

**Comments on Recommendations on the more effective use of electronic information tools to provide public access to environmental information  
Submitted by Belgium**

1. On point II.5

Could it be looked at the work done at EU level on Copernicus, Inspire,... in order to ensure coherence and build on best practices, EEA's help could be very valuable.

2. Point II.9

Could the work of Eurostat/EEA also for purposes of the SDG's be of help here? It's already the common ground for all EU MS.

3. Point V.2 "One-stop access point for environmental information":

'Link this national portal through the use of open application programming interface, RSS feeds and other tools to other thematic portals, platforms, and data hubs (local, national and international) forming a system of systems where discovery, access to data, information, and knowledge can be found following open data sharing and data management principles (see also sections II and III and Annex, sections II-IV);'

In our function as environmental communicators, we note that large interactive web portals (system of systems type) have a limited lifespan. Maintaining and updating this type of system that links a large number of existing sites poses many problems without providing much support.

This type of system complicates the updating of content since the data is managed or even belongs to different entities. In the end, these portals only offer summarized pages (which may even contain obsolete information due to lack of follow-up by partners) and lists of links and contact information that are systematically lower in search engine results than the original pages, unless a lot of SEA, SEO or SMO resources are devoted to it. In this case, the large portal site finds itself competing (paying) for visibility on each theme with the content and sites it is supposed to gather.

Moreover, adaptation to technological developments is severely hampered when several partners are involved in decision-making on the management or financing of the system.

We also underline the fact that the RSS format has become almost obsolete because it is rarely used by the general public.

SEO: search engine optimization (targeted development to attract search engines and have visibility)

SEA : search engine advertising (paid visibility)

SMO: Social Media Optimization (same for social media)