

## **WGEA Web Enhancements**

### **Project Objective:**

To improve the quality of communications among WGEA members, and between the WGEA and other key target audiences.

### **Project Scope:**

Within the overall objective outlined above, the Web Enhancements - Phase II will focus on a number of distinct goals. These goals are identified in order of time to delivery.

#### Phase II Goals for Year 1 – 2005

1. Finish/complete the “other” language content on the site
2. Add “Focus on Waste” and “Focus on Water”
3. Shift ownership of Greenlines to U.S.A.
4. Fifth Survey (most of work done in this year with survey release in Year 2)

#### Phase II Goals for Year 2 - 2006

1. Survey release, receive responses
2. Greenlines notification

#### Phase II Goals for Year 3 – 2007

1. Glossary of EA terms

#### Phase III Suggestions for the Future

The following suggestions were moved to Phase III and have not been given a timeline to delivery:

1. Last updated on each page
2. Knowing what users are visiting the sites
3. Implementing “cookies” to track where users have been
4. Asking for feedback on the site from the general public
5. Frequently Asked Questions on the site and its’ content

## **Phase II – Year 1 (2005) Goals**

### **1. Finish/complete the “other” language content on the site**

#### **Introduction**

The Fourth Survey on Environmental Auditing collected details about SAI audit reports, including audits published in French, Spanish, German and Arabic. However, much of the information collected was incomplete (e.g. The SAI would send us the Spanish title for a report, but not the English title. Since content must be posted at a minimum in English, this title could not be posted.). The original plan was to include links to foreign language audits by country within each of the four foreign language web pages. See Appendix A for examples of how foreign language content is posted.

#### **Ownership**

- The SAIs are responsible for providing information about their audits at a minimum in English. In order for their content to be published on the foreign language pages, they must also supply the same information in the foreign language.
- As Chair of the Steering Committee, Canada is responsible for collecting and maintaining the lists of audit titles supplied by the SAIs.

#### **Goals**

- To accommodate French, German, Spanish and Arabic visitors to the WGEA site.
- To provide a subset of WGEA and SAI material in each of these four languages.
- To complete the multi-language goals set out in Phase I and to ensure that the processes are understood, agreed upon and followed through to completion.

#### **Vision**

- Each of the foreign language pages contains links to each country which has submitted audits in that particular language (e.g. the French page contains links to all countries that have submitted French language audits).
- The web site automatically tracks the inventory of “other language” audits and builds the list of audits for that language and country. Using the example, when a user clicks on "France" the system locates all French language audits currently available for France and displays them to the user within a table.

- The processes for managing the Arabic content will continue to be mainly manual.

### **Methods**

- The technology and procedure development are complete. Resources are necessary to update the inventory.

### **Next Steps**

- 1) Allocate resources and provide appropriate training.
- 2) Complete inventory, including if necessary, obtaining any outstanding information from SAIs, including PDF files. For Arabic audits, the information must be obtained in electronic format.
- 3) Publish updated inventory.

## **2. Add “Focus on Waste” and “Focus on Water”**

### **Introduction**

Norway and the Netherlands have offered to take leadership on two topics; “Waste” and “Water” that have been focus areas for the WGEA over the past few years. The WGEA has prepared a number of presentations and gathered materials that focus on these topics. The Secretariat has also, in conjunction with IDI, developed training materials and given courses that focus on Waste and Water audits.

The WGEA web site currently holds content on the subjects of waste and water, however, there is no single place on the site where a user can see the complete inventory of materials available on each of those subjects. It is expected that the inventory of materials will continue to grow as Norway and the Netherlands take over ownership of these subject areas. Two new sub-sections on the web site will be created to support these two focus areas. These sub-sections will be called “Focus on Waste” and “Focus on Water”.

### **Ownership**

- Norway will manage “Focus on Waste”, while the Netherlands will manage “Focus on Water”.
- Canada will continue to host and manage the WGEA web site.

## Goals

- Support the initiatives of the WGEA.
- Support distributed ownership of the WGEA web site sub-sections.
- Continue to present a unified and consistent look and feel to the WGEA web site user.
- Grow the content of the web site without changing the integrity of the web site design.
- Support future focus area development (it is expected that Biodiversity will be developed as a focus area over the next several years).

## Vision

- The new areas “Focus on Waste” and “Focus on Water” will be included under the main section “WGEA Publications”.
- The new pages will integrate seamlessly into the look and feel of the web site.
- Selecting “Focus on Waste” or “Focus on Water” will take the user to what is fundamentally an inventory page of materials available on the subject on the WGEA website. The owner countries will likely want to supply some introductory text as to what the purpose of the focus is.
- The new pages will link to specific training materials, studies, guidelines, speeches, and briefing notes that deal with waste or water and are included in other areas of the WGEA site.
- The new pages will link to the inventory of audits specific to these issue areas. Note: these are links to the list of audits found when the user selects “Environmental Audits Worldwide – Audits by Issue” and then the issue areas “Fresh Water”, “Salt Water” and “Waste”.
- The new pages will contain links to other web sites on the internet that supply information on the subject areas.
- As Norway and the Netherlands build further material for the focus areas, that material will also be included as inventory in other appropriate areas of the site such as WGEA Publications – Studies and Guidelines or the Learning Centre.
- No decisions have been made as of yet as to how the new focus areas will be dealt with in the other official languages of the site.

## **Methods**

- Norway and the Netherlands are responsible for determining what content should be included in each of their specific focus areas, when content should be added, or updated, how the content should be advertised and promoted, and when and if content should be archived or removed.
- Norway and the Netherlands are responsible for preparing the content in electronic format (html, pdf, etc.) for publication to the web, according to the layout and design standards set by Canada.
- Norway and the Netherlands are responsible for identifying the primary “home” for any new content added to their focus area, when that primary home hasn’t already been determined by normal processes. e.g. The WGEA gives a speech on Waste. Through normal processes, Canada will add that speech to the web site under the section “WGEA Publications – Speeches and Briefings”. For this material, the home is already identified. Norway and the Netherlands are only responsible for including a pointer to that speech on the “Focus on Waste” page.
- Norway and the Netherlands are responsible for submitting the content to Canada who will add it to the web site.
- Canada will modify the WGEA web site to support specific areas for “Focus on Waste” and “Focus on Water”.
- Canada will supply the layout and design standards as templates and guidelines for the new focus areas to Norway and the Netherlands. Canada will supply an html template with some of the links pre-populated (e.g. to content already on the site) to begin the process. Norway and the Netherlands will update the html with their content and return it to Canada.

## **Next Steps**

- 1) Prior to meeting in Prague in April 2005, Canada will create a prototype of new “Focus on Waste” and “Focus on Water” sections for the WGEA web site for discussion at the Prague meeting.
- 2) At Prague meeting in April 2005, Canada, Norway and Netherlands will reach an agreement in principle to move forward with the new focus areas.
- 3) Canada will create templates and guidelines for layout of new pages.
- 4) Canada will create an inventory of existing information concerning waste and water on WGEA web site, including links.

- 5) Canada, Norway and the Netherlands will jointly build, test and implement process to send/receive, post and approve the publication of waste and water sub-sections.

### **3. Shift ownership of Greenlines to U.S.A.**

#### **Introduction**

The U.S.A. has offered to take over the ongoing creation and publication of the Greenlines Newsletter.

Currently, Canada produces the Greenlines newsletter, but have had difficulty in managing two publications of the newsletter per year. The Greenlines was published only once in 2004.

The U.S.A. has proposed several ideas for changing the Greenlines in both format and content.

#### **Ownership**

- The U.S.A. will become the owner of the Greenlines publication.
- Canada will continue to host the Greenlines newsletter on the WGEA website.

#### **Goals**

- Support the revitalization of the Greenlines Newsletter.
- Support distributed ownership of the WGEA web site sub-sections.
- Continue to present a unified and consistent look and feel to the WGEA web site user.

#### **Vision**

- The Greenlines will continue to be accessible from two areas on the WGEA web site:
  - From the home page – Greenlines column - In headline format with links into the content of the publication.
  - As an inventory list of current and past publications accessible from “WGEA Publications – Greenlines Newsletter”.

- The U.S.A. will have complete control over the content of the Greenlines Newsletter.
- As the Greenlines is a distinct publication, there is more leeway over layout than with other pages in the website. Canada will have input into the layout of the publication, but final choices will rest with the U.S.A. Canada will continue to control the layout of the Greenlines headlines that are included in the home page as these must integrate with the rest of the homepage.

### **Methods**

- The U.S.A. is responsible for determining both the content and the publishing schedule of the Greenlines Newsletter.
- The U.S.A. is responsible for creating the newsletter in electronic format, at a minimum in HTML. If they choose to also publish the newsletter in pdf, the web site will store that format as well.
- The U.S.A. is responsible for providing a separate HTML file of the headlines that will be used to update the home page each time the Greenlines is published.
- Canada will publish the Greenlines in a timely manner after receiving the electronic files from the U.S.A.

### **Next Steps**

- 1) At the Prague meeting in April 2005, Canada and the U.S.A. will reach an agreement in principle to move forward with shifting ownership of the Greenlines publication to the U.S.A.
- 2) The U.S.A. will then create a prototype of the newsletter, including separate files for the publication, headlines for homepage and pdf if desired.
- 3) Canada and the U.S.A. will jointly build, test and implement the process to send/receive, publish and approve the material.

## **4. Fifth Survey (work done in this year with Survey releases early in Year 2)**

Please see Fifth Survey on Environmental Auditing Project Work Plan for project objective, scope, planned methodology, timeline and key milestones, final output and contacts.

## **Phase II Goals for Year 2 - 2006**

### **1. Fifth Survey release, receive responses**

Please see Fifth Survey on Environmental Auditing Project Work Plan.

### **2. Greenlines notification**

#### **Introduction**

As part of taking ownership of the Greenlines publication, the U.S.A. has indicated that they are interested in having interested readers be automatically notified when a new publication of the Greenlines newsletter is released to the WGEA web site. Currently, readers must check the website regularly to determine when/if a new publication has been released.

As this is a goal for the 2006 year, much more work on the details will be necessary before being able to fully define this goal.

#### **Ownership**

- This would be a shared ownership endeavour as the U.S.A. will be responsible for the Greenlines while Canada will continue to host the technology and the web site.

#### **Goals**

- Support better service to the WGEA members and general public.
- Increase readership of the Greenlines newsletter specifically and overall usage of the WGEA web site by triggering readers to go to the site.
- Provides useful information about who the users of the website are (what countries/organizations are they coming from).

#### **Vision**

- Readers “sign-up” to indicate that they are interested in being notified of new Greenlines publications. Optionally, they may also wish to be notified of updates to specific areas of content of the web site (e.g. – audits by Country/Issue).
- Readers can cancel their subscription at any time.

- This is a free service to readers, and is specifically and only for the purposes of WGEA business.
- The notifications include links to the WGEA website. Optionally, the notification may contain “leader” elements of content (such as article headings and/or the first paragraph of each article) to entice the reader to click on the link.

### **Outstanding Issues/Questions**

- Maintenance of the e-mail lists for undeliverable notifications (e.g. e-mail addresses that are no longer valid): who does it, how, and how often.
- Technology – Canada currently runs a notification service but does not envision using the same methods/technology for this project. Some investment in technology may be necessary.
- Scope of the notifications – will it be exclusively for the Greenlines publication or for the web site as a whole?

### **Phase II Goals for Year 3 – 2007**

1. Glossary of EA terms

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## Appendix A

The 4th Survey on Environmental Auditing collected details about SAI audit reports, including audits published in French, Spanish, German and Arabic. However, much of the information collected was incomplete. The original plan was to include links to foreign language audits by country within each of the four foreign language web pages: French, German, Spanish, and Arabic. Here is an example from the French language page on the Staging server:

### Vérifications par pays

<a href="#">Canada</a>	<a href="#">Personne-ressource</a>
<a href="#">France</a>	<a href="#">Personne-ressource</a>
<a href="#">Tunisie</a>	<a href="#">Personne-ressource</a>

This table appears at the bottom of the French language page. It lists each country which has provided French language audits to the site. By clicking on the country name, the user can see a list of French language audits available. For example, here is the list of audits for France:

### Vérifications par pays: France

Année	Titre	Sujet	Sommaire	Texte complet
2002	Les collectivités territoriales et la gestion des déchets ménagers (Type: Combiné B)	Déchets	Français	Français
2002	Préservation de la ressource en eau face aux pollutions d'origine agricole; le cas de la Bretagne (Type: Combiné E)	Agriculture - pesticides - aménagement du terrain - foresterie, Eau douce	Français	Français
2001	Le Plan Loire (Type: Combiné B)	Salubrité de l'environnement et santé humaine, Eau douce	Français	
2000	Le conservatoire de la forêt méditerranéenne (Type: Combiné A)	Agriculture - pesticides - aménagement du terrain - foresterie, Écosystèmes	Français	Français
1999	La prévention des inondations en France (Type: Combiné B)	Gestion des opérations en cas de catastrophe - préparation en cas d'urgence	Français	Français
1998	Les agences financières de bassin (Type: Combiné C)	Eau douce, Gestion environnementale interne par les pouvoirs publics ou les ministères	Français	Français