

<b>Action E.3</b>	<b>Website</b>
<i>Description (what, how, where and when):</i> (max. 10.000 characters)	
<p>Nearly all households in Malta have access to the internet, sometimes even on more than one computer. The internet is therefore a good tool to exploit for the promotion of this project, and the LIFE fund, with the general public.</p> <p>The project website will be designed, created and up and running by the end of June 2013. This action will be carried out through a subcontractor engaged following quotations received from the market. The website will be one of the main means of communication and dissemination of the project - it will be attractive, user-friendly, fast, and regularly updated with relevant information pertaining to the project, to ensure that interested parties are kept abreast of the developments of the project. It will also allow visitors the possibility of subscribing to a mailing list in order to receive regular updates about the project via the e-newsletter.</p> <p>Videos taken during the boat-based observations and surveys, features appearing on the local media, and other relevant publications will be available online.</p> <p>The website will also include a counter, to keep track of the number of visitors to the site. This will help the project gauge the level of interest of the public, and determine whether or not the project is generating interest and awareness.</p> <p>The website will be promoted using search engine optimization processes and by linking it to other related sites, such as the websites of the beneficiaries.</p>	
<i>Reasons why this action is necessary:</i> (max. 2.000 characters)	
<p>The project website is necessary since it will be one of the main means of communication and dissemination of the project and its results among the general public.</p>	
<i>Beneficiary responsible for implementation:</i>	
MEPA	
<i>Expected results (quantitative information when possible):</i> (max. 2.000 characters)	
<p>The project website will be designed, created, and up and running by the end of June 2013, and maintained and updated regularly throughout the duration of the project. This action will be carried out through a subcontractor selected after obtaining quotations from the market.</p>	
<i>Cost estimation (verify consistency with F forms):</i> (max. 2.000 characters)	
<p>The cost of designing, setting up, hosting and maintaining the website for the duration of the project is estimated at €6,000</p>	
<i>Pictures (If you wish to add a table or a picture, save it as an image file and upload it)</i> <input type="checkbox"/>	