



Communicating climate change adaptation through web-based platforms-The status quo in Europe, the main challenges and relevant lessons learned

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As adaptation policy and practice progress in Europe, it is important that access to high-quality, comprehensible and up-to-date adaptation-relevant knowledge is steadily promoted. This information is expected to support decision-making and to facilitate the successful development and implementation of adaptation strategies, plans and other relevant climate and sectoral policies.

Web based adaptation platforms serve as entry points to such information for a wide range of users with different backgrounds, interests and skills. These characteristics shape the reasons why different users decide to use certain platforms and determine the type of information they are looking for, as well as what information and resources they find useful and appealing. On the other end the utility of a platform is determined by its success in delivering credible, relevant and comprehensible knowledge, data and information that are screened and tailored to fit the purpose of the platform and the needs of the intended users.

Considering that the platform users themselves as well as their roles, interests and needs may change over time, it can be challenging for platform developers and managers to ensure that the available resources and information always match the needs and capacities of the targeted user groups. This understanding is crucial, however, for decisions related to a platform's content, appearance and technical features, as well as for its perceived value and therefore its longevity and efficiency in co-operating with and complementing other platforms. Among others, this requires that special care is given to:

- the continuous improvement of the understanding of platform users, the communication and engagement with them, using effective and tailored approaches;
- the selection of appropriate content and presentation in a way fitted to user needs and skills;
- the implementation of regular quality and relevance monitoring and evaluation of the platform in order to assess the achievement of its goals and overall performance.

This presentation is based on findings presented in the EEA (2015) Technical Report entitled "Overview of climate change adaptation platforms in Europe". It will provide an overview of the status quo of the web-based adaptation platforms' landscape in Europe, looking at both national and transnational examples. Further, it will discuss the challenges related to certain aspects of the platform development and management and it will present some of the relevant lessons learned.