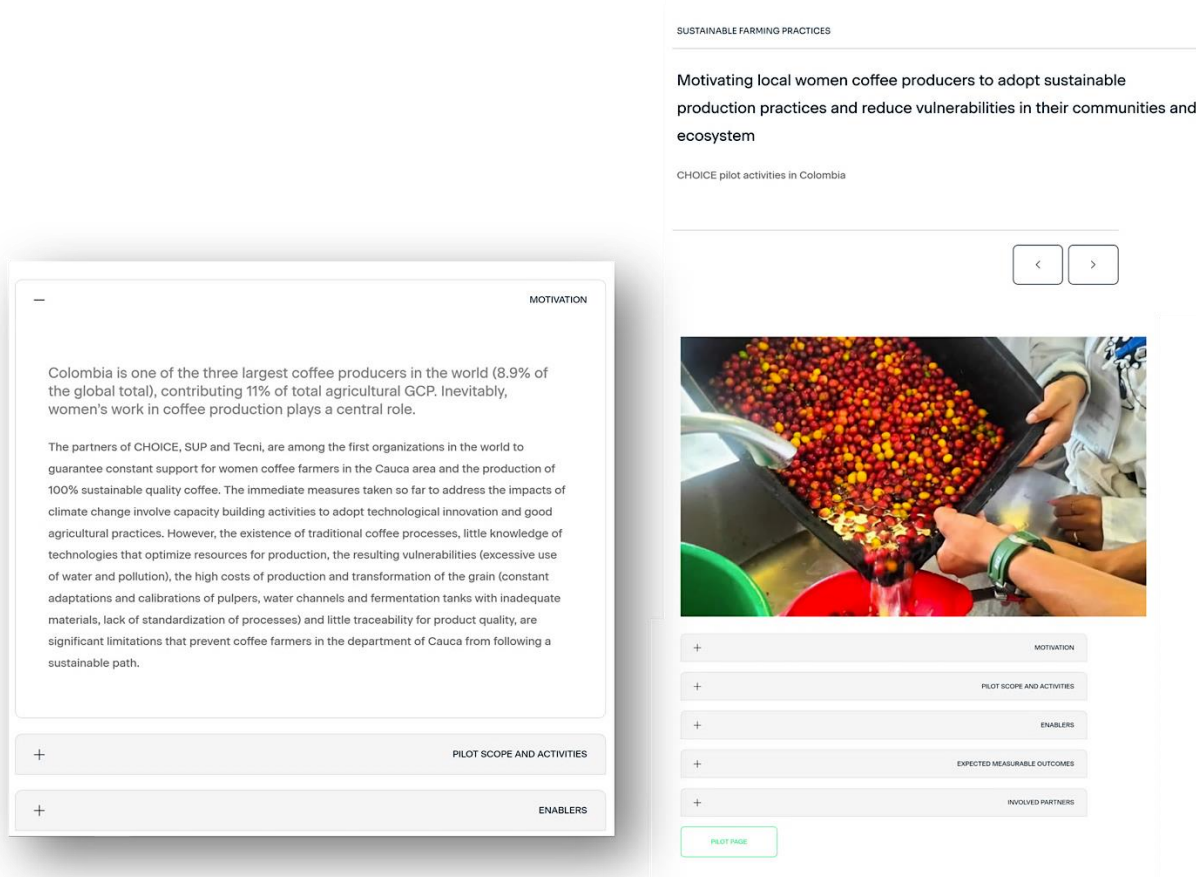


Figure 21 Example of pilot page content

In the next stages of the project, the page will evolve to feature news updates, material releases, and multimedia galleries, including video and photo content from each pilot area and the campaigns conducted. A pathway to present such news for each pilot will be developed.

Moreover, visitors can look forward to a collection of infographics and diagrams that will be integrated into the page in due course. These will visually present the results and outcomes of the pilot activities, offering a comprehensive illustration of the key successes of the CHOICE project's fieldwork.

## 6.5 News and Events

The "News and Events" section on the CHOICE project website is a dynamic hub of blog posts that keep visitors informed about the latest project developments. This section will feature a variety of content as the project progresses, including among other:

- Updates on various project-related news,
- Announcements of upcoming events such as Consortium Meetings, training sessions, and external event participation,
- Publications of major project results and achievements,
- Insightful articles on pilot activities, and
- Announcements of ongoing pilot and engagement campaigns.

The section is currently organized into the following subcategories for easy navigation: "News," "Previous Events," "Upcoming Events," and "Articles," all accessible through a side menu

named "Categories" (Figure 22). More categories will be added to address the growing dissemination and communication needs of the project during its lifetime.

The most recent articles from this category are prominently featured on the "Home" page of the website, ensuring that the latest and most important updates are immediately visible to visitors.

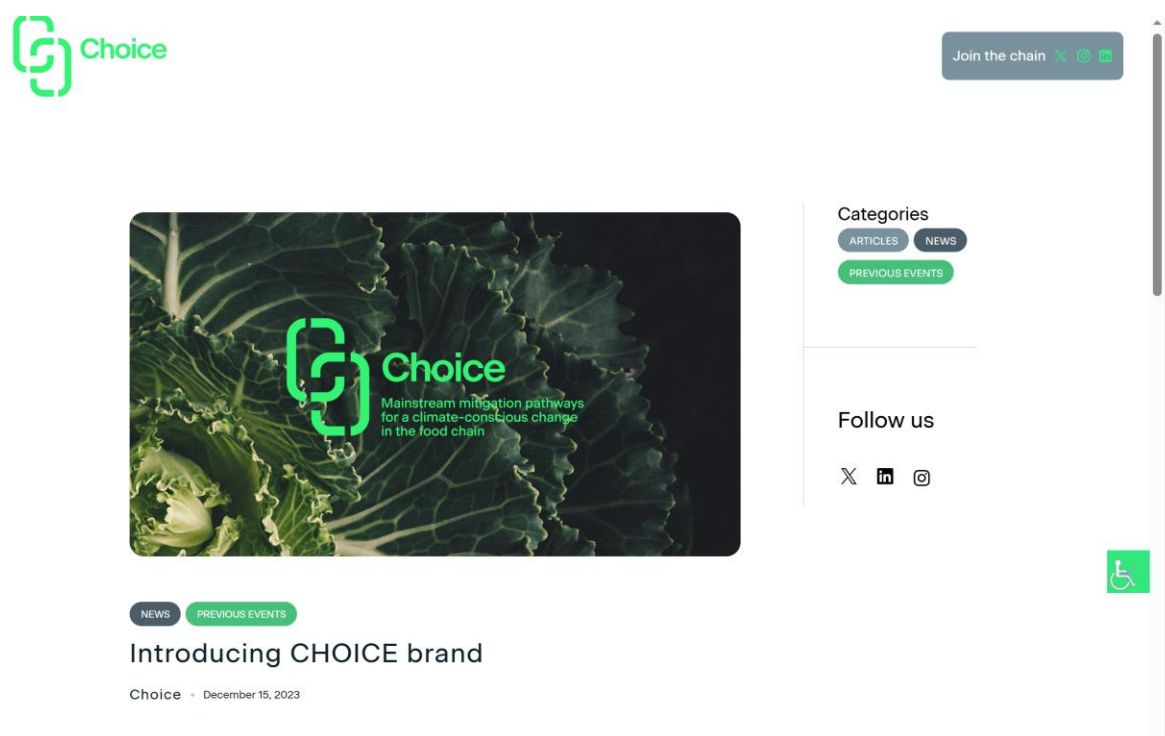


Figure 22 A depiction of an article at the "News and Events" page

## 6.6 Resources

The "Resources" section serves as a comprehensive digital library of the CHOICE project's publications and outcomes. Currently structured into four sub-pages this section will adapt and grow to include additional categories that meet evolving dissemination and communication needs. The categories that are currently included in the "Resources" section are the following:

- **Publications:** This category offers access to an archive of the project's scholarly output, including papers, journal articles, and materials from conference presentations.
- **Press Corner:** Here, official CHOICE press releases are published, alongside a meticulously curated press clipping collection that features media coverage about the project.
- **Media Kit:** Already available for download are the project's logo pack and brand guidelines. This section is set to also feature promotional materials like leaflets and

posters, developed throughout the project's lifespan to bolster the communication and outreach initiatives of partners and media.

- **Deliverables:** Public deliverables of the project will be uploaded for public access following official acceptance by the European Commission.

Navigate through our publications and deliverables to uncover the milestones and results of our journey.

\*A comprehensive library of CHOICE publications and outcomes.



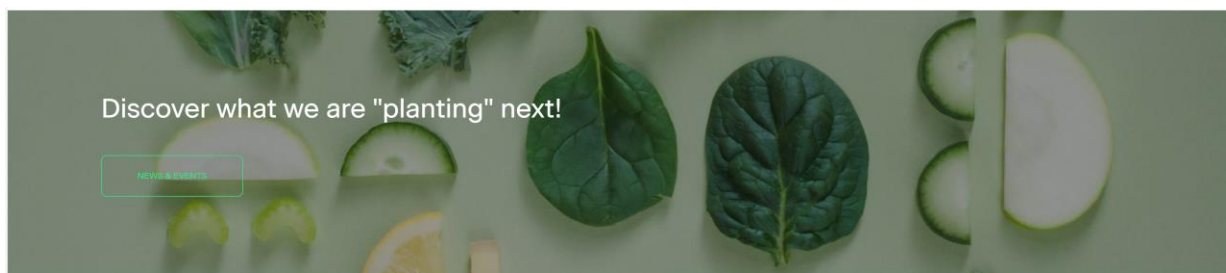
01 PUBLICATIONS 02 PRESS CORNER 03 MEDIA KIT 04 DELIVERABLES

Explore the Frontier of Knowledge with CHOICE.

Discover insightful presentations and publications that showcase our project activities and innovative approach, designed to enlighten and inspire.

**Figure 23 Website Resources page and different categories included**

At the bottom of the page, a navigational menu (Figure 24) allows users to seamlessly transition to the "News and Events" section, where they can stay informed about the latest happenings and engagements associated with the CHOICE project.



**Figure 24 Menu in the Resources page re-directing to the News and Events page of the website.**

The visuals and narratives on the "Resources" page resonate with the CHOICE project's brand messages. They metaphorically depict the project as growing roots and sowing seeds, symbolizing the transformative journey towards climate change awareness in the food system. This imagery reinforces the concept of nurturing and developing sustainable practices, embodying the project's commitment to fostering impactful climate-aware change.

## 6.7 Contact us

The "Contact Us" page of the CHOICE project website is designed to facilitate engagement and foster a sense of community among those interested in climate-conscious change within the food system. The page greets visitors with an inspiring header image featuring the call-to-action message: "Be Part of the Chain" (Figure 25). This visually compelling banner sets the tone for active participation and connection.

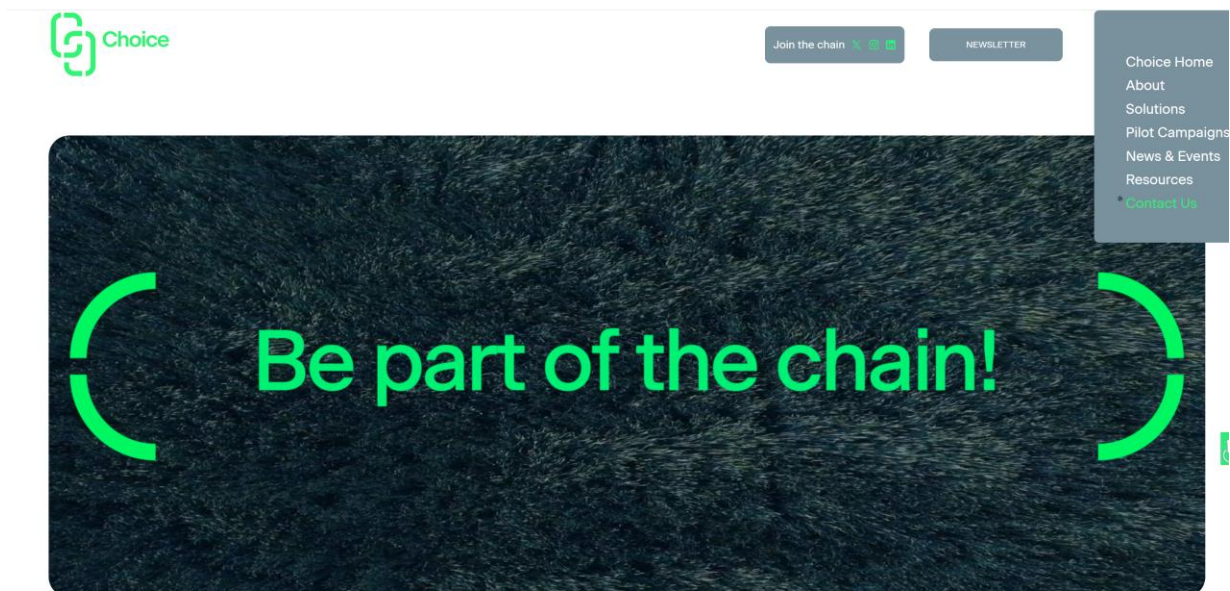


Figure 25 Header image at the "Contact Us" page of the website

Prominently displayed are the primary contacts of the project, including the coordinator, the project manager, and the communications manager (Figure 26). This section provides visitors with direct access to the key personnel driving the CHOICE project.

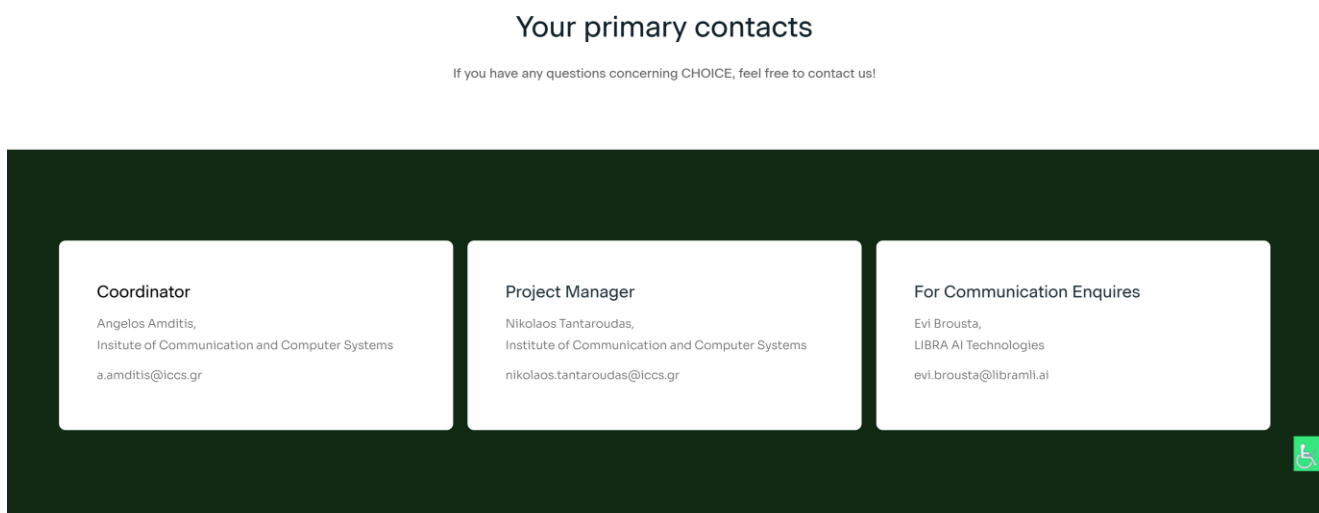


Figure 26 CHOICE primary contacts

For general questions and inquiries, the page includes a user-friendly contact form. Submissions through this form are directly linked to the project's official email address, info@climatechoice.eu, ensuring that queries are addressed efficiently and effectively.

## Contact Form

You are not sure about who to ask? Simply fill out the form below for guidance on your general query.

Name	Your Email
Subject	
Message	
<input type="submit" value="SUBMIT"/>	




Figure 27 Contact form for general Enquires

Under the title "Join our Climate Choice Community!" is an encouraging message inviting visitors to subscribe to the CHOICE4CLIMATE mailing list. This invitation is complemented by a link to the newsletter subscription form, labeled "Subscribe to our Newsletter". Additionally, links to the project's social media channels are provided, encouraging visitors to "Stay connected, stay motivated, and help us drive climate-conscious change in the food chain" (Figure 28).

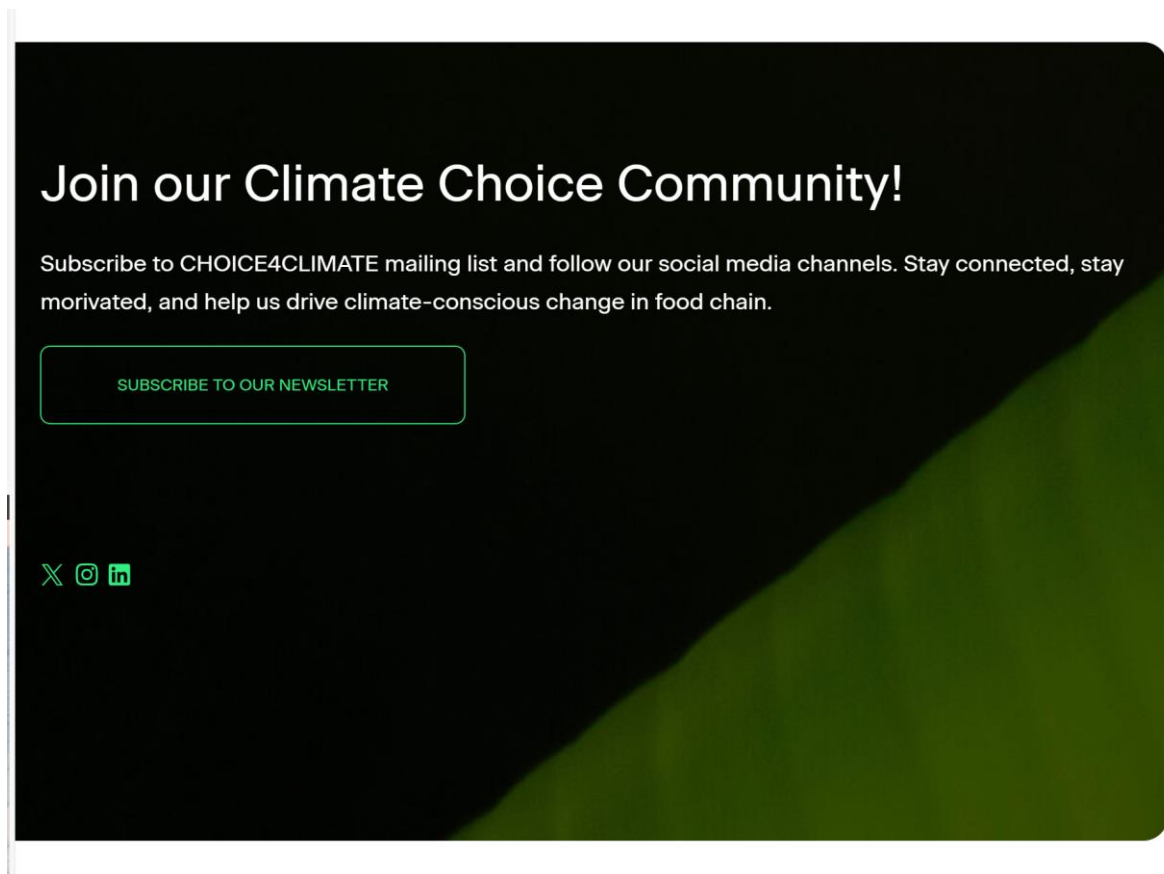


Figure 28 Email Subscription and Social media links

## 7 Website Mobile version

As previously mentioned, special emphasis has been placed on designing the mobile version of the CHOICE website. This focus is driven by the fact that a significant number of users today rely on their mobile devices and smartphones to browse websites and applications. Recent statistics indicate that mobile internet usage is increasingly prevalent, with over 50% of global web traffic coming from mobile devices, highlighting the importance of a mobile-responsive design.

Various screenshots from the mobile version of the website, showcasing its user-friendly interface, are included below. These images demonstrate how the website's content and layout have been optimized for smaller screens, ensuring that the user experience is seamless and intuitive on various mobile devices.

This mobile-first approach ensures that the CHOICE project's information and resources are readily accessible to a broader audience, aligning with the latest internet usage trends and enhancing the reach and effectiveness of our communication efforts.



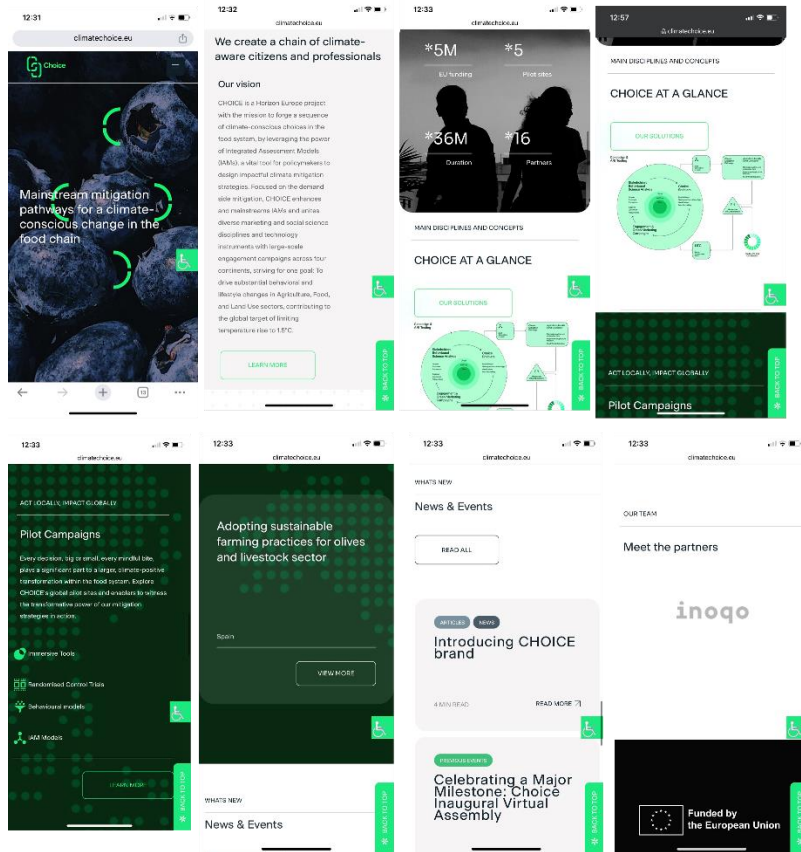


Figure 29 Collection of screenshots from the mobile version of the home page.

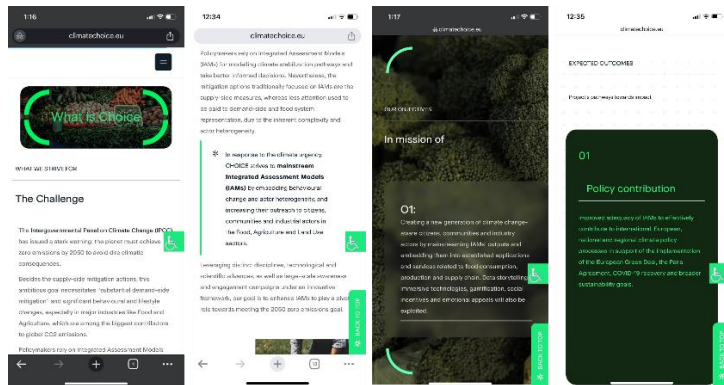


Figure 30 Collection of screenshots from the mobile version of "the project" page.

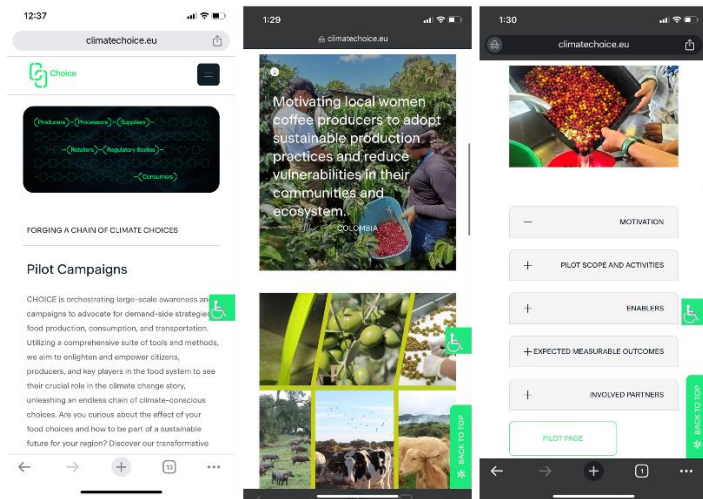


Figure 31 Collection of screenshots from the "Pilot Campaigns" page content: mobile version.

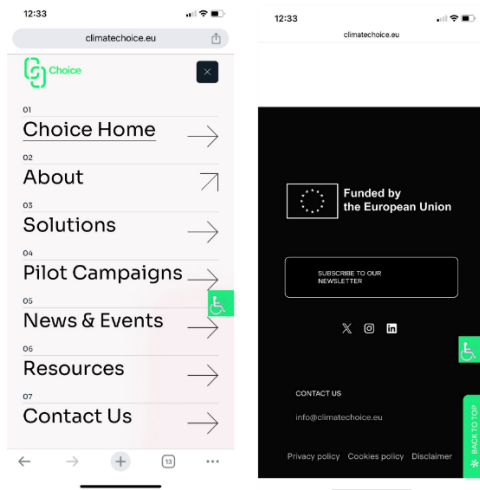


Figure 32 Screenshots of the Main menu and website footer at the mobile version of the website

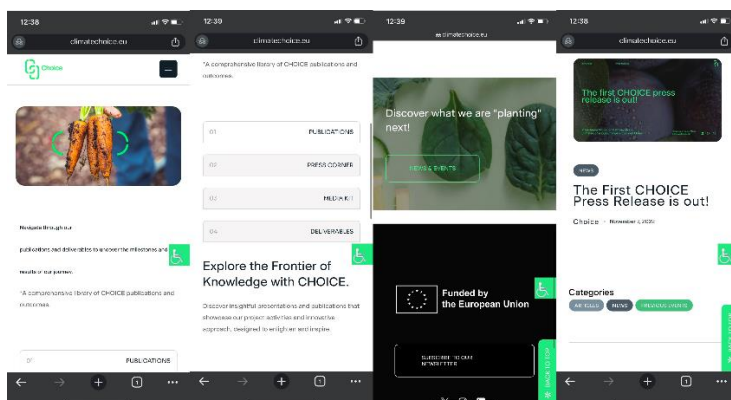


Figure 33 Collection of screenshots from the "News & Events" and "Resources" pages' mobile version



## 8 Compliance with GDPR regulations

In adherence to the General Data Protection Regulation (GDPR), our website has established comprehensive policies to ensure the privacy and protection of our users' data. The Privacy Policy, accessible at [www.climatechoice.eu/privacy-policy/](http://www.climatechoice.eu/privacy-policy/), details the types of data collected and the way it is used, emphasizing our commitment to users' rights and transparency.

The Cookies Policy, found at [www.climatechoice.eu/cookies-policy/](http://www.climatechoice.eu/cookies-policy/), explains the use of cookies on our site, providing users with the knowledge to manage their cookie preferences. In addition, upon their initial visit to the CHOICE website, users are greeted with a pop-up window that provides information about the site's cookie policy and asks for their consent to accept or decline the use of cookies.

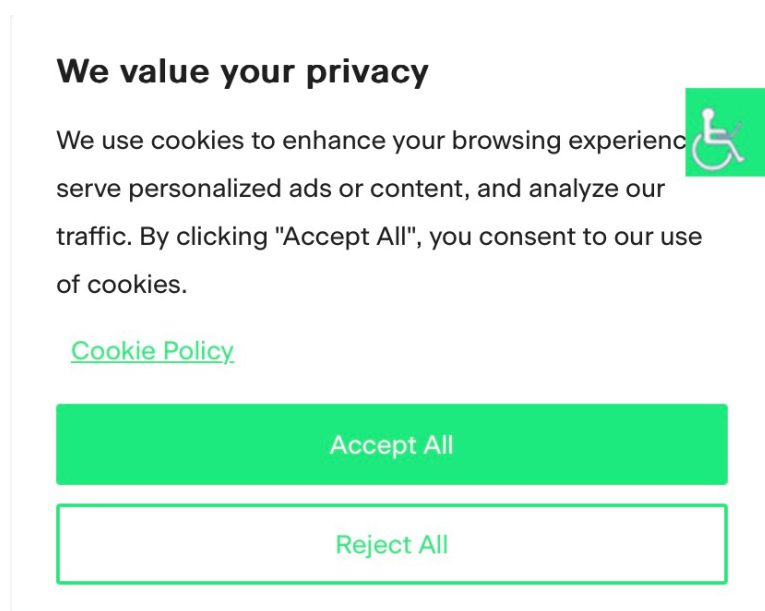


Figure 34 Pop-up window for cookies.

Lastly, the website "Disclaimer", available at the following link: [www.climatechoice.eu/disclaimer/](http://www.climatechoice.eu/disclaimer/), clarifies the limitations of liability regarding the information provided on our website, ensuring users are aware of the terms of use. Together, these different sub-pages of the website reflect our dedication to upholding the highest standards of data privacy and user trust, as we navigate the complexities of information management in accordance with the GDPR regulations.

## 9 Conclusions

The CHOICE website has been meticulously crafted to serve as the primary digital channel for communication and dissemination of the project. From the initial "coming soon" page to the complete website, a foundation for ongoing engagement was laid with diverse actors interested in the project advances, ranging from general audiences to scientific communities and policymakers.

Every aspect of the website, from the structure design to the content strategy, has been aligned with the project's brand identity and the CHOICE project pursuits. It encapsulates the collaborative effort of the CHOICE consortium, presenting a cohesive narrative of its journey towards fostering a demand-side climate-conscious change in the food system.

As the CHOICE project progresses, the website will continue to evolve, incorporating new features, interactive elements and content to enhance its role as a cornerstone of the project's online presence, effectively engaging audiences and magnifying the project's influence.

Planned to remain operational for five years post-project completion, it will act as a lasting repository for the project's results and insights, ensuring ongoing interaction with interested parties and keeping the lines of communication open and active.

Further details about the website's integral role in the CHOICE project's overarching communication, dissemination and exploitation strategy, as outlined in Work Package 7, will be included in D7.2, which is planned for M6 of the project.

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Mainstreaming Integrated Assessment Models by embedding behavioural change and actor heterogeneity, and increasing their outreach to citizens, communities and industrial actors

#### CHOICE Consortium:



#### Contact

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#### Learn more



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