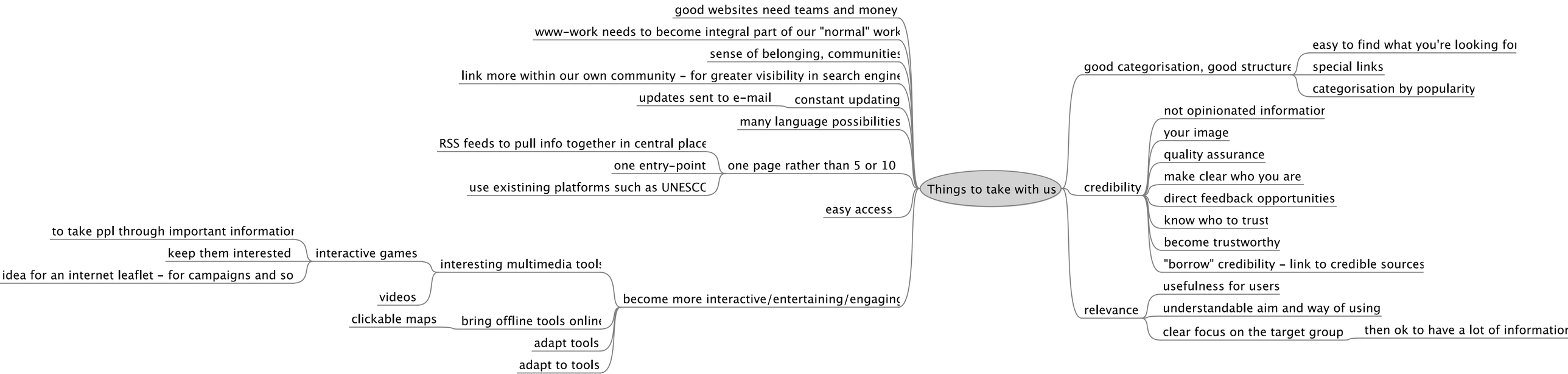
Things to take with us
good websites need teams and money
www-work needs to become integral part of our "normal" work
sense of belonging, communities
link more within our own community - for greater visibility in search engine
constant updating
updates sent to e-mail
many language possibilities
one page rather than 5 or 10
RSS feeds to pull info together in central place
one entry-point
use existining platforms such as UNESCC
easy access
become more interactive/entertaining/engaging
interesting multimedia tools
interactive games
to take ppl through important information
keep them interested
idea for an internet leaflet - for campaigns and so
videos
bring offline tools online
clickable maps
adapt tools
adapt to tools
good categorisation, good structure
easy to find what you're looking for
special links
categorisation by popularity
credibility
not opinionated information
your image
quality assurance
make clear who you are
direct feedback opportunities
know who to trust
become trustworthy
"borrow" credibility - link to credible sources
relevance
usefulness for users
understandable aim and way of using
clear focus on the target group
then ok to have a lot of information