

# POLARIN

POLAR  
RESEARCH  
INFRASTRUCTURE  
NETWORK

**Deliverable 8.1.**  
**Implementation of POLARIN website and social media**  
**channels**

V1, 29 April 2024

[www.eu-polarin.eu](http://www.eu-polarin.eu)



**Funded by  
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# POLARIN: POLAR RESEARCH INFRASTRUCTURE NETWORK

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## SUMMARY

The POLARIN Website has been implemented with its URL at <https://eu-polarin.eu>. It contains the key information about the project and its services, including outreach materials and news, as well as a private documents area.

Social media profiles of POLARIN have been created and are active at Facebook (Polarin, <https://www.facebook.com/profile.php?id=61558168247071>), Instagram (eu.polarin, <https://www.instagram.com/eu.polarin>), LinkedIn (eu-polarin, <https://www.linkedin.com/company/eu-polarin>), and X (EuPolarin, <https://twitter.com/EuPolarin>).

The website and social media accounts will be regularly updated with input from partners and improvements in the website are planned to be implemented during the project.



## 1. Introduction

This deliverable reports on the implementation of POLARIN's website and social media. The website has its domain at <https://eu-polarin.eu>. The domain polarin was not available for acquisition and hence, a format that has been already followed by other European Union funded projects, has been implemented. A temporary domain before the official launch on 2 May 2024 has been created at <http://polarin.pt>, which has been used for development and testing. This domain will redirect to the .eu once the launch is done.

The POLARIN website has been constructed using WordPress, a platform that is very flexible, user-friendly and offers extensive customization options, providing a streamlined life cycle with regular updates ensuring that it remains current for a long time. Currently, the website contains the essential information about the project, but it will be continuously updated and improved, following the development of POLARIN's activities.

Social media accounts have been created in Facebook, Instagram, LinkedIn and X, with a YouTube channel to be created once video materials will be available. These accounts started to be fed with posts at the Kick-off Meeting on 19 April 2024.

## 2. Main Objectives

The website contents align with the overarching goal of the POLARIN project, which is to provide efficient and customized Research Infrastructure services to address scientific challenges in polar regions. By supporting outreach, engagement, and impact activities, the website ensures that the services offered by POLARIN reach and engage a large audience. It creates a platform for disseminating information about the project, including regular news, newsletters and the opportunities to access to services provided by POLARIN.

Additionally, the website facilitates engagement with the user community through an ambassador program and evaluates the communication and engagement activities' impact on multiple stakeholders.

Overall, the website plays a crucial role in advancing the objectives of POLARIN by enhancing visibility, accessibility, and impact of the project's RI services.



## 2.1. Website

The website is structured in 6 sections, where the aim is to present the Project and its objectives, while providing information about the services offered and the opportunities provided by the POLARIN project:

- The “Home” section, which serves as a gateway to access the project services,
- The “About” section, that includes detailed information about the project,
- The “Infrastructure” section, which highlights POLARIN’s research infrastructure,
- The “Services” section, which provides a description of the key services and will link to the respective service portals.
- The “Outreach” section, targeting and providing information about the project activities and outcomes for all the stakeholders and media,
- The “News” Section, which is a repository of the main news,
- The “FAQs” Section, with answers to Frequently Asked Questions, to be launched during the 1<sup>st</sup> semester of POLARIN.
- The Social media platforms,
- The Members private area.

### 2.2.1 Home

The Home page conveys the image of the POLARIN project, highlighting its message and the key services it provides through its partners and research infrastructures (Fig. 1). It provides an easy and attractive entrance to the project details and deliverables. In a glimpse, it shows links to information on Transnational Access to Infrastructure, to Virtual Access to Data, and to the New Training Programmes to be offered as services by POLARIN. Also highlighted, are the most recent news, as will be the information about the opening of calls for Transnational Access. The lower banner includes information on contacts, Privacy Policy, Terms & Conditions, Disclaimer and Cookie Policy, as well as the EU flag/logo and indication of funding source.



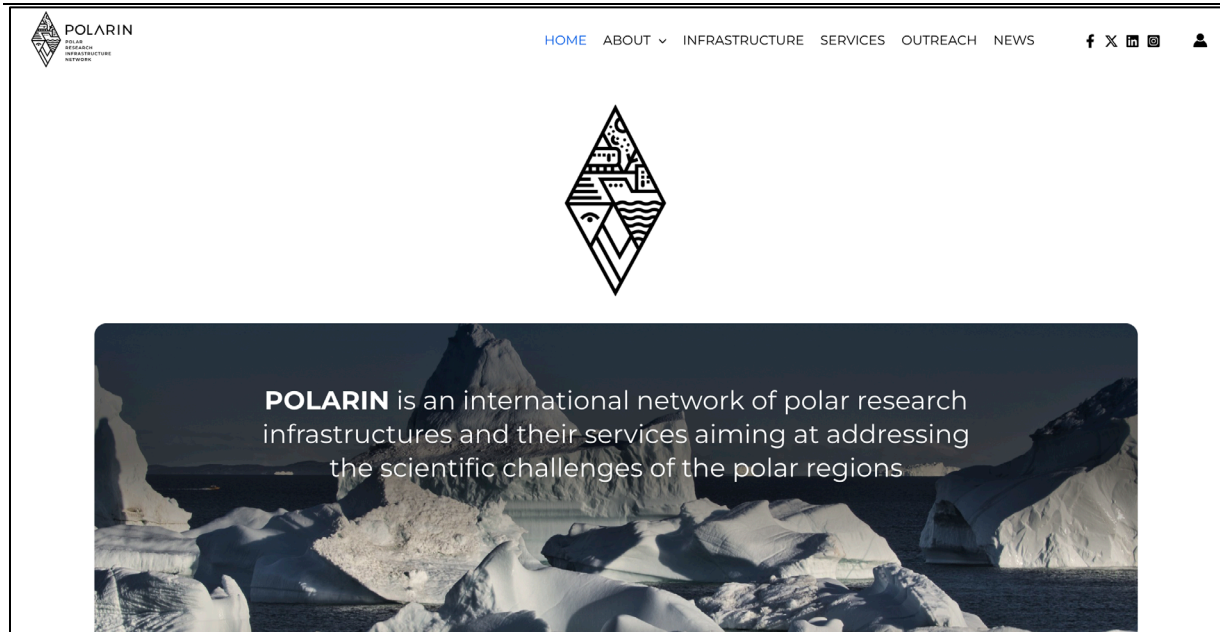


Figure 1 – The POLARIN Website homepage.

### 2.2.2 About

This section is divided into 5 parts, each addressing information about the project:

- a) Introduction - Comprises a brief introduction to the project, enumerating the six specific objectives,

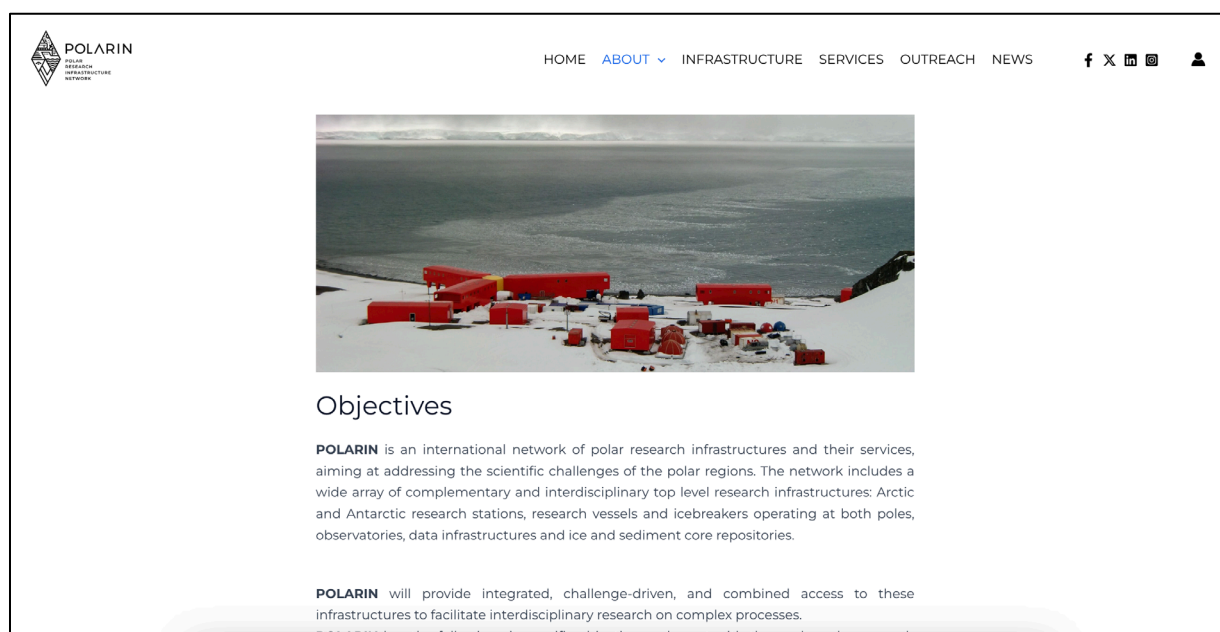


Figure 2 – Top part of the “About > Objectives” section of the website

- b) Management Structure - Presents the flowchart with the management structure and introduces the Coordination and Management Team, Steering Board, and Advisory Board (Fig. 3). The Scientific Liaison Panel will be added in the forthcoming weeks once its members are defined.



- c) **Work packages** - Lists the different work packages, indicating the lead participant(s), as well as the objectives and tasks (Fig. 4). Public deliverables will be associated with each work package during the project.
- d) **Partners** - Identifies the 50 partners that are part of the consortium and links to their respective websites.
- e) **Facts and figures** – Provides a glimpse on data related to POLARIN.

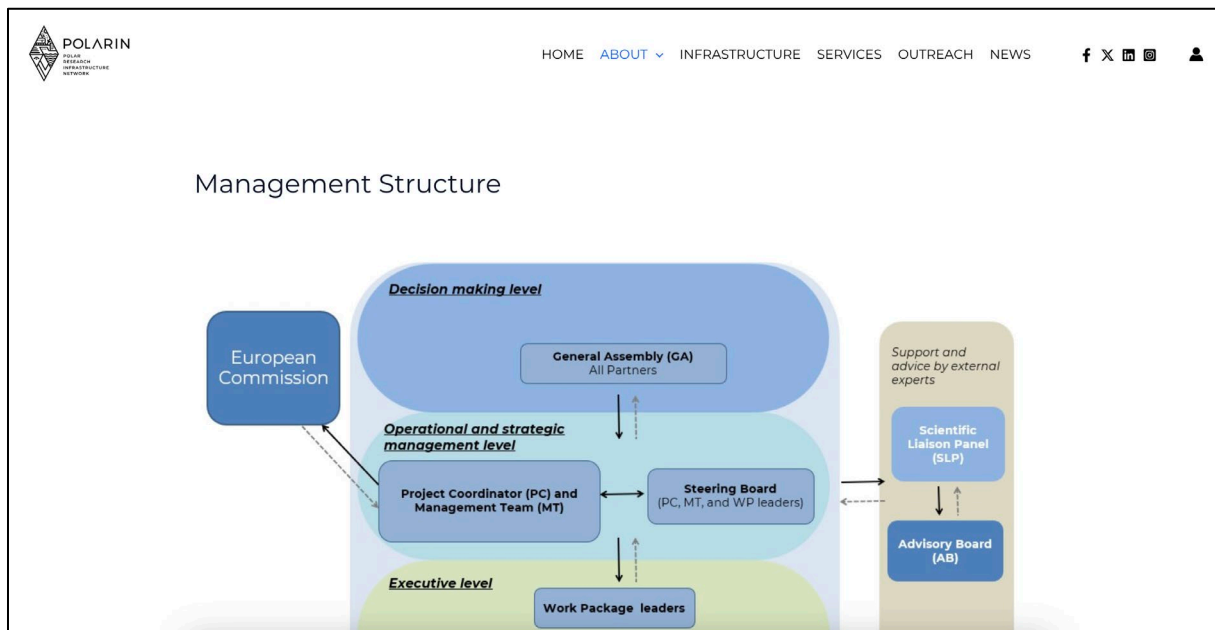
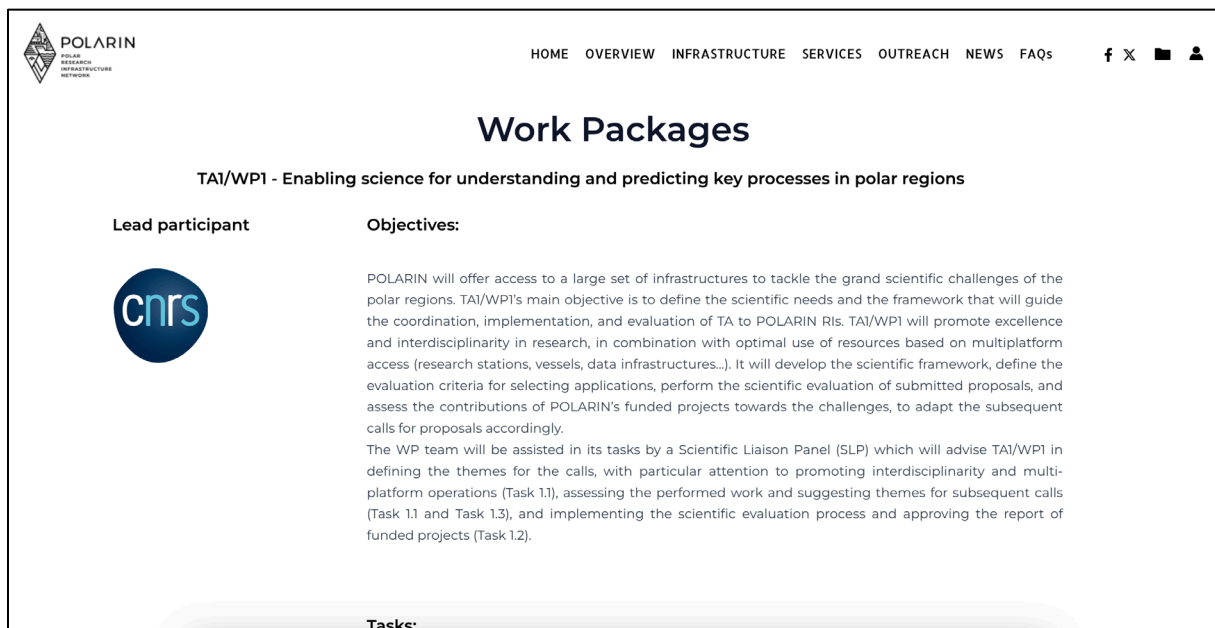



Figure 3 – Website section “Overview > Management structure”.



**Work Packages**

**TA1/WP1 - Enabling science for understanding and predicting key processes in polar regions**

**Lead participant:** 

**Objectives:**

POLARIN will offer access to a large set of infrastructures to tackle the grand scientific challenges of the polar regions. TA1/WP1's main objective is to define the scientific needs and the framework that will guide the coordination, implementation, and evaluation of TA to POLARIN RIs. TA1/WP1 will promote excellence and interdisciplinarity in research, in combination with optimal use of resources based on multiplatform access (research stations, vessels, data infrastructures...). It will develop the scientific framework, define the evaluation criteria for selecting applications, perform the scientific evaluation of submitted proposals, and assess the contributions of POLARIN's funded projects towards the challenges, to adapt the subsequent calls for proposals accordingly.

The WP team will be assisted in its tasks by a Scientific Liaison Panel (SLP) which will advise TA1/WP1 in defining the themes for the calls, with particular attention to promoting interdisciplinarity and multiplatform operations (Task 1.1), assessing the performed work and suggesting themes for subsequent calls (Task 1.1 and Task 1.3), and implementing the scientific evaluation process and approving the report of funded projects (Task 1.2).

**Tasks:**

Figure 4 – Website section “Overview > Work Packages”.



### 2.2.3 Infrastructure

The infrastructure section showcases the infrastructure contributing to POLARIN (Fig. 5): Research stations, Polar vessels, Observatories, Ice and sediment core repositories and data infrastructures. Each of these will be complemented with detailed information, aiming at informing the users to facilitate access.

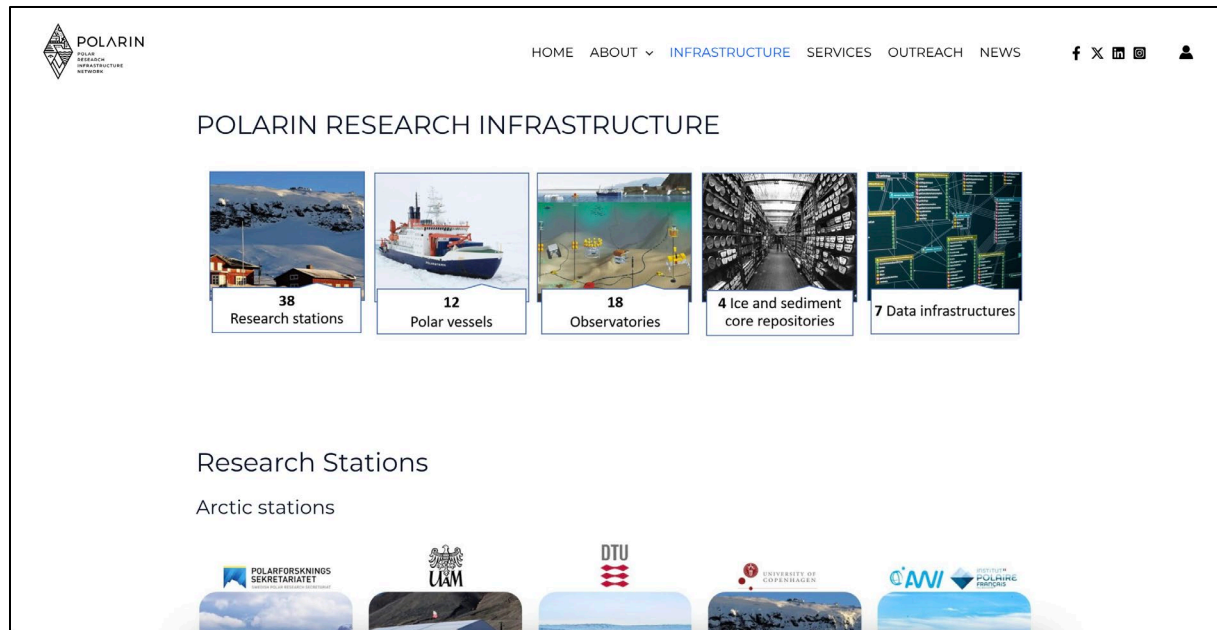


Figure 5 – Website section “Infrastructure”.

### 2.2.4 Services

The Services section is a key element of POLARIN’s website (Fig. 6). Currently it highlights the modalities of services to be offered by the project: Transnational access to the research infrastructures, including in-person and remote access, as well as virtual access to data and data products. Early career researchers, professionals and research infrastructure users will be offered training programmes and materials that will allow to better plan field campaigns/cruises, to optimally use the scientific equipment and to act in a sustainable way. A dedicated training programme on data management and data processing (data stewardship) will complement this training. In addition, POLARIN will implement a safety training under polar conditions compliant with the Polar Code, to ensure that PIs of polar expeditions are able to deal with emergency situations.

This sections currently includes short descriptions of the Services, but in the future will link to databases of infrastructure and the virtual data access portal.



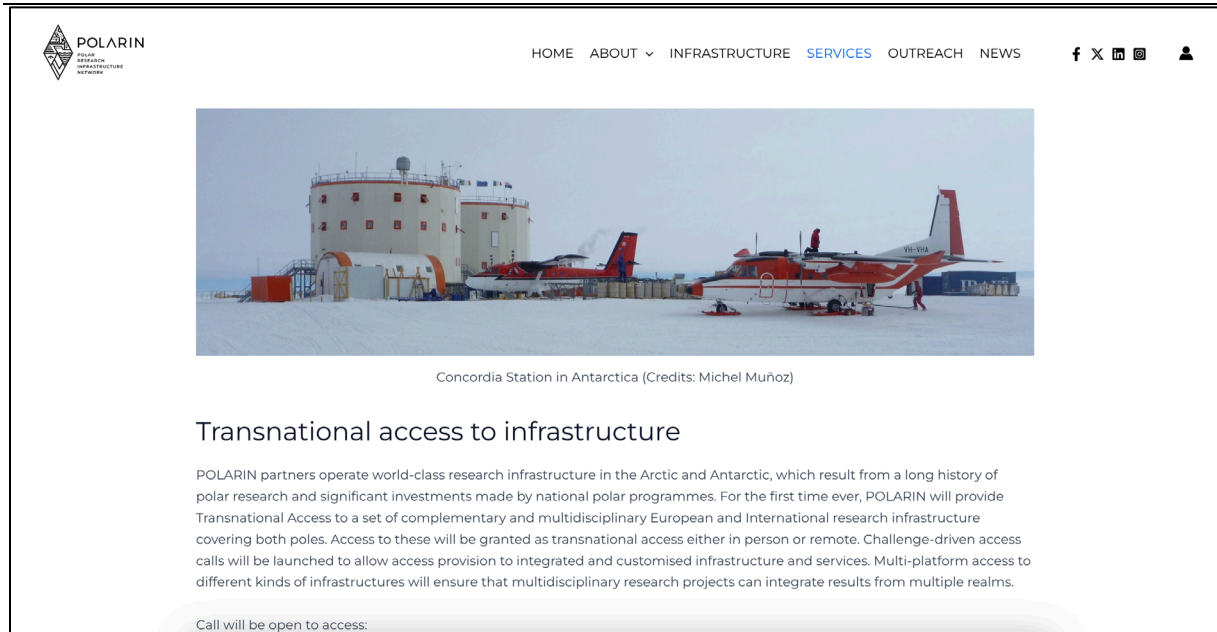


Figure 6 – Website section on “Services”.

### 2.2.5 Outreach

The Outreach section will include a wide scope of outreach contents targeting at the mainly at users such as the Scientific community, Early career researchers, National polar programmes and research institutions, funded (polar) projects or projects that need polar data, Technicians and engineers, Multilateral and international organisations (Fig. 7). Newsletters focusing on consortium activities will be made available quarterly and news provided by the community of users in an ambassador program will be published. Links to useful resources for applicants and for collaboration among polar researchers, such as the Polar Catalyst Platform and the POLARDEX Research infrastructure Catalogue are also provided.

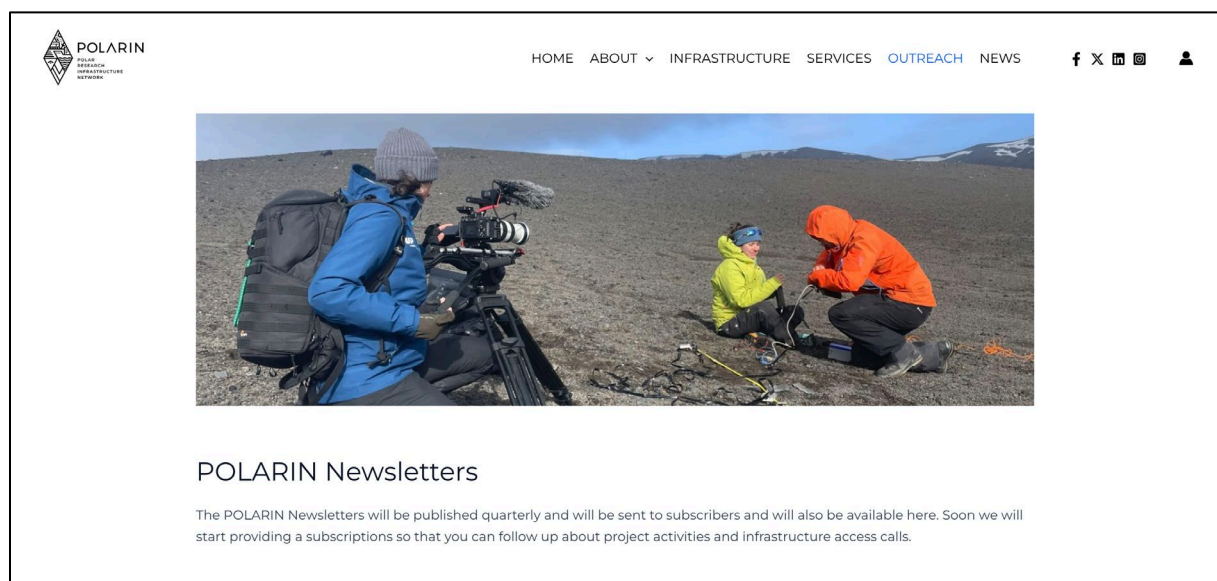


Figure 7 – The Outreach section.



## 2.2.6 News

The section news includes the main updates on the project's activities and will showcase a news repository available all through the project timeline (Fig. 8). The last 3 news are highlighted in the POLARIN homepage.

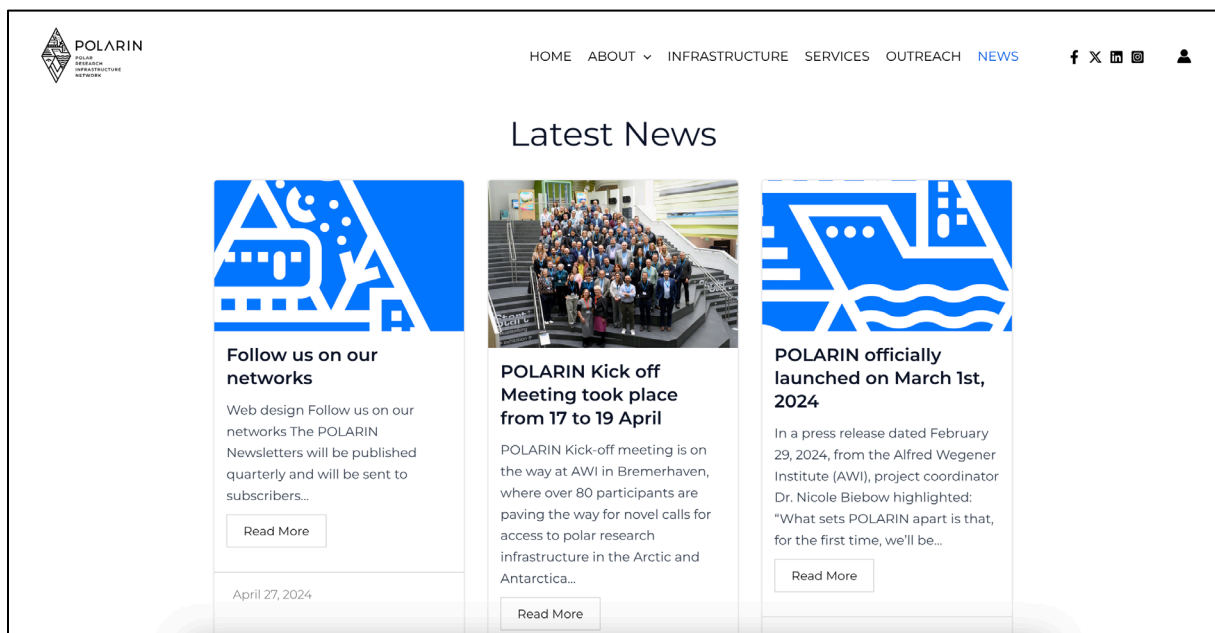


Figure 8 – The News section.

## 2.2.7 Social media links

The upper banner of the website includes in the right corner the linked logos to the social media accounts of POLARIN (: Facebook, Instagram, LinkedIn and X. A logo to the youtube channel will be added once the channel will be created.

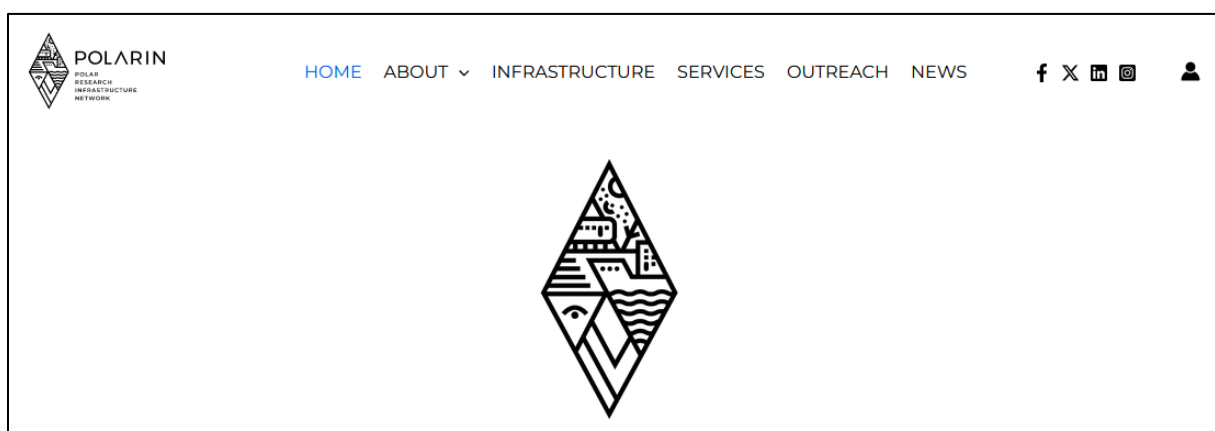


Figure 9 – The upper banner and menu with the social media logos and private user area.



### 2.2.8 Internal documents area

The internal documents area is accessible via the “user” logo at the upper right corner of the page (Fig. 9). Personal logins and passwords will be created for all partners. The area hosts the project’s internal documents (Fig. 10), which will continue to be uploaded during the whole duration of POLARIN.

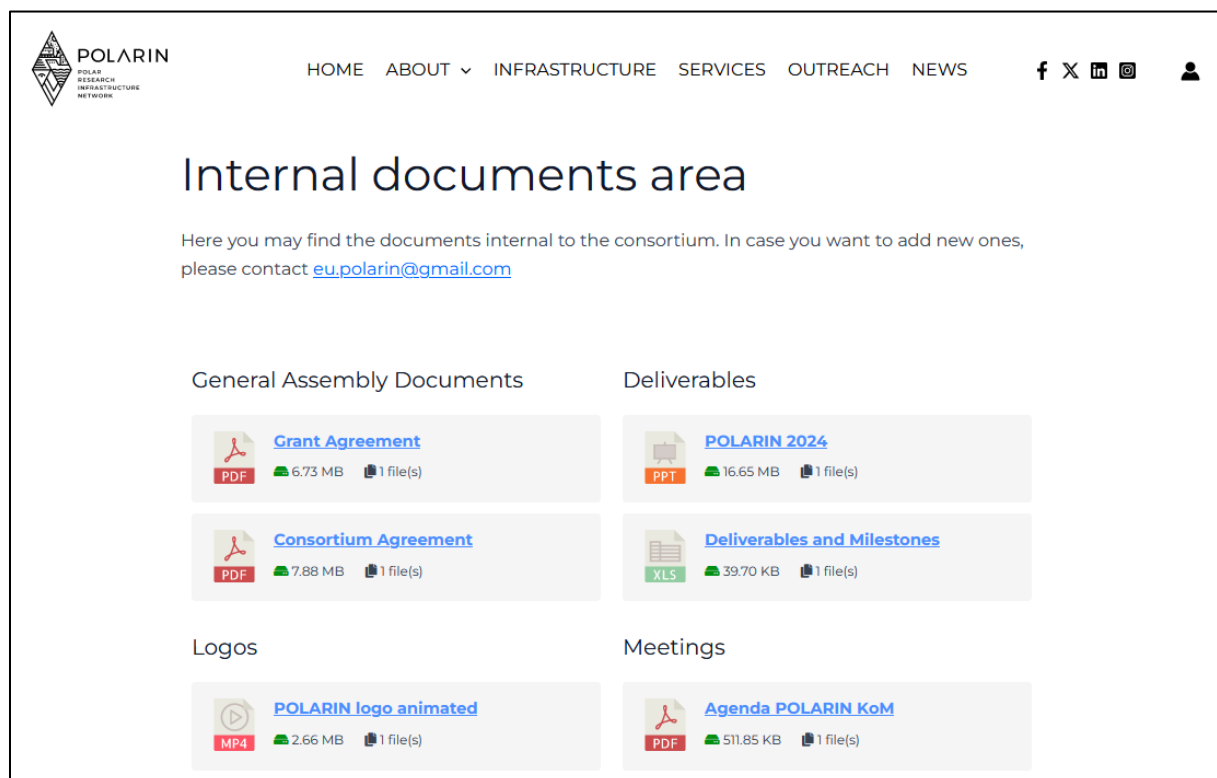


Figure 10 – Internal documents area in POLARIN’s website.

## 2.2 Social media

The following social media channels and profiles have been created and started to be fed with posts following the Kick-off Meeting held in 17-19 April 2024 in Bremerhaven:

- Facebook: Polarín (<https://www.facebook.com/profile.php?id=61558168247071>)
- Instagram: eu.polarin (<https://www.instagram.com/eu.polarin>)
- LinkedIn: eu-polarin (<https://www.linkedin.com/company/eu-polarin>)
- X: EuPolarin (<https://twitter.com/EuPolarin>).

The social media is maintained by IGOT-UL and the EPB. A specific email for social media contacts has been created ([eu.polarin@gmail.com](mailto:eu.polarin@gmail.com)).



### 3. Future Developments

POLARIN's website current structure should be maintained during the project, but modifications are possible to be implemented all along the project duration, depending on needs from the consortium and users. The implementation of the website in WordPress allows for great flexibility, easy backups and also for easy transferability in case of need. The communication's team will continue engaged in its continuous improvement aiming at better service delivery. In the forthcoming weeks, the Frequently Asked Questions page, as well as further detailed information on the Services, will be implemented.

### Acknowledgements

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