



ECP-2005-CULT 038261 - AquaRing

# AQUARING

*Accessible and Qualified Use of Available Digital Resources about Aquatic World In National Gatherings*

## Project website

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<b>Author(s)</b>	Michael Creek
<b>EC Project Officer</b>	Marc Roeder
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<b>Abstract (for dissemination)</b>	This document describes the AquaRing project website which will be used to promote AquaRing.
<b>Document ID</b>	AR-WP7/T7.4-ECSITE-DELIV-D7.2-V1.0

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# 1 Introduction

## 1.1 Scope of the document

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This document describes the AquaRing project website which will be used to promote AquaRing.

## 1.2 Applicable and reference documents

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This document refers to the following documents: None

## 1.3 Revision History

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Version	Date	Author	Description
1.0	8 Jan 07	Michael Creek	Initial version
1.1	15 Jan 07	Michael Creek	Revised version after meeting of 9/10 Jan 07

## 2 Objectives

The overall objective of the AquaRing project website is to present and promote the AquaRing project. The initial promotional website will be developed as the project progresses.

### 2.1 Initial objectives

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The objectives of the initial website are as follows:

- To present the project's objectives;
- To present the partners involved in the project;
- To explain who the project is for;
- To show how AquaRing will be useful;
- To give updates on the project's progress;
- To provide press releases and press contacts;
- To present articles regarding the project which have already been published; and
- To provide contacts for general information about the project.
- To present the funding organisations (the European Commission and the partners)

### 2.2 Later objectives

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As the project develops, the website will aim to achieve the following additional goal:

- To give potential partners an opportunity to participate in the project.

## 3 Structure

The website is structured to present the necessary information in a clear and accessible way. There are seven pages:

1. **Home**
2. **Objectives**
3. **Using AquaRing**
4. **Partners**
5. **News**
6. **Press**
7. **Contact**

### 3.1 Home

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This page gives a brief overview of the project and presents it in the context of eContentplus. It also presents the project coordinator and project website coordinator.

### 3.2 Objectives

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This page gives a bullet-point description of the project's objectives.

### 3.3 Using AquaRing

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This page gives information on how AquaRing can be used, in a Q&A format.

### 3.4 Partners

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This page presents the partners and their role in the project. It gives their logos, and links to their individual websites.

### 3.5 News

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This page is regularly updated with the progress of the project.

### 3.6 Press

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This page is updated with the project's press releases as they are sent out, and links to or hosts articles which appear in the press about AquaRing.

### 3.7 Contacts

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This page gives contact details for the project.

## 4 Website text and images

Several images free of rights, supplied by the partners, will be used to illustrate the site.

The following text will appear on the website:

### 4.1 Home

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Navigation buttons:

1. **Home**
2. **Objectives**
3. **Using AquaRing**
4. **Partners**
5. **News**
6. **Press**
7. **Contact**

AquaRing logo

Brand image

**Accessible and Qualified Use of Available Digital Resources about Aquatic World In  
National Gatherings**

**AquaRing is an EU Project to set up an online resource for information on aquatic sciences. Its content is provided by European aquariums, natural history museums and science centres. This website presents the project before its launch.**

AquaRing is [co-funded by the European Union](#) (EU logo)

Project co-ordinated by the [Aquarium of Genova](#)

Project website co-ordinated by [Ecsite](#)

Smaller text:

Website design by [Jonathan Brennan](#) <link to designer's email address>

### 4.2 Objectives

---

- To **bring together existing online collections** on marine and aquatic sciences, showing the rich contribution Europe has made in this area;
- To **improve what science centres can offer**, with a greater collection of digital material which allows museum visitors to learn online as well as in person;
- To **provide the definitive online resource** for research and education in marine and aquatic sciences;
- To **support improved education and informal learning experiences**, for individual learners and groups;

- To **raise awareness about aquatic environments**, and how they can be conserved.

## 4.3 Using AquaRing

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### 4.3.1 What is available on AquaRing?

AquaRing contains information on marine and aquatic sciences in the form of a huge range of images, videos, audio files, interactive software, e-books, databases, maps, articles, theses and dissertations, visualisations and simulations, e-prints, working papers, technical reports and conference papers.

### 4.3.2 How can I access AquaRing?

AquaRing is open to everyone. It features an easy-to-use search tool allowing you to type in keywords and find all the information you need.

### 4.3.3 Where does the information for AquaRing come from?

A number of European science centres, natural history museums and aquariums are involved in AquaRing (see [Partners](#) <Link to Partners>). They supply the project with a wealth of digital information, which they also maintain and develop. Other science centres, natural history museums and aquariums from across Europe are invited to contribute to the collection. The [World Ocean Network](http://www.worldoceannetwork.org/) <link to <http://www.worldoceannetwork.org/>> is involved in bringing partners to AquaRing.

### 4.3.4 Who is AquaRing for?

AquaRing is available to anyone looking for information on marine and aquatic sciences. Its wide range of images, videos, articles and interactive material makes it a great resource for the **general public**.

**Children** in particular will find lots of pictures, videos and activities to satisfy their curiosity.

The resource also contains much academic material which helps **teachers and lecturers** to plan their lessons.

The **media** will be able to use the data for background information on aquatic environments, but also access essential contact information to get them in touch with experts in aquatic science.

AquaRing also contains communication tools and exhibit information of interest to **managers of science centres, museums and aquariums**.

### 4.3.5 What are the advantages of AquaRing as a source of information?

- Consolidation of information: AquaRing is a single point of access to information which comes from a wide variety of sources across Europe. It provides the definitive online resource for aquatic and marine sciences.
- Ease of access: AquaRing is available online to everyone, with downloadable digital content.
- Structure: it is easy to find what you are looking for on AquaRing, and you are directed to related material.

- Evolution: As more material is added to AquaRing, the search facility evolves to support its growth.
- Languages: AquaRing is available in a number of European languages.

#### 4.3.6 Who is supporting AquaRing?

AquaRing is co-funded by eContentplus <link to [http://europa.eu.int/information\\_society/activities/econtentplus/index\\_en.htm](http://europa.eu.int/information_society/activities/econtentplus/index_en.htm)>, the European Commission's four-year Community programme to make digital content in Europe more accessible, usable and exploitable.

## 4.4 Partners

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### **The Aquarium of Genoa**

Aquarium of Genoa logo, linked to [www.acquariodigenova.it](http://www.acquariodigenova.it)

Built for Expo 92, the Aquarium of Genoa is an educational, scientific and cultural centre. Its mission is to educate and raise public awareness as regards conservation, management and responsible use of aquatic environments. It welcomes over 1.2 million visitors a year.

The Aquarium of Genoa is co-ordinating the AquaRing project. It also provides scientific expertise and a great deal of content for AquaRing, including documents, images, academic content and interactive online courses, via its Online Resource Centre.

AquaRing contacts:

Antonio Di Natale, Project Manager

Bruna Valettini, Technical Coordinator

### **Nausicaa – the French National Sea Experience Centre**

Nausicaa logo, linked to [www.nausicaa.fr](http://www.nausicaa.fr)

Nausicaa, France's Centre National de la Mer was designated as a Centre of Excellence by the Intergovernmental Oceanographic Commission of Unesco in 1999 for its work in raising public awareness of the need for better management of the ocean's resources. It also co-ordinates the World Ocean Network<link to <http://www.worldoceannetwork.org/>>.

As well as scientific expertise, Nausicaa provides databases of marine research, hundreds of thousands of images, a collection of videos and 30 thousand digital documents on water resources and marine science for AquaRing.

AquaRing contacts:

Anne Vernier, Education Co-ordinator, Nausicaa

Ariane Matuszewski, Resources Co-ordinator, Nausicaa

Manuel Cira, Cultural Projects Co-ordinator, Nausicaa

### **Royal Belgian Institute of Natural Sciences**

RBINS logo, linked to: <http://www.naturalsciences.be>



Founded in 1846, RBINS is a Belgian federal institute. A research institute as well as a museum, it houses an exceptionally rich zoological collection, alongside prehistoric items, a mineral collection and many databases. The Institute has a total of 36 million biological and geological specimens.

As for virtual content, RBINS is supplying AquaRing with databases on marine research and fauna, several thousand pieces of data, hundreds of original images, a number of maps, videos, reports and interactive software on sustainable marine development and water management.

AquaRing contacts:  
Dr Olivier Retout, Head of International Relations, RBINS

### **Rotterdam Zoo**

Rotterdam Zoo logo, linked to [www.rotterdamzoo.nl](http://www.rotterdamzoo.nl)

Rotterdam Zoo is a non-profit governmental public zoo as well as a research institute. It is also home to public aquarium The Oceanium, which contains almost 7 million litres of seawater, and has attracted 1.5 million visitors a year since it opened in 2001.

The team at the Zoo provides scientific expertise for AquaRing, and supplies the site with scientific data and findings, educational content, images, materials and interactive educational software.

AquaRing contacts:  
Michael Laterveer  
Tania Oudegeest

### **Lithuanian Sea Museum**

Lithuanian Sea Museum logo, linked to <http://www.juru.muziejus.lt>

The Lithuanian Sea Museum is a national museum located in a former 19th century fort surrounded by the Curonian Lagoon and the Baltic Sea on three sides. It welcomes 400 000 visitors per year.

The Museum contributes scientific expertise to the AquaRing project, as well as a wide range of images and videos, scientific articles, publications, documents and databases.

AquaRing contacts:  
Jurgita Eglinskiene, Project Co-ordinator, Lithuanian Sea Museum  
Vaiva Lankeliene, Project Co-ordinator, Lithuanian Sea Museum

### **Ecsite, the European Network for Science Centres and Museums**

Ecsite logo, linked to [www.ecsite.net](http://www.ecsite.net)

Ecsite is the European-wide network organization that links all major science centres and museums, natural history museums, zoos and aquariums in Europe as active members. The

common thread uniting all Ecsite members is a commitment to public engagement to communicate science through accessible, interactive exhibits and programmes.

Ecsite is responsible for informing the public about AquaRing, for getting new partners involved and for making sure that the project has as much impact as possible.

AquaRing contacts:

Catherine Franche, Executive Director, Ecsite

### **Softeco Sismat SpA**

Softeco Sismat logo, linked to [www.softeco.it](http://www.softeco.it)

Softeco Sismat SpA is an independent company established in Genoa, Italy in 1979. It is a major supplier of software and IT solutions for industry and business partners.

The role of Softeco Sismat SpA is to provide the infrastructure which makes it easy for AquaRing users to search for and access information which comes from a number of sources, in a variety of formats.

AquaRing contacts:

Gianni Viano, R&D project manager, Softeco Sismat SpA

### **Fundación Robotiker**

Robotiker logo, linked to [www.robotiker.es](http://www.robotiker.es)

ROBOTIKER-TECNALIA is a private, non-profit foundation, located in Spain (Zamudio and Madrid) and Chile, integrated in TECNALIA technology corporation. Its aim is to contribute to Society Sustainable Development through Research and Technological transfer.

ROBOTIKER-TECNALIA provides its scientific background on semantics technologies in order to annotate contents in AquaRing and extract knowledge thanks to semantic search and navigation tools. It is also responsible for the multilanguage aspect of AquaRing, regarding user interface, annotation, search, access and knowledge extraction.

AquaRing contacts:

Marta González Rodríguez

### **University of Genoa, Department of Anthropological Sciences**

University of Genoa logo, linked to [www.disa.unige.it](http://www.disa.unige.it)

The University of Genoa's Department of Anthropological Sciences is divided into four sections: sociology, psychology, anthropology and ethnology. The staff is involved in education as well as research activities and evaluation analysis.

The Department of Anthropological Sciences is developing a way of evaluating the impact of AquaRing, both for its users and for the science centres, museums and aquariums which supply its content.

AquaRing contacts:  
Mauro Palumbo  
Claudio Torrigiani  
Gianni Vercelli

## 4.5 Project Progress

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### 18<sup>th</sup> October 2006

The project had its kick-off meeting at the Aquarium of Genoa, Italy.

AquaRing is currently under development.

## 4.6 Press

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### Media coverage

- Article in the *Corriere Mercantile* (20.10.06): 'Aquaring, via al portale dedicato al mondo acquatico'
- Article in *Il Giornale di Genova* (20.10.06): 'Aquaring, un portale sotto i mari'
- Article in *La Stampa di Savona* (20.10.06): 'Nuovo portale per l'Acquario'
- [Aquaring, conoscere il mare navigando... online \(Villagio Globale, 29.10.06\)](#)
- [Al via Aquaring, il progetto per il più ampio portale online europeo dedicato all'ambiente acquatico e alle sue risorse \(Immediapress, 3.10.06\)](#)
- [Ambiente: Nasce Portale Europeo Dedicato all'Acqua \(Ansa, 19.10.06\)](#)
- [AquaRing, per la Gestione Ambientale Sostenibile \(Agronotizie\)](#)

### Press releases

[The launch of AquaRing, the project for the largest online portal dedicated to the aquatic environment and to its resources - Genoa 19.10.06 \(MS Word 175KB\)](#)

[The launch of AquaRing, the project for the largest online portal dedicated to the aquatic environment and to its resources - En/Fr version \(MS Word 195KB\)](#)

## 4.7 Contacts

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Project co-ordinator: contact Bruna Valettini: [bvalettini@acquariodigenova.it](mailto:bvalettini@acquariodigenova.it)  
For other information on the project contact Ecsite: [info@ecsite.net](mailto:info@ecsite.net)

## Annex.A Screenshots

### A.A.1 Home



## A.A.2 Objectives

http://www.aquaringweb.eu - AquaRing - objectives - Microsoft Internet Explorer

Fichier Edition Affichage Favoris Outils ? Liens >>

# AQUARING

HOME | OBJECTIVES | USING AQUARING | PARTNERS | PROJECT PROGRESS | PRESS | CONTACT

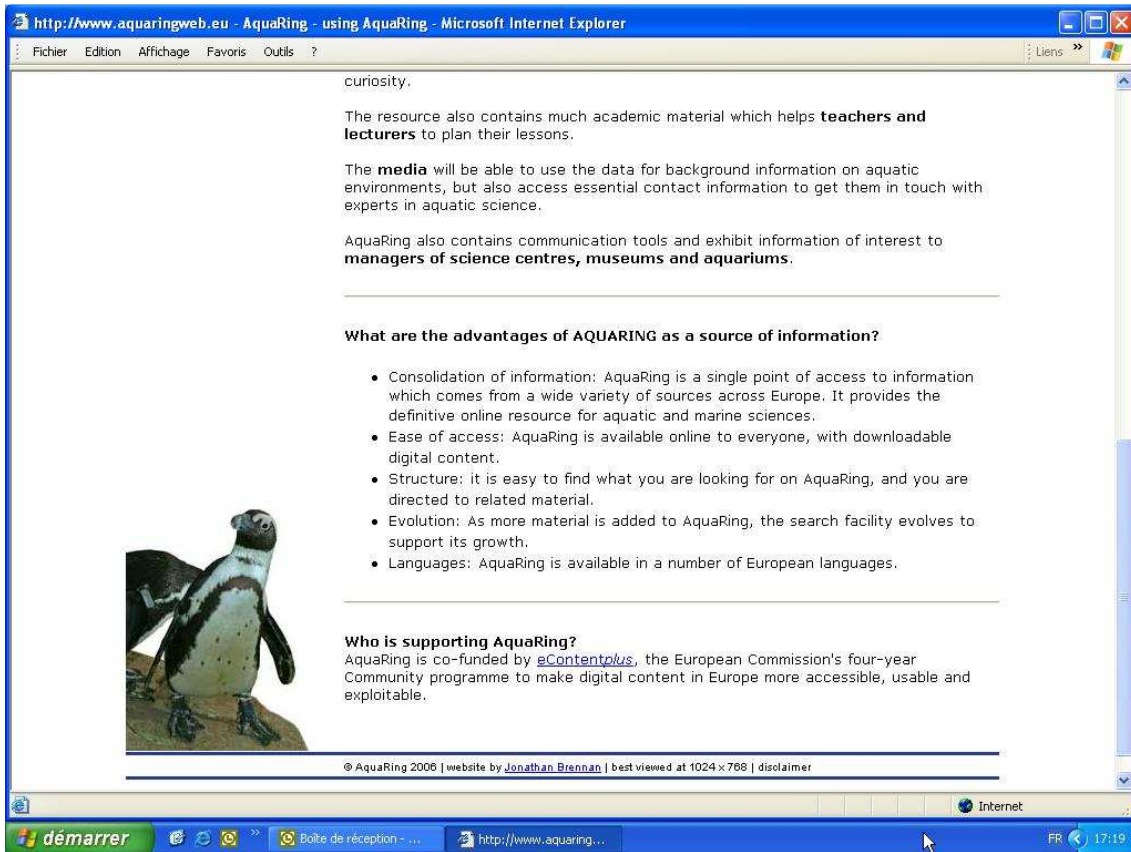
AquaRing's objectives are:

- to bring together existing online collections on marine and aquatic sciences, showing the rich contribution Europe has made in this area
- to improve what science centres can offer, with a greater collection of digital material which allows museum visitors to learn online as well as in person
- to provide the definitive online resource for research and education in marine and aquatic sciences
- to support improved education and informal learning experiences, for individual learners and groups
- to raise awareness about aquatic environments, and how they can be conserved.

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démarrer Boîte de réception - ... http://www.aquaring... Internet FR 17:19

## A.A.3 Using AquaRing



curiosity.

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## A.A.4 Partners

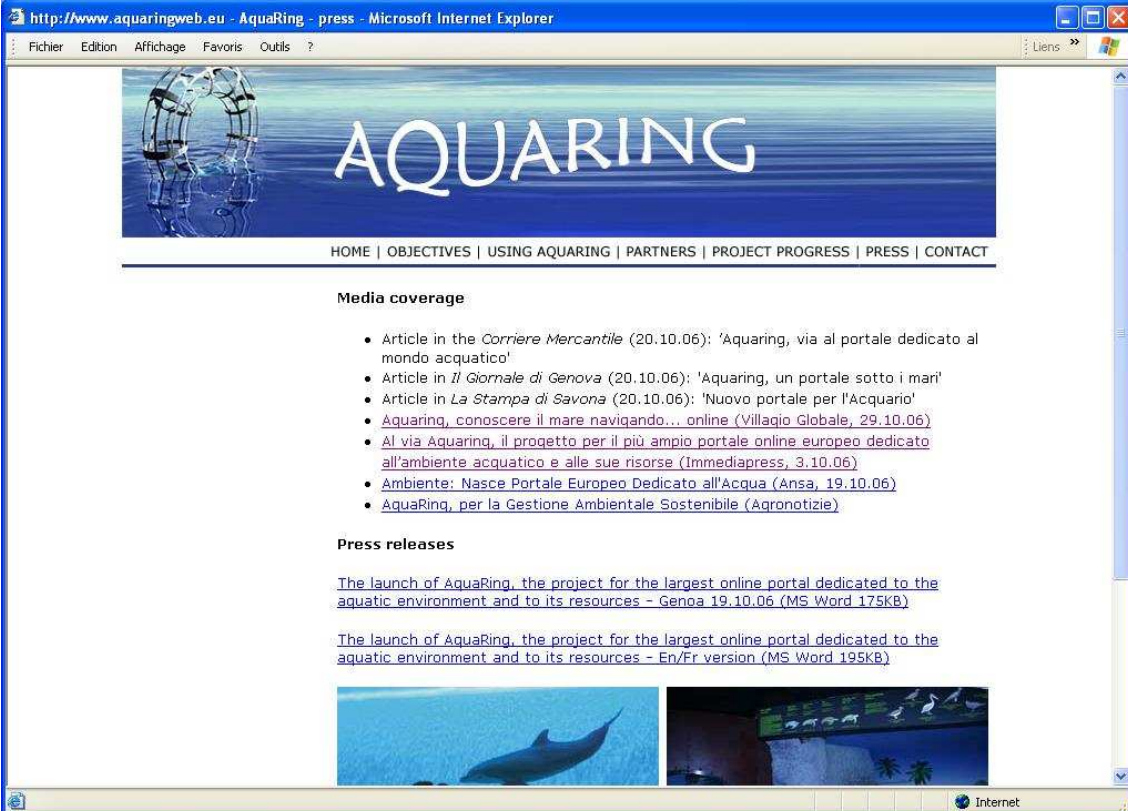
The screenshot shows a web browser window displaying the AquaRing website. The browser's address bar shows the URL <http://www.aquaringweb.eu> and the page title is "AquaRing - partners - Microsoft Internet Explorer". The website header features a large banner with the word "AQUARING" in white text on a blue background. Below the banner is a navigation menu with links: HOME | OBJECTIVES | USING AQUARING | PARTNERS | PROJECT PROGRESS | PRESS | CONTACT.

The main content area is titled "Partners involved in AquaRing:" and lists several partners with their logos and names:

- Aquarium of Genoa**: Logo of the Acquario di Genova with the tagline "Ti emoziona per natura."
- Nausicaa**: Logo of Nausicaa, Centre National de la Mer, with the tagline "Boulogne/Mer".
- Royal Belgian Institute of Natural Sciences**: Logo of the museum with a yellow bird icon.
- Rotterdam Zoo**: Logo of Diergaard Blijdorp Rotterdam Zoo.
- Lithuanian Sea Museum**: Logo of Lietuvos Jūrų Muziejus and Lithuanian Sea Museum.
- Ecsite**: Logo of Ecsite, the European Network for Science Centres and Museums.
- Softseco Sismat**: Logo of Softseco Sismat.
- Fundación Robotiker**: Logo of Robotiker.
- University of Genoa**: No logo shown.
- World Ocean Network**: No logo shown.

The browser's taskbar at the bottom shows the "démarrer" button, several open applications, and the system tray with the date "FR" and time "17:20".

## A.A.5 Press



http://www.aquaringweb.eu - AquaRing - press - Microsoft Internet Explorer

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# AQUARING

HOME | OBJECTIVES | USING AQUARING | PARTNERS | PROJECT PROGRESS | PRESS | CONTACT



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Internet 17:20



## A.A.6 Project Progress


http://www.aquaringweb.eu - AquaRing - Microsoft Internet Explorer

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# AQUARING

HOME | OBJECTIVES | USING AQUARING | PARTNERS | PROJECT PROGRESS | PRESS | CONTACT

**:: 18th October 2006 ::**  
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