



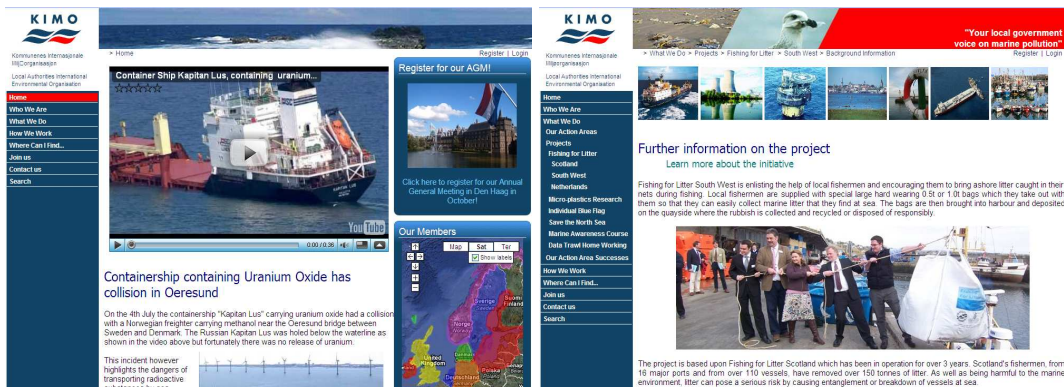
LOCAL AUTHORITIES INTERNATIONAL ENVIRONMENTAL ORGANISATION

PRESS RELEASE

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New website keeps KIMO's online presence at the cutting edge

Following a year of research and development KIMO International has officially launched its new website www.kimointernational.org. The goal of revamping the website is to communicate information about marine pollution issues in a more understandable and engaging way.



Above: Two pages from the new KIMO website

The revitalised website now incorporates a series of new features which makes the site more accessible, stimulating and vibrant. The simplified menu system directs browsers into themed sections that focus on 'Our Action Areas'. These pages contain a wealth of information on each of KIMO's primary work areas - marine litter, maritime safety and pollution, nuclear transports and emissions, pollution from the oil and gas industry, dumped munitions and hazardous substances. Each *Action Area* page contains detailed case studies, videos, maps, resolutions, press releases and reports that discuss each marine pollution issue. By concentrating a large volume of information on a subject in one location allows interested readers to learn a great deal about an issue very easily. The website's simplified structure ensures this information is presented coherently and understandably.

To complement this, the site now features many new and engaging videos, photo slideshows and interactive maps. High-quality YouTube videos provide vivid examples of environmental accidents and events whilst documentary footage outlines how KIMO's [Fishing for Litter](#) project works in practice. Interactive Google maps are used effectively to display KIMO's portfolio of Fishing for Litter harbours and further information about the vessels participating in the scheme. Colourful and informative network maps also allow browsers to locate KIMO's national networks whilst learning more about the organisation's European municipality members.

Finally, browsers can also register online as a member of KIMO, register to participate in Fishing for Litter, download KIMO reports, resolutions, press releases, newsletters, publications and purchase promotional items.

John Young of KIMO Marketing stated:

“The professional design of the new website accentuates KIMO's already eminent international profile whilst making the way KIMO communicates with national governments, municipalities and international organisations more interactive and engaging. This will be crucial to attracting new member municipalities, securing funding for future research projects and in influencing policy-makers in Europe.”

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