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Ugyen Wangchuck Institute for Conservation and Environment

Report for the Ugyen Wangchuck Institute for Conservation and Environment (UWICE)

October 2016

Assessment and suggestions for improving the UWICE website

The present report provides an analysis and guidelines focusing on the following aspects of the UWICE website:

- The **structure**, i.e., where the information is displayed
- The **content**, i.e., the language style and wording used to provide the information
- The **visualisation**, i.e., how the information is presented in a visually appealing manner

*In this report, comments are written in black, while suggested changes are given in blue.

General remarks for the whole website

- Increase font size for all texts and titles
- Keep style consistent in regards to font case (e.g. all uppercase or first letter capitals for titles, no “mix”)

General remarks:

- Avoid white background (light green background with white boxes would look nicer)
- Only 1 logo! Your logo is your identity, it has to be unique and clearly displayed. Remove dragon on the top right corner and increase size of the top image banner containing the logo.



ཡུལ་དབང་ལྷ་མག་མཐའ་འཁོར་དང་ཉམས་སྲུང་སྤེལ་ཁང་།

Ugyen Wangchuck Institute for Conservation and Environment

HOME **NEWS** **RESEARCH** **EDUCATION** **PUBLICATIONS** **ABOUT US** **MULTIMEDIA** **CONTACT US**

- Title: *Ugyen Wangchuck Institute for Conservation and Environment*. Give here the acronym so that it does not have to be repeated later
Ugyen Wangchuck Institute for Conservation and Environment (UWICE)

Main column

Large image banner (news gallery)

- Replace the current random effect transitions between the images by a simple and unique transition “disappear/appear” to avoid discomfort for the reader.
- Titles on pictures:
 - Use bigger font
 - Make clear, simple sentences with subject, verb, complement
 - Avoid acronyms or define them
 - Write them with a more engaging style, like teasers
 - Examples from ICIMOD website:
 - *Discussing strategy for SDIP Phase-II in Upper Indus Basin*
 - *Upper Indus Basin (UIB) Network Moots in Islamabad*
 - *HKH Researchers Convene "Writershop" to Bring HIMAP Assessment to Reality*
 - Suggestions for UWICE website
 - *Regional Boot Camp on Wildlife Study Design and Data Analysis Successfully Completed. GOOD one*
 - *UWICE organises a Boot Camp on Wildlife Study and Data Analysis*
 - *New paper released exploring the Response of the Endangered red panda Ailurus fulgens fulgens to*

anthropogenic disturbances, and its distribution in Phrumsengla National Park, Bhutan.

- UWICE report [highlighting the sacred sites](#) of Aja Nye and Nye Chen Phunyingla.
- [Tshachu and Menchu \(Hot Springs and Mineral Springs\) of Bhutan: new report from UWICE](#)

- For paper publication announcements: use pictures, particularly pictures of animals (not the UWICE logo!!!)

E.g.

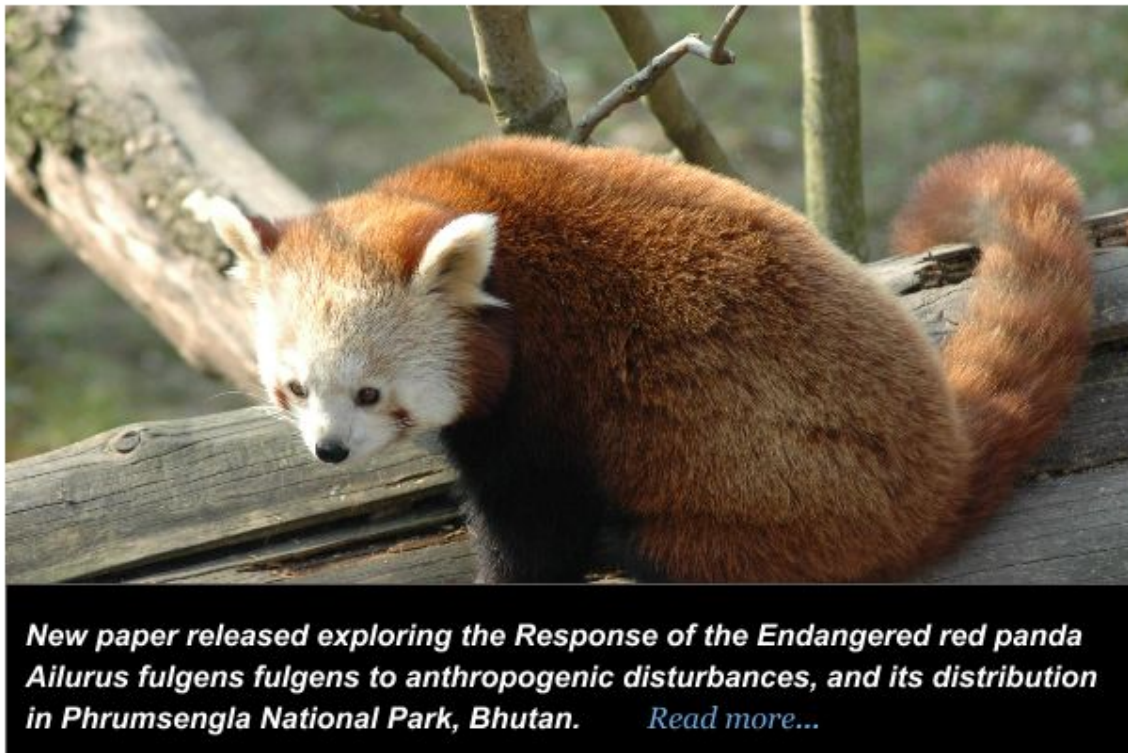


Image found on wikipedia (free of use but always check if there is a copyright to site)

Useful free images sources:

- Wikipedia
- Flickr <https://www.flickr.com/> (select all creative commons)

Social Media badges

Link here your social media accounts:

Facebook

<https://www.facebook.com/UWICE.Web>

Google +

<https://plus.google.com/+UwiceGovBtUWICE>

Suggestion for this section:

Follow us



Right column

Researcher spotlight

- *...See Other Research Highlights »»»* - There is no other, so remove it until there will be more.
- *SIMULATING Monsoon Failures along an Altitudinal Gradient in the Himalayan Forests of Bhutan* - Already in the thumbnail picture of the video, no need to repeat. Replace by:
Meet Norbu Wangdi, senior research officer from UWICE.

General comment: this is a REALLY nice section. It is very appealing to bring personal stories, portraits of people. I would encourage you to produce more short videos like this one, portraying researchers of UWICE.

Announcements

Move to page **UWICE** (see page 24). This type of information is relevant to a restricted number of people, therefore it should not be on the home page.

The section “**Announcements**” will then disappear from the home page.

Web applications

Nice section for the home page.

Replace the title by “**Explore the wildlife and nature in Bhutan**”

Eyes on the wild

Nice section and nice title! I would add a text box below saying “**Spot wild animals from home.**”

Search

There is nothing here, so remove it!

The section “**Search**” will then disappear from the home page.

Centres/Programs

Move the following links to page **RESOURCES**/ under “**Links**” on the right column (see page 22)

- ▶ [Environment Award](#)
- ▶ [Bhutan Climate Summit](#)
- ▶ [Bhutan Ecotourism](#)
- ▶ [Bhutan Phenology Study](#)

▶ **Madanjeet Centre**: Replace the name of this linked page by [UNESCO Madanjeet Centre for South Asia Forestry Studies \(UMCSAFS\)](#) and move to page **UWICE** (see page 24)

The section “**Centres/Programs**” will then disappear from the home page.

▶ [Library](#)

Move to page **UWICE** (see page 24)

The section “**Library**” will then disappear from the home page.

Others

Move items as follow:

- [Web Mail](#) Replace by “**Login**” and move to page **UWICE** (see page 24)
- [Training Calendar \(2016-2017\)](#) move to page **EDUCATION**, right column, below **YES interns** (see page 18)
- [Certificate Course Calendar](#) move to page **EDUCATION**, right column, below **Training calendar** (see page 18)

The section “**Others**” will then disappear from the home page.

Downloads

Replace by **Download forms** and move to page **UWICE** (see page 24)

The section “**Downloads**” will then disappear from the home page.

Calendar

Remove this since it is empty (no information there!!)

The section “**Calendar**” will then disappear from the home page.

Follow Us

Remove from side column, keep only in main column as well as in the page **CONTACT** (see page 25)

The section “**Follow us**” will then disappear from the right column of the home page)

Quick Links

Move the individual links to page **RESOURCES**/ under “**Links**” on the right column (see page 22)

The section “**Quick Links**” will then disappear from the home page.

Visitors From

Remove this. It does not bring any interesting information to the visitors. It is only informative for the IT/media team as a tool to assess your audience.

The badge **Visitors From** will then disappear from the home page.

Replace “**Recent News**” (not needed since articles are anyways displayed from the most recent to the oldest) and “**Popular News**” (not sure how this is calculated and it does not help visitors find content that interests them) by **the following categories** to group the articles.

For instance:

TRAINING (categorise here all articles such as announcements of boot camps, trainings, education programs, courses)

PUBLICATIONS AND REPORTS (list here all new releases from UWICE)

UWICE INTERNAL (in this category, all news that are interesting only for UWICE staff, eg. new personnel joining the institute, meetings)

WILD LIFE (here news such as new birds or species spotted, reports from the field)

EVENTS (announce here when visitors come to UWICE)

Advices on how to write blog entries:

- *New paper on Response of the Endangered red panda *Ailurus fulgens fulgens* to anthropogenic disturbances, and its distribution in Phrumsengla National Park, Bhutan*
Posted on 03-10-2016 by uwiceadmin_media in News. 10 views

*A new paper from UWICE on: Response of the Endangered red panda *Ailurus fulgens fulgens* to anthropogenic disturbances, and its distribution in Phrumsengla National Park, Bhutan has been published in ORYX.*

This is the exact same text then the title. Better to give a proper (but simple to understand) description of the paper such as:

New insights showing how red pandas, an endangered species, might suffer from impaired land use in the Phrumsengla National Park in Bhutan. The study, published in the journal ORYX, highlights in particular the role of human disturbances such as grazing of livestock and calls for mitigation efforts in protected areas in Bhutan.

- *Report on Tshachu and Menchu of Bhutan*
Posted on 26-09-2016 by uwiceadmin_media in News. 95 views

The UWICE has recently published a report on the Tshachu and Menchu (the Hot Springs and Mineral Springs) of Bhutan.

HERE REMOVE EMPTY LINE SO THAT THE DESCRIPTION APPEARS ON HOMEPAGE

Suggested text:

The report highlights the various therapeutic value, brief histories and location of Tshachu and Menchu. They are believed to be blessed by the great masters (Bodhisattava), and are therefore considered as sacred sites in our country.

- *Regional Boot Camp on Wildlife Study Design and Data Analysis Successfully Completed*

Posted on 26-09-2016 by uwiceadmin_media in News. 82 views

Ten-day Regional Boot Camp on Wildlife Study design and Data Analysis was successfully completed on 23rd September 2016 at the Ugyen Wangchuck Institute for Conservation and Environment (UWICE) Lamai Goempa, Bumthang. No need to repeat that Ugyen Wangchuck Institute for Conservation and Environment is UWICE or give location. The Boot Camp was jointly organized by the UWICE and Biodiversity Conservation Society of Sarawak (BCSS), Malaysia.

The boot camp was intended for people who are involved in wildlife research using techniques such as presence/absence surveys or mark-capture or those who need to understand the results of this research.

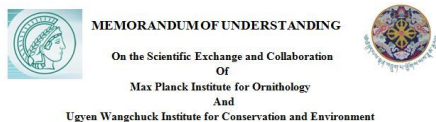
22 participants from Bhutan, Bangladesh, Nepal, and India attended the Boot Camp.

!!!! Pictures 4 and 6 are the same. Only show pictures that are different from each other.

Example on how to write a blog entry that is simpler and more appealing to all-level readers (scientists and general public):

MPIO & UWICE Signs MoU : Donates Collars

Posted on 31-05-2016 by uwiceadmin_it in News. 461 views



On 29th May 2016, the Directors of the Max Planck Institute for Ornithology and Ugyen Wangchuck Institute for Conservation and Environment signed the second MoU extending their research collaboration for next five years. The day was marked with donation of 15 gps and acceleration sensor collars. These collars will be deployed to study trans-humane and livestock movements.

These movement data will also become a basis to understand the predator-prey, and scavenger movement dynamics and forage behaviour. The collars are worth Euro 20000.00.

The MoU highlights collaborative research, exchange of scientists and transfer of knowledge and skills and human resources development.

[The Max Planck Institute for Ornithology and the UWICE extend their research collaboration](#)

Posted on [31-05-2016](#) by [uwiceadmin_it](#) in [News](#). 461 views



On 29th May 2016, the Directors of the Max Planck Institute for Ornithology and Ugyen Wangchuck Institute for Conservation and Environment signed [a second agreement](#) extending their research collaboration for next five years. The Max Planck Institute for Ornithology generously donated UWICE 15 [top-end GPS](#) and acceleration sensor collars. [These collars will allow the UWICE researchers to measure the position and movement of livestock. With the data collected, we wish to shed light on complex scientific questions such as predator-prey and scavenger movement dynamics and forage behaviour. The research collaboration between the Max Planck Institute for Ornithology and Ugyen Wangchuck Institute for Conservation and Environment will be marked by exchange programs for the scientists, transfer of knowledge and skills and collaborations for human resources development.](#)

Main column

Add image for each menu section, below the description

Visual suggestions for this column:

Overview

Our research efforts seek to understand and uncover the ecological, socio-economic and policy dimensions of biophysical systems and their impact on human ecology. While we strive to conduct both basic and applied research in the fields of ecology and dynamics of biophysical systems, we also endeavour to foster integrated research and pay special attention to the human and policy dimension of natural resource use.

While we focus within the four main domains of:

- Sustainable Forestry
- Conservation Biology
- Water Resources
- Socio-Economic and Policy Sciences

We pay special attention to understanding climate change and associated impacts. We accord high priority on understanding climate and rainfall variability in the Himalayan ecosystems.



Sustainable forestry

Proper use of forests and their ecological resilience can only be fostered through an in-depth understanding of forest ecosystems.

Our research efforts focus on understanding ecological as well as management and policy aspects of forest resources and lands.

Currently, we conduct research on:

- Forest use and livelihood dimensions in high altitude ecosystems of Bhutan (with the [University of Montana](#))
- Community forests in Bhutan: their socio-economic and policy dimensions (with the [University of Montana](#))
- Sacred groves of Bhutan: their biodiversity and cultural significance



Conservation Biology

There is increasing acceptance that biodiversity and wildlife have significant roles in maintaining and ensuring human welfare. Across the globe, increasing anthropogenic impacts have been shown to negatively impact biodiversity and wildlife.

Our research efforts focus on understanding patterns, dynamics and functions of natural landscapes.

Currently, we conduct research on:

- Carnivore population dynamics in montane ecosystems of Bhutan (with the [University of Montana](#))
- Predator-prey dynamics with implications on understanding human-wildlife conflicts (with the [University of Montana](#))
- Small carnivore distribution and diversity and its implications
- Takin habitat use and movement (with the [University of New England, Armidale, New South Wales](#))
- Altitudinal migration of high altitude pheasants (with the [Max-Planck Institute of Ornithology](#))
- Trans-Himalayan migration of the endangered Black-necked cranes (with the [Max-Planck Institute of Ornithology](#))
- Bird diversity in montane ecosystems in Bhutan



Water Resources

Water is critical for life. As such, understanding water as a system stretching from the glaciers to the freshwater ecosystems supporting both wildlife and human industry will be crucial in ensuring the conservation of this precious resource.

Our research efforts focus on understanding ecological as well as management and policy aspects of water resources.

Currently, we conduct research on:

- Patterns of water use in Bhutan
- Biodiversity in freshwater ecosystems of Bhutan (with the [University of Montana](#))
- High altitude wetland lakes (with WWF)

- Snow cover mapping for the Himalayas and their impact on fresh water runoff (with the [University of Montana](#))
- Glacier history reconstruction (with the [Earth Institute, Columbia University](#))



Socio Economics

Humans shape land and resource use through direct consumption as well as through the formulation of policies to affect and dictate such use. The health and integrity of natural ecosystems is dependant on socio-economic conditions as well as policies framed to guide the use of such ecosystems. Ensuring sustainability of such natural ecosystems will require a thorough understanding of ever changing socio-economic variables and their related policy environments.

Our research efforts focus on understating the socio-economic and policy drivers of resource use in particular and development in general.

Currently, we conduct research on:

- High and mid-altitude nomadic livelihood and grazing systems of Bhutan (with the [University of Montana](#))
- Development and livelihood change in Sakteng and Merak
- Community forests and their role in improving livelihoods
- Wildlife depredation as an agent of livelihood impoverishment and poverty



Right column:

Research articles

Replace this title by:

[Last publications](#)

Research Archive

Replace this title by:

[Publication archive](#)

Research Highlight

Replace this title by:

[Researcher spotlight](#)

Keep the same title than in the home page and move to top right of the page since this section is very appealing for visitors.

Main column

Add image for each menu section, below the descriptions.

Visual suggestion for this column:

Overview

In addition to offering a one-year certificate course in Conservation, Environment and Forestry Studies (CEFS), we offer tailor made professional courses for both national and international participants in the areas of conservation biology, sustainable forestry, water resources management and socio-economic analyses.



Professional course

We provide regular tailor made courses for both national and international working professionals within the environmental field.

Our major expertise fall within our four focus areas of: Sustainable Forestry; Conservation Biology; Water Resources; and Socio-economic and policy sciences.

We are particularly keen on training professionals on the use and application of appropriate techniques for the collation and interpretation of ecological and environmental data.



Undergraduates

Currently, we offer opportunities for national ([Sherubtse College](#) and the College of [Natural Resources](#)) and international (e.g. through the SFS) undergraduate students to undertake research projects as part of their course requirements.



Certificates

A one-year certificate course in Conservation, Environment and Forestry Studies (CEFS) is offered for high school graduates (12+).

This course is aimed at providing both theoretical and practical skills so that participants can secure jobs related to the environment both within the Government and private sectors (in the future). At the moment, the Department of Forests and Park Services employ the graduates from this program as Foresters.

Currently, there are 30 students enrolled for this program.

The next course will start from July 2014.



Internships

Regular internships for Young Environmental Scholars (YES internships) are provided for periods of up to 6-8 months at the Institute for recent graduates.

The interns will be attached to ongoing research, training and other programs at the Institute. They will collaborate with researchers by helping them collect and analyse environmental data. They will search environmental and ecological literature and be involved in preparing review manuscripts. They will also assist in the organization of conferences, seminars and trainings.

At the end of the internship, they will be required to submit a project report outlining what they have learnt and how they will apply the skills learnt in future. Where deemed appropriate, and where an intern shows truly remarkable scholarship, they may be asked to participate in the preparation of a scientific manuscript.

Right column

YES Interns

Replace this title by:

Meet our Young Environmental Scholars (YES) Interns

→ [Krishna Prasad Bastola](#)

→ [Kul Bahadur](#)

→ [Phub Dorji](#)

→ [Tshering Dorji](#)

Add the following sections which were previously on the homepage:

Training Calendar (2016-2017)

Remove the first column “serial number”

Certificate Course Calendar

Individual pages for YES intern profiles

For each page presenting an intern, give a short bio of 10-12 lines (who they are, where they come from, to which research project they are contributing, etc) and show a large portrait photo below the text (see mock-up below)

NAME [Young Environmental Scholar Intern]

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut.



Page **PUBLICATIONS**

Replace the name of this page by **RESOURCES**

This page will centralise all the important resources to visitors, such as UWICE reports, photos and videos, books and manual, useful links. No need to reference here the scientific publications since they are listed already under the page **RESEARCH**.

In the section **Books/Manual**: **No manuals/books has been published so far!**
To be removed from the Menu until you reference something there.

Photo gallery

No photo gallery has been published so far!

Here, create a gallery with all pictures you have showing nature and wildlife (pictures from reports, website, etc.). Every time you get a new nice picture, upload it to the gallery. Tip: you could ask visitors and students to share their pictures to increase your bank of images.

Suggestion for the page:

HOME **NEWS** **RESEARCH** **EDUCATION** **RESOURCES** **ABOUT US** **MULTIMEDIA** **CONTACT US**

Reports **Photo gallery** **Video gallery**

Main column

Page “**Reports**”

Suggestion for the page:

Tshachu and Menchu (Hot Springs and Mineral Springs) of Bhutan

The UWICE has recently published a report on the Tshachu and Menchu (the Hot Springs and Mineral Springs) of Bhutan.

The report highlights the various therapeutic value, brief histories and location of Tshachu and Menchu. They are believed to be blessed by the great masters (Bodhisattava), and are therefore considered as sacred sites in our country.

LEARN MORE or *Download the full report here.*

(Learn more redirects to the Tshachu and Menchu Report webpage which will be created or, for now, to the Arcgis app).



The sacred sites of Aja Ney in Mongar and Ney Chen Chen Phunyingla

The Ugyen Wangchuck Institute for Conservation and Environment has documented a report on the sacred sites of Aja Ney in Mongar and Ney Chen Chen Phunyingla in Lhuentse. The report highlights the sacred circumambulatory routes, spiritual significance and traditional belief system used to regulate visits to these sacred sites.

LEARN MORE or *Download the full report here.*

(Learn more redirects to the page <http://uwice.gov.bt/web-report/Ajaney/> and download to the page <http://uwice.gov.bt/web-report/Ajaney/report.pdf>).

Other available reports

» Irungbam. J. S., Chib. S. M., Wangdi. K (2016). Taxonomic review of the superfamily Pyraloidea in Bhutan (Lepidoptera). *Journal of Asia-Pacific Biodiversity*,9:355 - 382 [[download PDF](#)]

» Dhendup. T., Letro (2016). Livestock Depredation in Jigme Singye Wangchuck National Park, Bhutan. *An international journal of environment and biodiversity*,7(3):78-81 [[download PDF](#)]

» McCarthy, J., Dahal, S., Dhendup, T., Gray, T.N.E., Mukherjee, S., Rahman, H., Riordan, P., Boontua, N. & Wilcox, D. (2015). *Catopuma temminckii*, Asiatic Golden Cat. *The IUCN Red List of Threatened Species*TM:1-15 [[download PDF](#)]

» Goodrich, J., Lynam, A., Miquelle, D., Wibisono, H., Kawanishi, K., Pattanavibool, A., Htun, S., Tempa, T., Karki, J., Jhala, Y. & Karanth, U. (2015). *Panthera tigris*, Tiger. *The IUCN Red List of Threatened Species*TM:1-19 [[download PDF](#)]

Right column

On the right column, provide all the links which were previously on the home page.

Links

- ▶ [Environment Award](#)
- ▶ [Bhutan Climate Summit](#)
- ▶ [Bhutan Ecotourism](#)
- ▶ [Bhutan Phenology Study](#)
- ▶ [Ministry of Agriculture & Forests](#)
- ▶ [Department of Forests & Park Services](#)
- ▶ [Bhutan Foundation](#)
- ▶ [Royal Society for Protection of Nature](#)
- ▶ [National Environment Commission](#)
- ▶ [World Wildlife Fund - Bhutan](#)
- ▶ [Bhutan Trust Fund for Environmental Conservation](#)
- ▶ [Bhutan Ecological Society](#)
- ★ [Royal University of Bhutan](#)
- ★ [Bhutan Portal](#)
- ★ [Ministry of Agriculture & Forests](#)
- ★ [ICIMOD](#)
- ★ [BAFRA](#)

Replace name of the page by **ABOUT**

HOME **NEWS** **RESEARCH** **EDUCATION** **RESOURCES** **ABOUT** **MULTIMEDIA** **CONTACT**
US

In the section **Who We Are?**

Place the logo on this page and a picture at the bottom.



The ***Ugyen Wangchuck Institute for Conservation and Environment*** is a Government based research and training institute. We strive to foster better stewardship of our natural heritage – land, water, air and species therein – through rigorous science based research and transmission of cutting-edge science results to field practitioners, environmental leaders and policy makers.

We concentrate our efforts on four major focus areas:

- 1. Sustainable Forestry;
- 2. Conservation Biology;
- 3. Water Resources;
- 4. Socio-Economics and Policy Sciences;

Our current focus areas are defined by needs and challenges within Bhutan and outside. We recognize interlinkages between the way forestry is practiced to the dynamics of species conservation and persistence. We understand the implications of landuse practices and global climate change on water resources and energy requirements. Above all, we appreciate and seek to understand human impacts and impacts on humans by studying social patterns and economic implications of management and policy interventions.

In addition to conducting research, we provide a one-year certificate course in environment, forestry and conservation. We also offer tailor made course within the field of conservation biology, sustainable forestry and water resources for professionals working in these fields. We also offer opportunities for undergraduate students to conduct research projects as part of their Honours program.

As part of our initiative to encourage discourses and dialogue within the environmental community, we regularly organize seminars and host conferences at both national and international level.

Administratively, we are currently housed under the [Department of Forests and Park Services](#) in the [Ministry of Agriculture and Forests](#)



Page **MULTIMEDIA**

Move the sections **Photo Gallery** and **Video Gallery** under the page **RESSOURCES** (see page 20) and replace the name of this page by **UWICE**.

This **UWICE** page will be the one that is dedicated to all internal communications (such as login access to webmail, download of forms, library access), but also to the communications which are oriented toward a restricted public (such as announcements, information about Madanjeet Centre).

Suggestion for the page

HOME **NEWS** **RESEARCH** **EDUCATION** **RESOURCES** **ABOUT** **UWICE** **CONTACT US**

Login **Download forms** **Library** **Announcements** **UNESCO**
Madanjeet Centre for South Asia Forestry Studies (UMCSAFS)

Page **Library**

- Page “Home”

General comments:

- Google scholar search bar is not necessary.
- Recent publications are already listed under **RESEARCH** page
- Moodle link does not work
- User login with Facebook and Twitter links do not work

My suggestion for this section:

- Move the **useful links** to page **RESOURCES**/ under “**Links**” on the right column (see page 22)
 - Move ⇒ [Education & Information Literacy Skills](#) to page **ELECTRONIC RESOURCES** and replace the tile by [Resources for information skills](#)
 - All the rest: **REMOVE!!** (the section “**HOME**” will then disappear from the **Library** page)
- **Page “contact us”**
Replace by [Contact](#).

Suggested menu:

[UWICE HOME](#) [ABOUT LIBRARY](#) [ELECTRONIC RESOURCES](#) [CATALOGUE](#) [USING THE LIBRARY](#) [CONTACT](#)

Page **CONTACT US**

Replace title by **CONTACT**

HOME **NEWS** **RESEARCH** **EDUCATION** **RESOURCES** **ABOUT** **UWICE** **CONTACT**

- Add social media badges to this page
- Add Google Map section showing the UWICE location (and other relevant locations for UWICE, e.g. field stations)