

Press Release 44/2016

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New look and feel for IWH website

The relaunched website of the Halle Institute for Economic Research (IWH) – Member of the Leibniz Association goes live today. After the successful launch of a new corporate design at the beginning of the year, IWH now presents itself also digitally in a new and adjusted way. The redesigned website focuses on IWH's core issues and provides information tailored to each target group. Due to the responsive design, the new website can be perfectly read and navigated on smartphones and tablets as well.

„The IWH has gradually expanded its research profile. With the new website, we created a platform which allows us to present our new content in a very informative and clear way”, says IWH president Reint E. Gropp. “We also implemented special target group entries for the academic community, media contacts or politicians to get an easier and customised access to our website content.” The core of the new website are the alternating dossiers. Bundling the main topics like the European Union and Brexit, refugee migration or East Germany, they provide an introduction to IWH's current issues.

The simple, linear website structure is single-columned and, similar to a print magazine, navigates the user through the content modules which are presented one below the next. Thus, the display is more quiet and stable. The main target groups gain a separate access within a content navigation implemented on the homepage. Because of increasing mobile internet usage, responsive interfaces were designed and implemented for a comfortable use on smartphones and tablets.

The website has been designed by the German communication agency *die firma* located in Wiesbaden. A technical partner, *Connecta AG*, implemented the site based on TYPO3.

Visit us on our new website at www.iwh-halle.de.

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IWH website relaunch

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IWH List of Experts

The IWH List of Experts gives an overview of the IWH research themes. The institute's press office will be pleased to establish contact to the respective experts.

 IWH on Twitter

 IWH on Facebook

The Halle Institute for Economic Research (IWH) – Member of the Leibniz Association was founded in 1992. With its three research departments – Macroeconomics, Financial Markets, and Structural Change –, the IWH conducts economic research and provides economic policy recommendations, which are founded on evidence-based research. With the IWH's guiding theme "From Transition to European Integration", the institute's research concentrates on the determinants of economic growth processes with a focus on efficient capital allocation in a national and European context. Particular areas of interest for the institute are macroeconomic dynamics and stability, microeconomic innovation processes, productivity and labour markets, the dynamics of structural adjustment processes, financial stability and growth and the role of financial markets for the real economy.

The Leibniz Association connects 88 independent research institutions that range from the natural, engineering and environmental sciences via economics, spatial and social sciences to the humanities. Leibniz institutes address issues of social, economic and ecological relevance. They conduct knowledge-driven and applied basic research, maintain scientific infrastructure and provide research-based services. For further information see <http://www.leibniz-gemeinschaft.de/en/home/>.