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PaluWise

DEVELOPMENT OF ADVANCED SOLUTIONS FOR THE PRODUCTIVE USE OF REWETTED DEGRADED PEATLAND ECOSYSTEMS

D6.1 PROJECT WEBSITE

APRIL, 2025

D6.1 Project Website

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Executive Summary

This document details the website development and structure for the PaluWise project website, which is a key communication and dissemination tool for this EU-funded HORIZON Innovation Action project. PaluWise brings together eighteen European institutions to advance paludiculture - the productive and sustainable use of rewetted peatlands in order to reduce emissions and restore ecosystems across Europe.

The website is designed to be a comprehensive and accessible resource, showcasing how PaluWise is demonstrating and scaling up the paludiculture practices across Europe. Through four large-scale demonstration sites and their associated value chains, the project is working to significantly reduce greenhouse gas emissions, enhance biodiversity, and provide new economic opportunities for landowners.

This deliverable outlines the website's development process, from establishing the visual identity to creating the landing page and the final, official website. It also describes the site's structure and content, explaining how it will serve as a central hub for information, updates, and resources for a diverse audience, including policymakers, farmers, researchers, industry stakeholders, and the general public.

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Abbreviations

EU	European Union
GA	Grant Agreement
M	Month (Represented in specific months within the project timeline (e.g., M1, M2, M3, etc.).
WP	Work Package

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Introduction

For any EU-funded project, a dedicated website serves as a foundation for effective dissemination, communication, and stakeholder engagement. As a central online hub, the project website acts as a primary channel to introduce PaluWise to its diverse stakeholders, ranging from project partners and policymakers to the wider scientific community, practitioners, and the general public.

With an aim to elaborate further and introduce the initially developed website strategy, the deliverable D6.1 Project Website includes the following chapters:

- **Website development**: Discussing the process of creating the website, including key considerations like visual identity, user experience, accessibility, and other technical aspects

- **Website structure**: Detailing the planned or existing architecture of the PaluWise website

- **Conclusion**: Highlighting the importance of the website as a central communication and dissemination tool for PaluWise, reinforcing its contribution to the project's overall success and impact

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1 Website development

The PaluWise website is designed to be a comprehensive and easily accessible resource, providing essential information about the project's core elements. This includes a clear articulation of PaluWise's objectives – the development of advanced solutions for the productive use of rewetted degraded peatland ecosystems – and a transparent overview of its work structure and the collaborative consortium driving its implementation.

Furthermore, the website will act as a gateway to PaluWise's presence on various social media platforms, ensuring timely delivery of news, updates, and project insights to a broader audience. By establishing a strong online presence, PaluWise aims to foster transparency, facilitate knowledge sharing, and ultimately maximise the project's reach and impact within the European landscape and beyond.

The development of the PaluWise website has been a carefully staged process executed in several phases:

- Phase one: Development of PaluWise visual identity

- Phase two: Design and development of the PaluWise landing page - the first version of the website

- Phase three: Design and development of the PaluWise website - the official and final version of the website

This phased approach has allowed for a structured and considered development process, ensuring an effective online platform for PaluWise.

1.1 Phase one: Visual identity

The initial phase, which kicked off in February 2025, presented the crucial groundwork of establishing the project's visual identity and involved the creation of the document named PaluWise Brand Guidelines, in early March 2025.

This document showcases the main branding elements, such as different versions of logotypes, colour palette, typography, and best recommendations for effective communication of the PaluWise brand. These guidelines laid the foundation for all visual communication, ensuring a consistent and recognisable identity across all platforms, including the project website.

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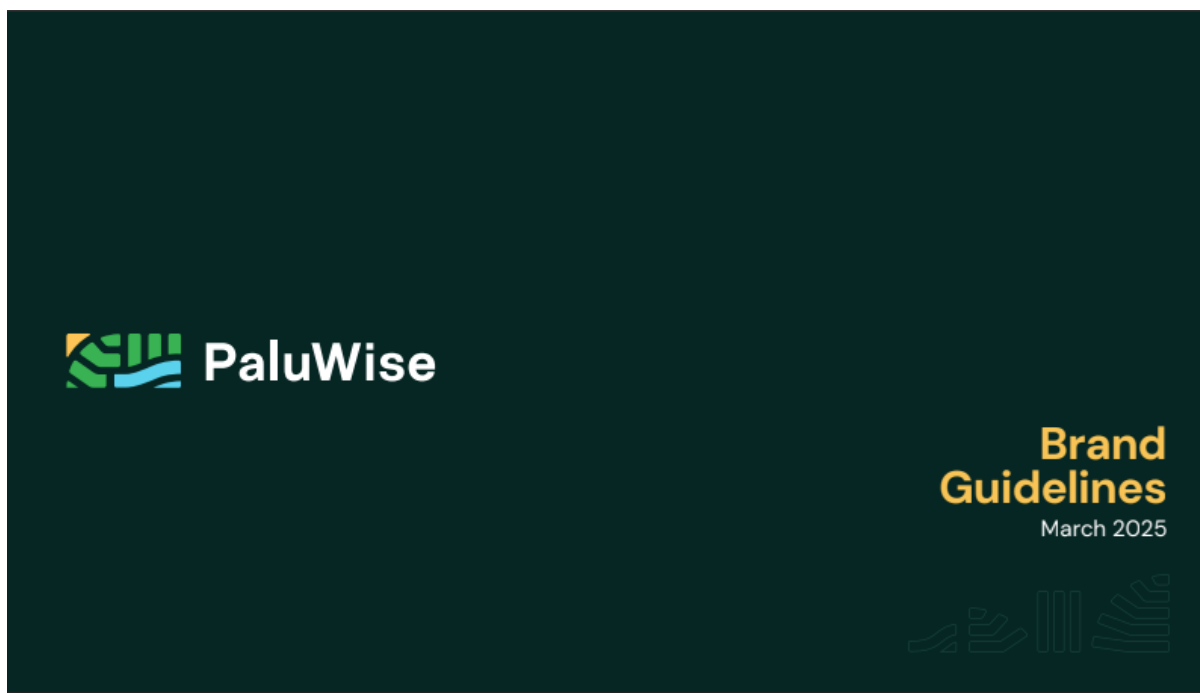
Figure 1 - PaluWise Brand Guidelines

The PaluWise visual identity is crafted to reflect the project's core values: sustainability, innovation, and collaboration. It aims to visually communicate the essence of paludiculture, having diverse visual identity elements, such as a logo, colour palette, and typography work together to create a cohesive and recognisable brand image.

1.1.1 Logo

A logo was designed specifically for the PaluWise project to reflect its theme, objectives, and scope. That is why the PaluWise logo is rich with symbolism, drawing inspiration from the core elements of the project: paludiculture and the rewetting of peatlands. The logo features an abstract design composed of several distinct elements, each representing a key aspect:

- Sun (yellow/orange element in the upper-left corner)
- Plants - Reed and Typha (green elements in the middle)
- Water (blue element in the down-left corner)
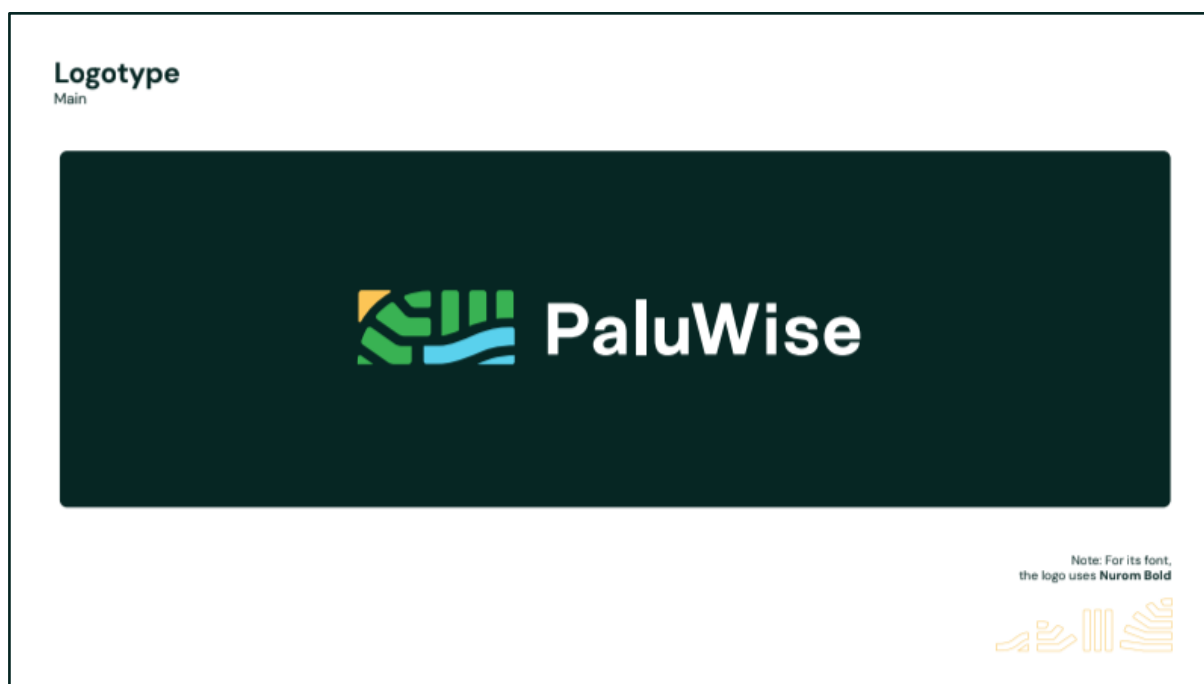
Figure 2 - PaluWise Main Logo

In essence, the PaluWise logo tells a visual story of renewal driven by the sun, the central role of water in peatlands, and the key plant life associated with both "Palu" (Reeds) and "Wise" (Typha). It is meant to be a clever and meaningful design that presents the project's core principles and objectives in a concise and memorable way.

1.1.2 Colour Palette

PaluWise's visual identity has five brand colors divided into groups (logo colours, highlight colour, background colours), which are selected with an aim to enhance projects' storyline and efficiently communicate with key stakeholders:

- Yellow/Orange in colour code #fcc556

- Green in colour code #39b253

- Blue in colour code #5ad1ed

- Dark green in colour code #062623

- Pastel green in colour code #1a443e

Figure 3 - PaluWise Colour Palette

PaluWise colour palette includes earthy tones to match the project's identity and set the basis for all visuals created for the project, whether in the form of official documents (deliverable and presentation templates) or promotion materials (including visuals for social media and offline materials).

1.1.3 Typography

Two types of fonts were chosen and used in visuals and templates to maintain the coherence of all materials, including the website: DM Sans for printed and digital visual materials (available for free download at **Google Fonts**) and Arial for deliverables (available for free download at **Microsoft Apps**).
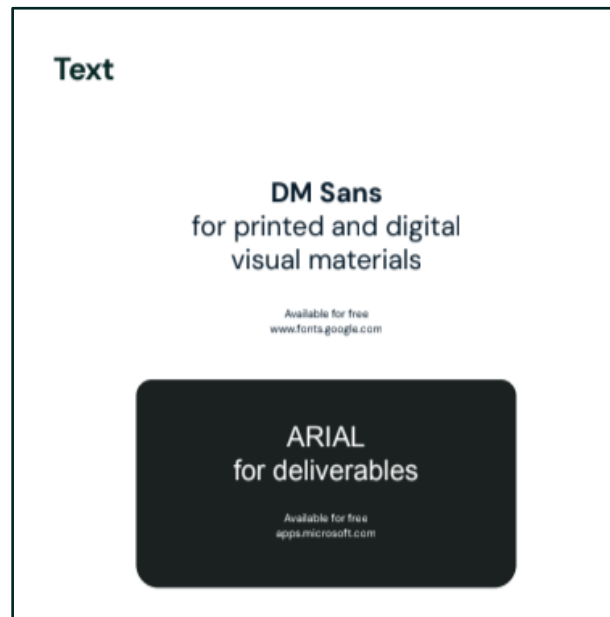
Figure 4 - PaluWise Typography

PaluWise typography also includes a font used specifically for the logo, and mainly in the design of social media visuals – the font Intro Bold.

1.2 Phase two: Landing page

Building upon this foundational visual language, phase two started also in M1 (first month of the project implementation), which was February 2025. This stage included buying the proper website domain, as well as the design and development of the PaluWise landing page, which serves as the first iteration of the website.

This initial online presence serves as an early touchpoint, providing basic information about the project: logo, tagline, social media links, newsletter subscription, funding disclaimer and terms and conditions.

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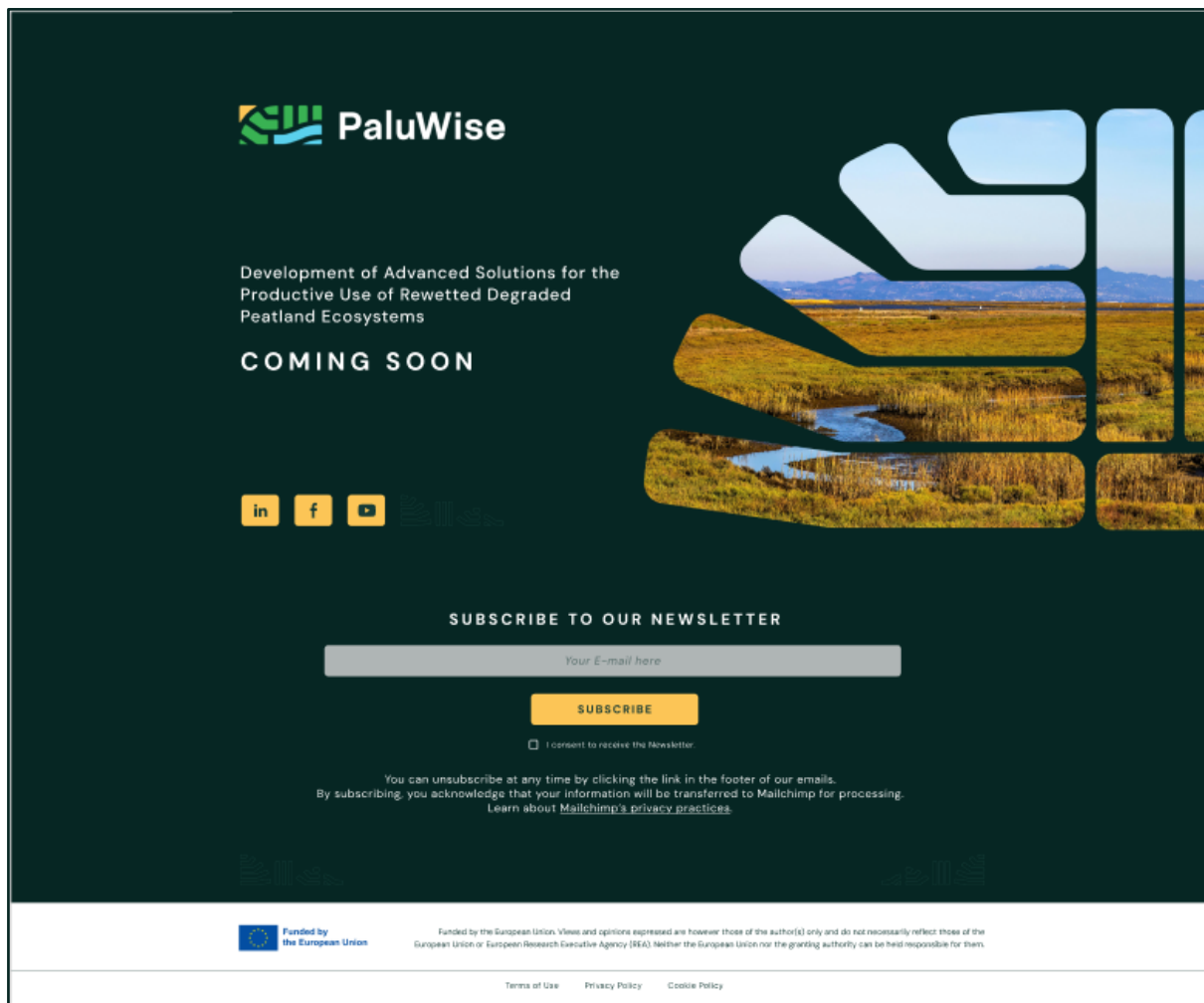
Figure 5 - PaluWise Landing page design

1.3 Phase three: Official website

Currently, we are in phase three, which involves the design and development of the official PaluWise website. This comprehensive version will build upon the visual identity and the initial landing page, which is currently available, offering a more detailed exploration of the project's objectives, partners, demonstration sites, and expected impact.

While the landing page is live to this date, it is important to note that the remaining sections will be developed and published by M6, according to the timeline specified and described in the GA. The website will be developed and published using the WordPress content management system (CMS).

More information regarding phase three, the creation of the official PaluWise website, can be found in the subsequent section.

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2 Website structure

The PaluWise website has its main domain at **www.paluwise.eu**, established in February 2025 (M1). The website's objective is to be the most complete source of information for interested parties, positioning itself as the central point of all communications in the project.

The PaluWise website is designed to serve as a comprehensive platform for disseminating project information, engaging with stakeholders, and promoting the adoption of paludiculture practices. The site is structured to provide a clear and intuitive user experience, guiding visitors through the project's objectives, activities, and outcomes.

Apart from functioning as the main information channel, the PaluWise website will work as a useful contact point for participants and other relevant stakeholders, informing them clearly and effectively of all aspects of the project, such as demo sites, up-to-date activities and events, and information about the consortium members. In addition, the website will deliver information in the form of documents, information packages, and public deliverables. Finally, the website will guide interested parties to PaluWise social media networks and other channels.

The website's architecture will comprise the following key sections:

- Homepage

- Our Mission

- Team

- Demo Sites

    o Finland (Subpage)

    o The Netherlands (Subpage)

    o Poland (Subpage)

    o United Kingdom (Subpage)

- Insights

- Resources

- Newsletter

- Contact

The sections of the website will explain the work developed in the project and will be updated over time. As mentioned before, the website is currently in the form of a landing page with a newsletter subscription button and links to its social media channels. The communication team will be adding the remaining pages and specific content once the design of the website is approved by PaluWise project partners. The envisioned structure and design are presented in the following subsections.

2.1 Homepage

The Homepage serves as the primary entry point to the PaluWise website, designed to capture the visitor's attention, providing a visually engaging introduction to the PaluWise project. The homepage has a brief explanation of the PaluWise background and several calls to action for the other pages that explain more extensively the scope, objectives and results of the different parts of the project.

It begins with a prominent "hero section" featuring a visually engaging image and the project's tagline: "Production solutions for rewetted peatlands". This section aims to immediately convey the project's core mission.

Below the "hero section", the "Project description section" offers a concise narrative about the PaluWise project. This includes subsections that explain the meaning behind the project's name ("Why PaluWise?"), define the concept of paludiculture ("What is Paludiculture?"), and articulate the project's central goal ("The core of our mission"). A "Learn more" button directs users to the "Our Mission" page for more in-depth information.

The "Project objectives section" uses icons to visually represent PaluWise's key objectives, such as assessing the potential for degraded peatland conversion, promoting large-scale paludiculture adoption, and measuring carbon sequestration.

An "Insights section" presents the latest project highlights in a carousel format, featuring clickable images, publication dates, and headlines to encourage further exploration of news and updates.

The Homepage also includes a "Newsletter section" where visitors can subscribe to receive updates on peatland restoration and related topics.

Finally, the "Footer section" of the PaluWise website displays the EU emblem, a disclaimer regarding funding, clickable social media icons, project's contact information, as well as terms and conditions.

Additionally, Homepage is also featured in the Menu to ensure effective website navigation.

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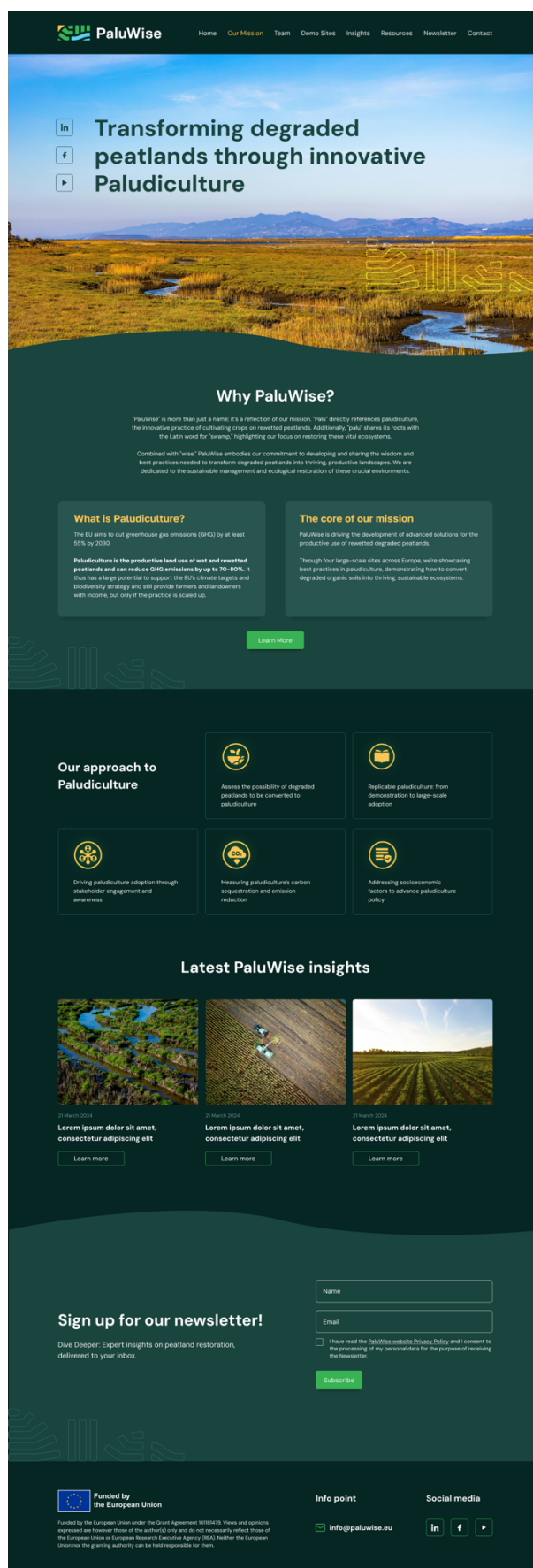
Figure 6 - Homepage design

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2.2 Menu item: Our Mission

The section of the PaluWise website called "Our Mission", provides a detailed explanation of the PaluWise project's core principles and approach. It starts with an introductory section featuring a relevant image and a concise banner.

This section also elaborates on the PaluWise concept, emphasizing the project's focus on developing sustainable solutions for rewetted degraded peatland ecosystems. The project's commitment to bridging the gap between research and practical application to empower stakeholders is also highlighted.

PaluWise methodologies are also visually presented in a flowchart illustrating the project's workflow and key components. In addition to the accordion menu, where detailed description of each Work Package of the project is showcased. Each accordion tab provides information about individual WP's objectives.

Figure 7 - Our Mission page design

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2.3 Menu item: Team

The "Team" section of the PaluWise website introduces the organisations and individuals involved in the PaluWise project. It offers a visual rendering of the partners involved in PaluWise and the type of organisation they are, including the links to their respective websites.

Users can view a partner's logo and then interact with the page (e.g., hover or click) to reveal a brief description.

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Figure 8 - Team page design

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2.4 Menu item: Demo Sites

This section highlights the four PaluWise large-scale demonstration sites across Europe, showcasing the practical implementation of paludiculture. Subpages for each site (Finland, Netherlands, Poland, and the United Kingdom) offer detailed information on site-specific activities, challenges, solutions, and outcomes.

It showcases PaluWise's goal of developing advanced solutions for productive use of rewetted degraded peatland ecosystems to support EU climate objectives and nature restoration actions. It emphasizes the multi-actor approach employed in the demonstrations.

The section also includes a map which visually locates the four demo sites across Europe, providing key information such as the main crop cultivated at each site (e.g., Downy birch in Finland, Reeds in the Netherlands).

Below the map, each demo site is presented with four boxes, each dedicated to one demo site, which include essential information about the site and a "Learn more" link to the respective subpage. Each box also features icons, which are part of the PaluWise visual identity, representing the crops grown at that site.

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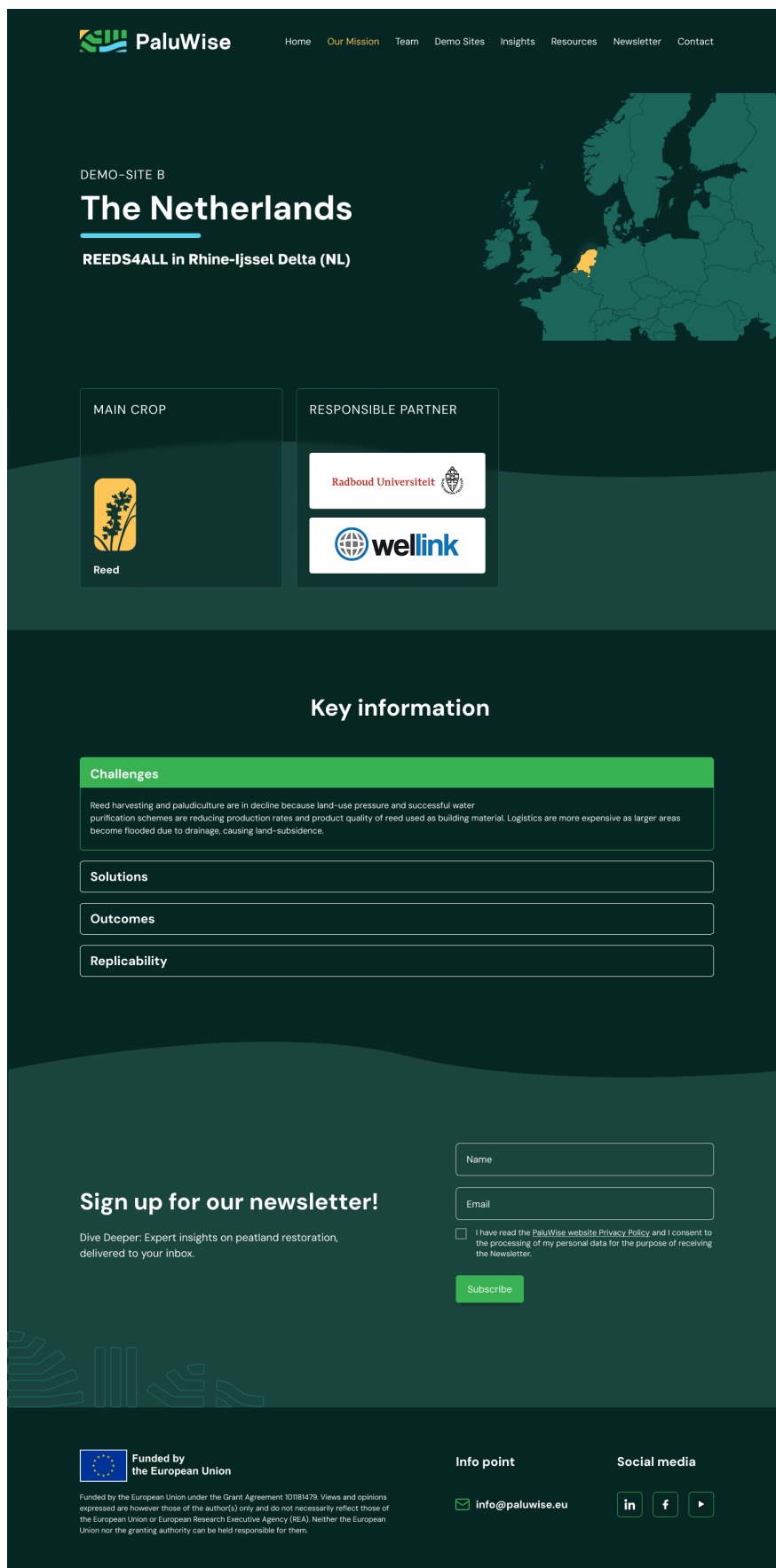the European Union

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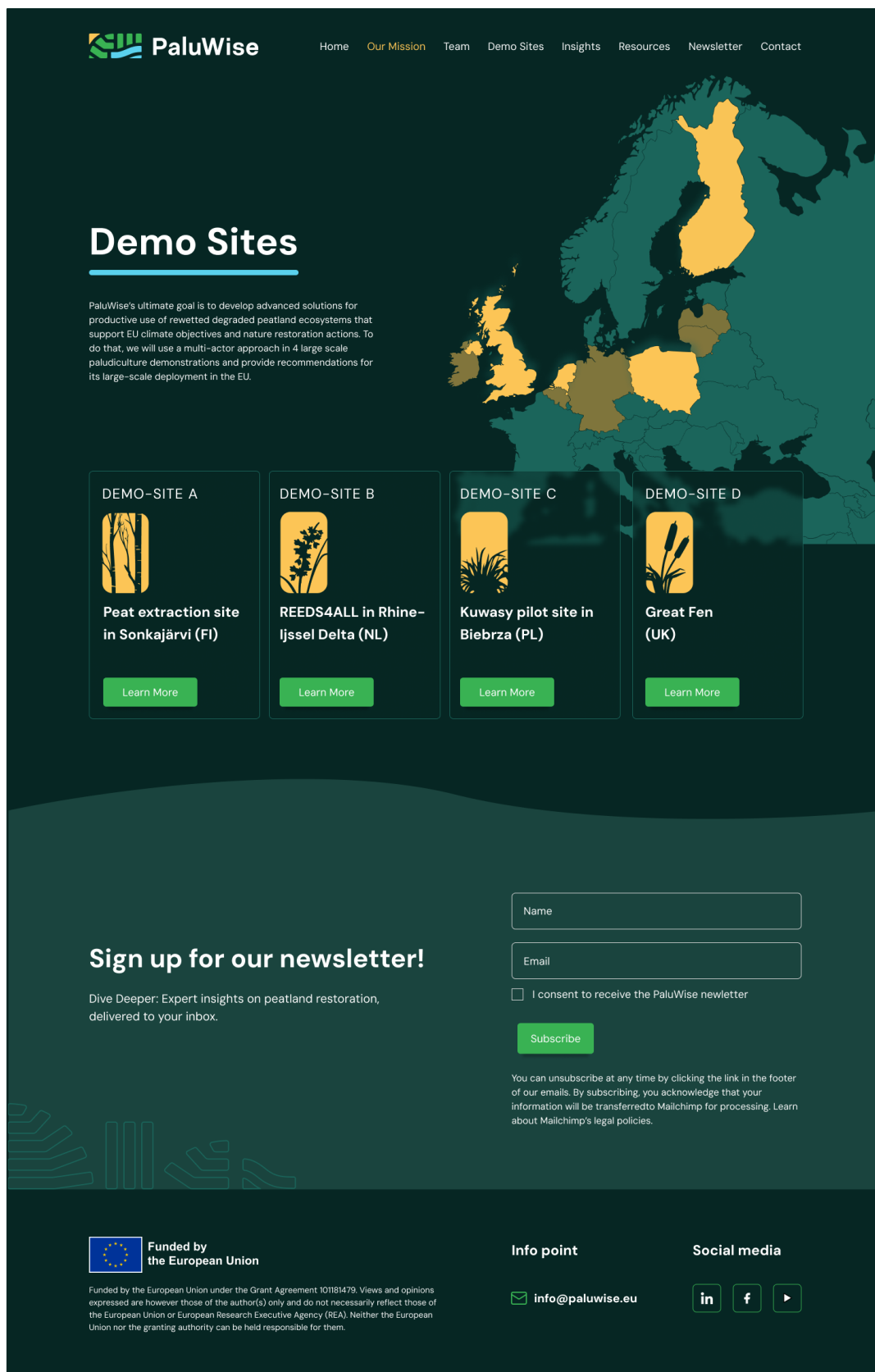
Figure 9- Demo Sites page design

2.4.1 Finland (Subpage)

This subpage provides detailed information about the PaluWise demonstration site in Finland. It offers specific details about the site, such as its location (Peat extraction site in Sonkajärvi), main crop (Downy birch), other crops, and the responsible partner (Luke). This section incorporates PaluWise branded icons related to the site and may include a "flip-option" to display information about the Luke partner organisation.

This structure allows users to explore specific aspects of the site in detail, such as the challenges related to peat extraction areas and the solutions offered by paludiculture.

Over time, as more information of the site is gathered, this subpage will be updated.

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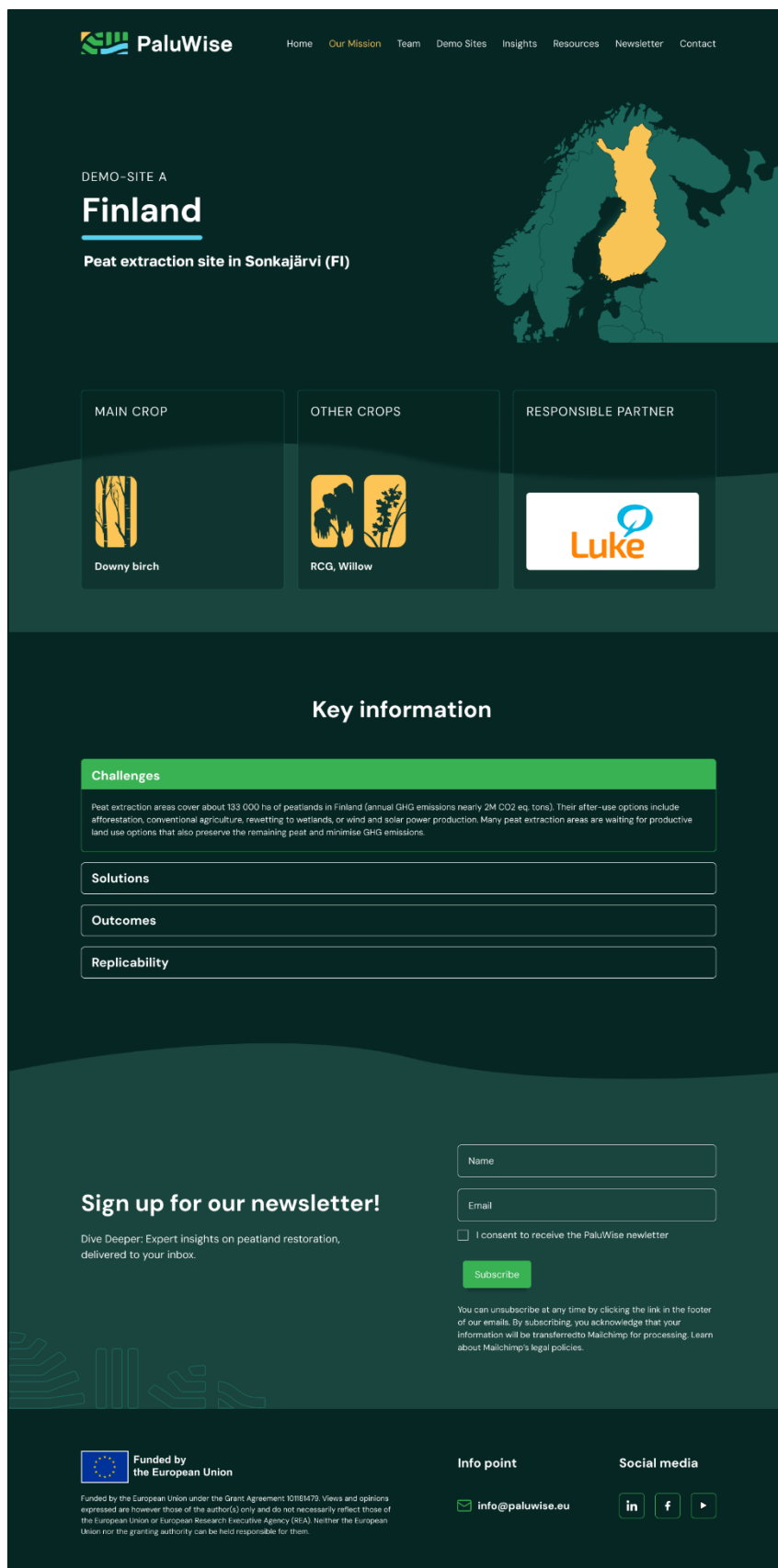
Figure 10 - Demo site A (Finland) subpage design

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2.4.2 The Netherlands (Subpage)

This subpage provides detailed information about the PaluWise demonstration site in the Netherlands. It presents key details about the site, including its name (REEDS4ALL in Rhine-Ijssel Delta), main crop (Reed), and responsible partners (SRU with Wellink).

This section also uses relevant icons and may feature clickable partner logos. It covers topics such as the challenges related to declining reed harvesting and the solutions provided by expanding reed farming activities.

Over time, as more information of the site is gathered, this subpage will be updated.

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Figure 11- Demo site B (The Netherlands) subpage design

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2.4.3 Poland (Subpage)

This subpage provides detailed information about the PaluWise demonstration site in Poland. It follows the same structure as the other demo site subpages, and presents essential details about the Polish site, such as its name (Kuwasy pilot site in Biebrza), main crop (Sedges), other crops (Typha), and responsible partners (UNIWARSAW with ITP and VestaEco).

This section includes icons representing the crops and may feature clickable partner logos.

Topics like the challenges of managing drained peatlands in the agricultural sector and the solutions offered by cultivating crops like cattails and sedges are also covered in this section.

Over time, this subpage will be updated with more information about the site.
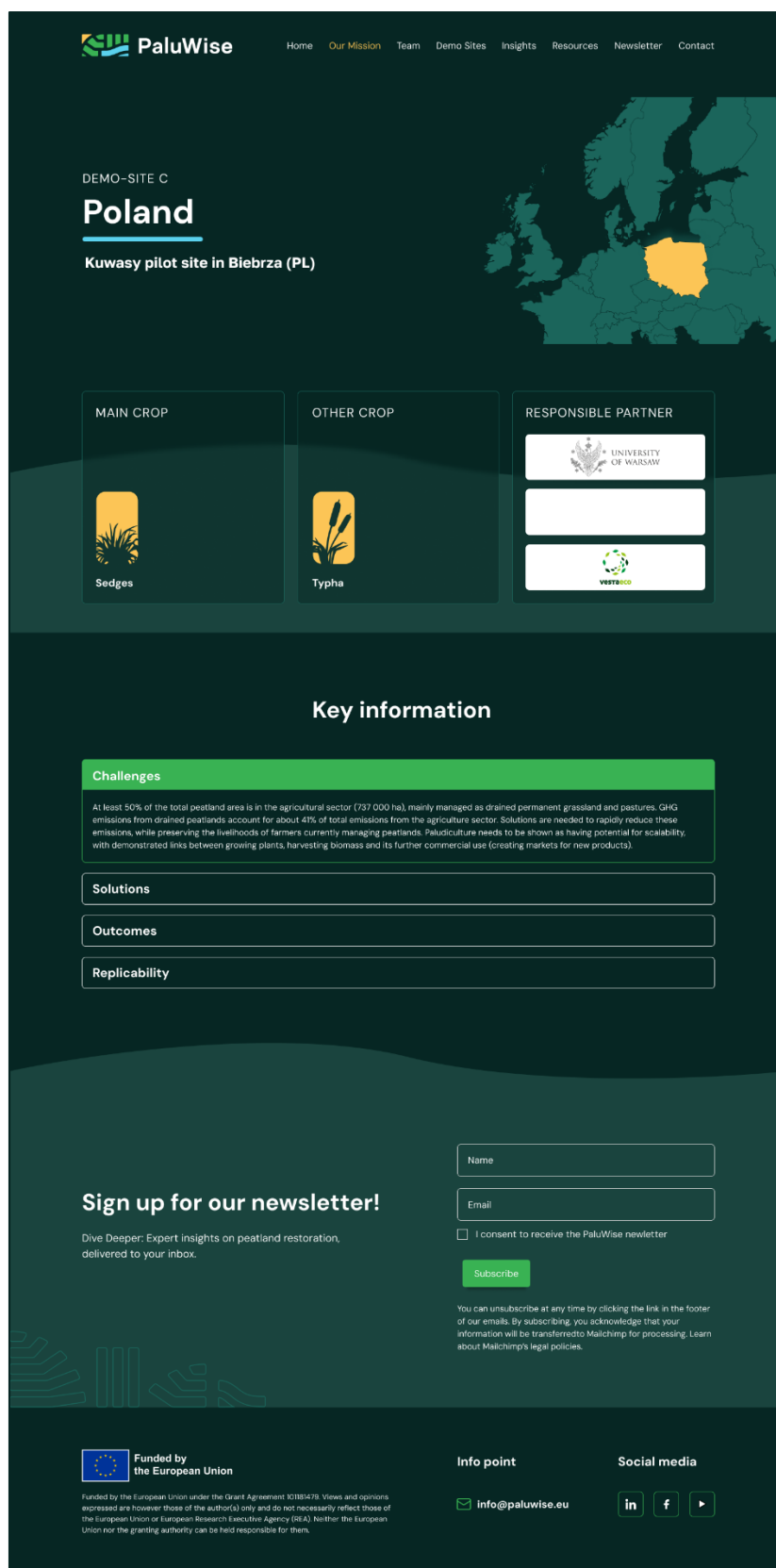
Figure 12 - Demo site C (Poland) subpage design

2.4.4 United Kingdom (Subpage)

This subpage provides detailed information about the PaluWise demonstration site in the UK. It presents key details about the UK site, including its location (Great Fen), main crop (Typha), other crops (Wet grassland, Reed, Sphagnum), and responsible partners (UKCEH with WTBCN and SALT).

This section incorporates crop icons and may feature clickable partner logos.

Similar to the other sections, this section discusses topics such as the challenges of demonstrating paludiculture farming models to UK farmers and the solutions of integrating a mixture of paludiculture crops into drained peat landscapes.
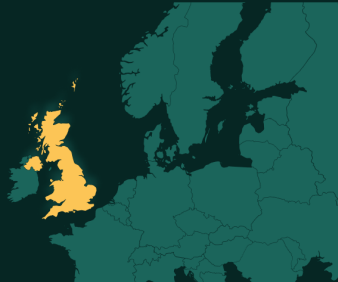
Moreover, as more information is gathered about the site, the subpage will be updated.

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Figure 13 - Demo site (D) subpage design

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2.5 Menu item: Insights

The "Insights" section presents the latest news, updates, and findings from the PaluWise project, divided into diverse category filters.

This section aims to keep stakeholders informed about the project's progress and impact. For this reason, it will be regularly reviewed and updated.
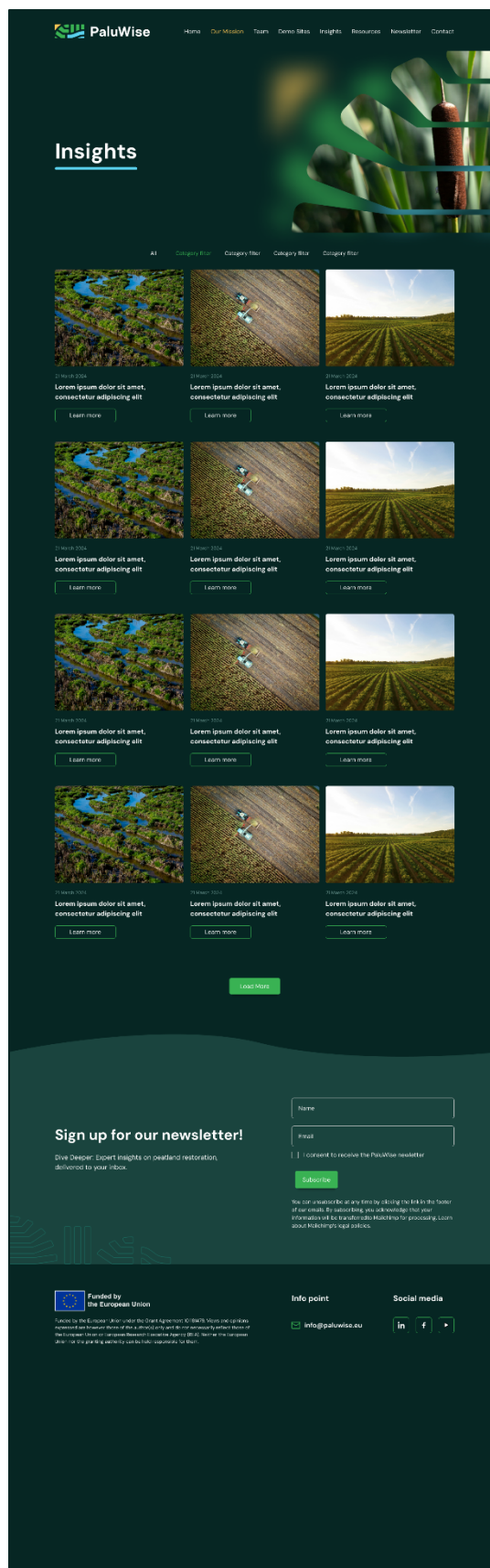
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Figure 14- Insights page design

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2.6 Menu item: Resources

The "Resources" section provides access to various materials related to the PaluWise project, facilitating knowledge sharing and dissemination. It offers public access to PaluWise's promotional materials such as the project logo kit, branding book, roll-up banner design, and sticker design, with icons representing each resource.

This section also organizes resources into categories such as "Public deliverables" and "Scientific publications," as this section will work as an area where all interested parties will be able to find the publicly available deliverables and project publications.
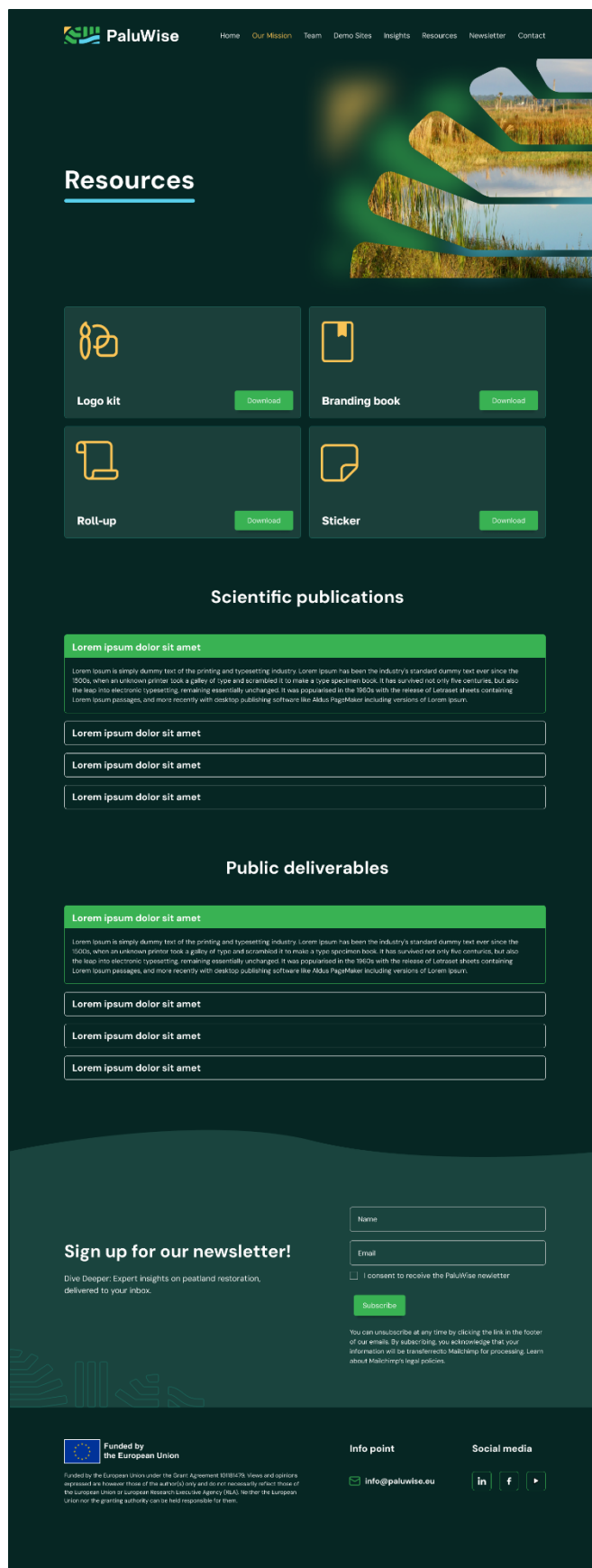
Figure 15- Resources page design

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2.7 Menu item: Newsletter

The "Newsletter" section allows visitors to subscribe to the PaluWise newsletter for exclusive updates and insights. In this area, interested third parties and visitors of the website will be able to contact the team through a built-in contact form. The purpose of this section is to offer the possibility to users to express interest in contributing to the project and share success stories related to the project's work, as well as to showcase the newsletter archive.

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Figure 16- Newsletter page design

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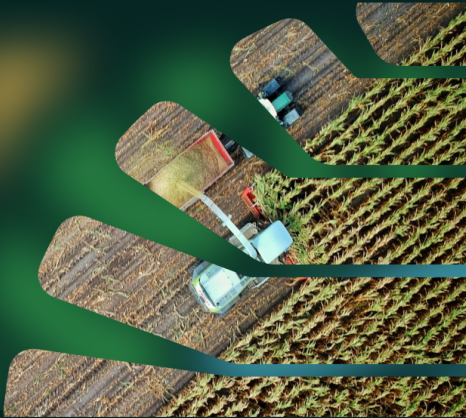
2.8 Menu item: Contact

This page provides contact information and a communication channel for inquiries and feedback. The page design is using PaluWise branding and offering a contact form which leads to the official email address created for project purposes.

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Figure 17- Contact page design

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3 Closing remarks

The PaluWise project website stands as a crucial pillar in our strategy to communicate, disseminate, and exploit the project's outcomes. It's more than just a repository of information; it's a dynamic platform designed to engage a wide spectrum of stakeholders. As illustrated above, the PaluWise website features project insights and resources. These will be updated regularly, according to the most relevant information and to the interests of the organisations and other stakeholders involved in the project.

The improvement and editing of the website´s visual identity and functionalities will be ensured by regular reviews from the project's team, keeping close contact with the communication and dissemination team.

The careful attention to visual identity, user experience, and content organization reflects PaluWise's commitment to transparency and knowledge sharing. As the project progresses, the website will continue to evolve, serving as a living resource that showcases the transformative potential of paludiculture for peatland restoration, climate change mitigation, and sustainable land management across Europe.

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