

Scotland's environment

Gateway to everything you need to know about Scotland's environment

Scotland's Environment Web

Communications Toolkit for Partners

www.environment.scotland.gov.uk

GET INFORMED | GET INTERACTIVE | GET INVOLVED | GET COMMUNICATING



What is the purpose of this toolkit?

Re-launched in summer 2014, Scotland's Environment website is the trusted gateway to everything you want to know about Scotland's Environment.

It brings together the most up-to-date environmental information and data in one place, so that it is easy to find, view, analyse and interpret.

This website is part of the Scotland's Environment Web multi-agency partnership that is taking a web based, dynamic approach to providing access to data and information that is held and managed by a wide range of organisations across Scotland.

This toolkit has been designed for the marketing and communication teams of Scotland's Environment Web partner organisations to highlight how you can further support promotion of the website and its products.

As partner organisations, you play a key role in maintaining and reinforcing interest in and promoting use of the website amongst:

- Your staff
- Your customers
- The public and other stakeholders your organisation is in regular contact with.

The website is a valuable tool to all these audiences, and partner support to highlight its benefits is essential to its success.

Benefits you can help promote include :

- A **one-stop-shop resource** of datasets with the most **up-to-date, reliable, accurate and impartial** published data from Scotland's leading environmental organisations.
- A **supplement to specialist data sources** i.e. helping substantiate, cross reference, combine and supplement information, including an overview of data sources.
- The home to **Scotland's State of Environment Report** written by leading environmental experts.
- **Raise awareness, improve understanding and inform decision making** by providing tools to search, find, view, analyse data and information from different organisations and websites. On-going addition of **new content and features** including **innovative tools/products**, many unique to the site. This allows users to visualise data in new and interactive ways, and at different spatial scales.
- **Saving time** by reducing the need to search across different websites, and **reassurance** that users are viewing the most relevant and up-to-date data.
- **Promoting the value of public involvement** in environmental monitoring, action and discussion, to improve awareness and ultimately change behaviours.

How you can support Scotland's Environment website

In summary partner organisations can support the website in many ways, for example:

- Use **logos and project icons** in relevant online and print materials
- Create relevant links from and to your **website** and **intranets**
- Highlight developments in **RSS alerts**, Connect and interact with **social media channels**
- Feature articles or news stories about Scotland's Environment Web in your **publications**, including **electronic newsletters**
- Help distribute **marketing collateral** and/or display **exhibition materials** at events
- Consider where Scotland's Environment Web can be included in relevant **media relations** activity.

Take a quick tour of the website by following the links below, to familiarise yourself with the many benefits it can deliver:

- The **home page** provides a **search** facility to help users find what they are looking for, both on the Scotland's Environment website and a wide range of resources published by partners. It also provides the latest **environmental news** in Scotland and **website updates** on the latest new content and features. The **9 circles** provide access to the **latest Products** that are being promoted to users.
- **User journey infographics** provide an overview of each main section of the website and the key features
- For an authoritative view of all aspects of Scotland's Environment, that draws on expert assessment, read the **State of Environment Report**, along with indicators and data from different sources
- **Data viewing and analysis tools** to help your staff, customers and the public find localised data and information, including **Map View**.

[Land Information Search](#), [Discover Data](#), [Project Finder](#)

- Use the website to **promote your own data tools, resources and information about your organisation** – [Get Interactive](#) and [Get Communicating](#) with our [RSS Feed](#)
- **Project Newsletters** provide updates about the web site and the overall Scotland's Environment Web project – users can **subscribe** to these
- **Core briefing notes** can be printed off for meetings and events that provide an overview of the key features and products
- Access to all **publications** that have been produced – including press articles, research reports and infographics
- The **social media networks** that are being used to promote the website, its products, and any interesting news and announcements from our partners.

The following pages provide a little more information about how you can help.

Scotland's Environment web branding – logo and product icons

You can use Scotland's Environment Web identities to help promote the website and its tools:

- Scotland's Environment Web identity and Product icons, and the LIFE+ logo can be used in your relevant materials, and are available to download [here](#)
- Please do not use the Scotland's Environment website or project identities (logo, typography and colour) in a way that breaks the [usage guidelines](#). For example, please only resize logos so they remain in proportion and do not recolour them
- As Scotland's Environment Web receives funding support from the European LIFE+ Programme, any external communication is obliged to mention

this funding support in the promotion of the project, and as such, the use of the Scotland's Environment Web logo the LIFE+ programme logo.

- If possible, please hyperlink logos to the relevant home or project page when using them on your online platforms
- We would be grateful if you could let us know when you plan to use our logo and provide us with examples or links.

Our planner

A forward plan of promotional activity will be produced and circulated. This will highlight product/service launches, announcements, themed communications weeks, themed weeks, events and mini campaigns. We will send you a copy each month and publish a copy to the website:

- If any planned activities are relevant to your organisation incorporate Scotland's Environment Web key messages in your own communication activities.
- Identify and promote the Scotland's Environment Web products that are of most relevance to your staff, customers, stakeholders and public.
- Contact Scotland's Environment Web to discuss any promotional opportunities or ideas that can be added to the planner, for example:
 - Potential for joint promotions on key environmental topics linked to relevant website products.
- Events where Scotland's Environment website can be promoted – either through a presentation, demonstration or exhibition stand.
- Anything Scotland's Environment Web can do to adapt activities to make them relevant for you
- Anything relevant that you have planned and that Scotland's Environment Web can help promote?
- Please promote the web address as much as you can on relevant materials you produce – www.environment.scotland.gov.uk
- Help update this toolkit with relevant examples and suggestions.



Websites, intranets and emails

Creating links to relevant content on Scotland's Environment website is a key way of promoting usage and highlighting its value:

- Can a link be provided from your home page? See [note](#) about use of Scotland's Environment logos
- Can links be provided from other more topic focussed pages within your site to relevant Scotland's Environment website content and tools?
- Can Scotland's Environment Web provide additional reciprocal links to information and resources on your website e.g. links to data resources, videos, publications etc.
- If you would like Scotland's Environment home page Search to pick up on documents, publications, data and multi-media resources etc that are published on your own website, please follow the [Guidelines](#) and provide the required information to seweb.administrator@sepa.org.uk
- When you feature content from or related to Scotland's Environment website please include a link to the website home page or the page containing that content.

When issuing email updates, consider if links to Scotland's Environment Web can be included:

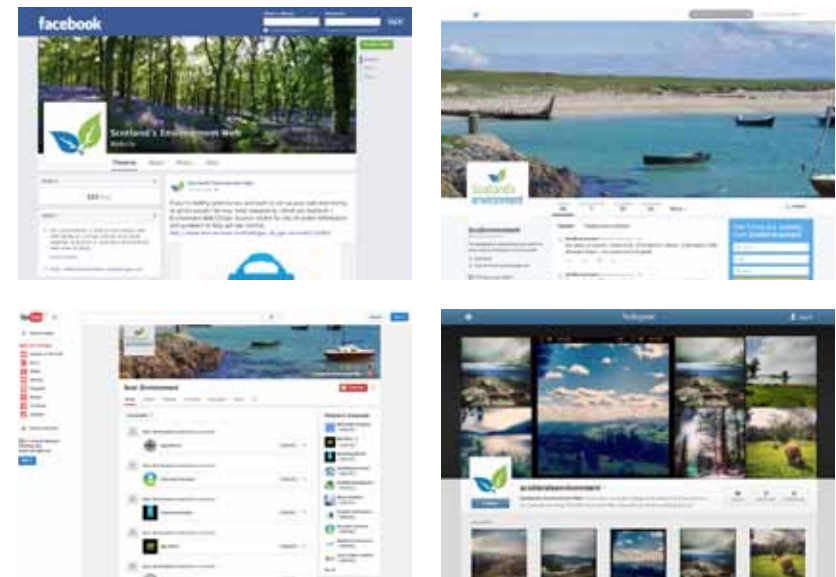
- On your standard message templates can you include:
 - "We are a partner organisation of Scotland's Environment Web" with web address or embedded link
- Share the Scotland's Environment Web communications planner updates to relevant teams, members of staff and customers/ stakeholders.

Social media

A key objective for Scotland's Environment Web is to build an online community of regular users and extend web presence beyond the website. Working with you, both our social media communities can grow, and reach the widest possible audience.

- Please like, tag, share, forward or comment on relevant materials in our social media channels/Social Circles
 - [Facebook](#)
 - [Twitter](#)
 - [YouTube](#)
 - [Instagram](#)
- Where relevant, use our identifiers – #ScotEnvironment

- You will be advised in advance of Scotland's Environment Web publishing significant social media content in the Communications Planner
- Let Scotland's Environment Web know when you plan to issue any relevant social media content so that it can be shared through Scotland's Environment channels
- Discuss with us if you think Scotland's Environment Web can provide content for your other social media channels – e.g. Flickr, Vemo, LinkedIn
- Get in touch if Scotland's Environment Web can supply images, links and video from the site to increase the impact of materials you issue
- Scotland's Environment Web has produced guidelines for users of [social media channels](#) and for partners on how social media related queries are shared and responded to.



Publications

If you would like content from Scotland's Environment Web for your planned publications, just get in touch.

- Do you have an advanced features list that can be reviewed for opportunities to promote related content and features within Scotland's Environment website?
- Are there any articles, newsletters, briefings (internal and external) etc. you think Scotland's Environment Web can contribute to, with regards to:
 - The website
 - Data, products or services featured on the site
 - Environmental topics featured in the State of Environment report



Help distribute our marketing collateral

Generic leaflets, marketing and promotional materials are available.

- Get in touch if:
 - You would like to book these for an exhibition your organisation plans to attend.
 - There is an exhibition you think Scotland's Environment Web should attend
- To promote Scotland's Environment to your staff, leaflets and/or temporary exhibition materials can be placed in your reception and/or staff areas.

Available materials:

- Leaflets
- Pens
- Post-its
- Business cards
- Trolley tokens
- Project Finder postcards
- Core Briefing Notes
- Pop-up banners.



Considerations

It is worth noting in developing promotional materials and content that:

- Scotland's Environment Web cannot express an opinion other than information already approved as website content. Obviously, partners and contributing organisations may have greater flexibility to issue opinion or comment subject to your internal approval processes and social media policies. Please consider the impact of your comments on other partner members.
- A protocol for answering questions submitted to Scotland's Environment website, timescales for responses and involving partners in the process is available [here](#).
- It would be extremely helpful if you could provide feedback on your promotional activities relating to Scotland's Environment web – this will be reported to the Project governance groups.
- SEPA manages the Scotland's Environment Web project on behalf of a partnership of key environmental organisations in Scotland – www.environment.scotland.gov.uk/about-us/scotlands-environment-partners/
- SEPA has received funding support from the European Commission LIFE+ funding programme to support the delivery of a range of partnership initiatives within the Scotland's Environment Web Project, that will provide a trusted gateway to data and information about the environment, and involve Scotland's Citizens in discussion, monitoring and action to protect and improve the environment.
- The LIFE programme is the European Union's funding instrument for the environment, which contributes to the implementation, updating and development of EU environmental policy and legislation.
- For further information about the Scotland's Environment Web LIFE funded project – www.environment.scotland.gov.uk/about-us/lifeplus-project/

Events

There are many events organised throughout Scotland that provide an opportunity to promote Scotland's Environment website, its products, and the overall LIFE+ Project. If you are organising an event, or aware of any events that you think Scotland's Environment Web can contribute to – presentation, workshop, demonstration, and exhibition stand – please get in touch seweb.administrator@sepa.org.uk

Events of interest to Scotland's Environment Web go beyond key environmental topics, and can include public engagement and participation, citizen science and volunteering, ICT and Digital technologies to present data, Digital Strategy, data innovation (open data, linked data, spatial data etc.)

There may also be an opportunity for staff from your organisation to include references to Scotland's Environment Web in their own presentations. A set of generic slides about Scotland's Environment Web have been produced and are available to download [here](#). Please note, these slide will be updated periodically to ensure they reflect the most up-to-date information about the web site and project.



Contact us

Do contact Scotland's Environment Web at seweb.administrator@sepa.org.uk

if you would like to speak to a member of the team about anything relating to this toolkit and any promotional opportunities.