Promotion of the Environment -The planning and draft of the e-handbook for the Central Baltic WATERCHAIN project

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The purpose of this thesis was to make a e-handbook for the Central Baltic WATERCHAIN Project (CBWP) and catalog the steps taken. By making the e-handbook, the CBWP can reach its goals and customise the e-handbook to have a better customer experience.

The CBWP is dedicated towards prevention of the loading of hazardous substances & nutrients into the water cycle and removal of the hazardous substances & nutrients from the water cycle. The CBWP is collaborated by nine institutes in Finland, Sweden, Åland, Estonia and Latvia. One of the main goals of the project is to raise awareness of the common people on the status of the Baltic Sea and provide information as well as means to improve the status. The e-handbook will be used as a tool to gain the goal. The e-handbook has been constructed in the form of a website.

The thesis has helped to formulate the content and structure of the e-handbook. The first section of the thesis consists of the theory part. The theory employed in making the thesis is marketing communications and the tools of 7Ps of services marketing mix. The 7Ps of service marketing mix consist of Product, Price, Place, Promotion, Physical Evidence, People and Process. The 7Ps of services marketing tool, helps to define the parameters of the CBWP as well as the e-handbook.
The second part consists of vision, prototyping, data collection and analysis. The target groups have been determined to be primarily the youth and the best place to target the e-handbook would be schools all over Finland, Sweden, Åland, Estonia & Latvia. The other important target groups are farmers, forest owners, municipalities, services, locals and visitors. The starting point of the analysis was a mind map figure of the structure and the contents. After analysis of the data, the website was able to have better structure and format.

The third part of the thesis consists of the development and making of the website. It was important that the website be user-friendly and easy to operate like commercial websites. The layout of the website has been made with all the marketing strategy in mind. The front home page is available along with the menus, sub menus and space for the content. The planning and the draft of the e-handbook of the CBWP, is now complete. All the steps have been to enrich the customer experience and reach the target goals.