



Concept for EGS website

Ideas and approaches for content design

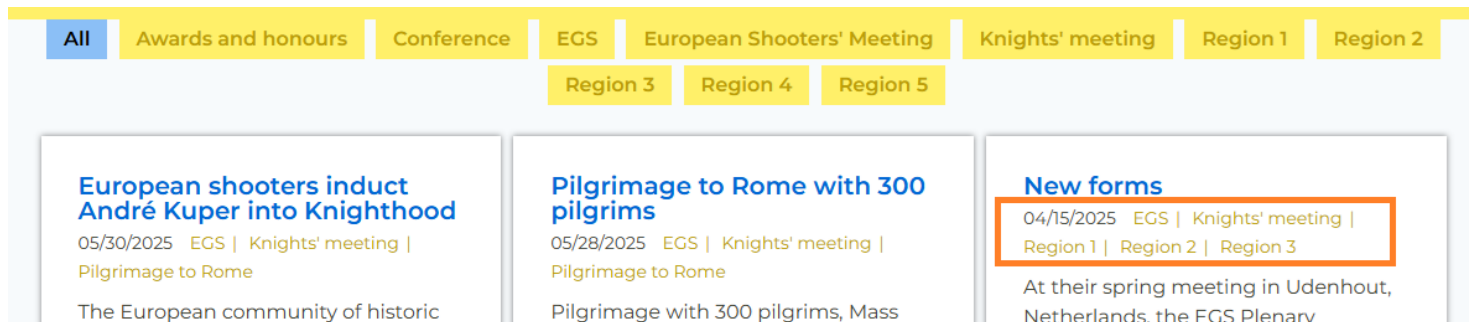
Intro/Index:

Idea:

Start with something familiar and well-known.

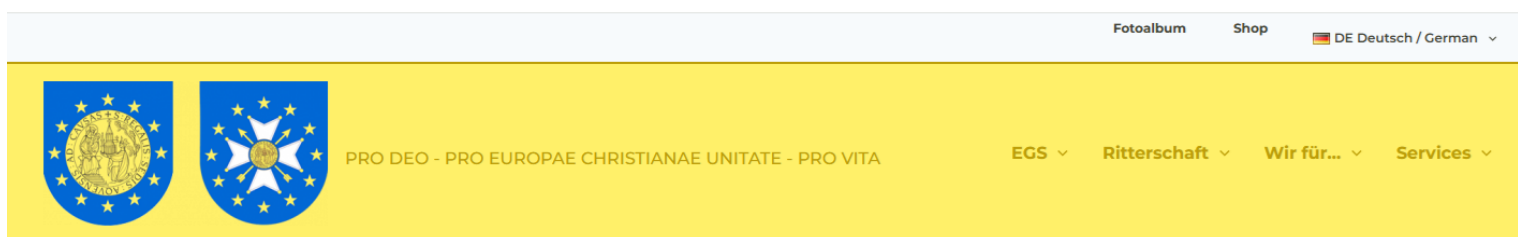
Design approach:

The home page provides access to the latest news/articles, because this is already familiar from the "old website". What is new is that the articles are now can be filtered. With a single click, all news items relating to EGS or Knighthood can be displayed or individual regions.



Large rotating banners attract attention and at the same time visually conveying their content (prescribed/defined spelling of EGS / Knighthood in the countries).

The content is divided into **four main menu items** according to theme:



- (1) EGS
- (2) Knighthood
- (3) We for...
- (4) Services

Navigation and access to content and languages is possible at any time.



Based on the available texts, statutes, regulations, rules of procedure and the material provided, I have **rewritten all texts**. Additions and changes were made in consultation with the General Secretary. Approval for the content and its arrangement was granted at the beginning of March 2025. The final German texts formed the basis for translation into other languages. The **translation tool deepL** was used for this purpose. The terms requested from the regions in advance were transferred to deepL in the form of a **glossary** to ensure the correct and consistent translation of the terms in the long term.

At the time of launch, the website has a **total of 218 pages**.

Each page has a **main area** and a **side area**.

The **page area** contains fixed elements that allow users to access relevant content:

- European majesties: as the highest representatives of the EGS
- News: the 3 latest news items
- Upcoming events

The headline of a page has a message/statement that is designed to arouse curiosity and/or be expressive.

Home / We for...

Charitable activities & projects

Many can achieve a lot...

The responsibility to give something back and make a difference is recognised at all organisational levels within the fraternities, districts, dioceses and associations. As a result, there is virtually no fraternity within our association that does not support at least one, and in most cases several, charitable projects.

The activities and campaigns of this cross-border initiative are managed by the **Social Welfare Organisation of the Knighthood**, which is overseen by our Social Officer **Holger Willies**. He uses strict criteria to select projects, determine their exact support needs and identify funding opportunities. He also makes recommendations to the plenary assembly regarding support payments for social projects in the regions/commanderies.

This ensures that the support goes where it is needed. Together with the **regional secretaries of the five EGS regions**, the organisation of donations then begins in a targeted manner.

[Social Officer | Almosenier +](#)

Donations for social and charitable purposes

30 232€	24 233€
<small>Total amount in 2024</small>	<small>Total amount in 2023</small>

Projects of our social services

Our flagship project	+
Our ongoing project EST	+
Support for social and charitable organisations in individual regions/Komtureien	+
Regionen/Komtureien	+



Europakönig Jozef Karol Piuta
Europaprinz Maksymilian Kuropka

News

Europäische Schützen nehmen André Kuper in Ritterschaft auf

Romwallfahrt mit 300 Pilgern

Neue Formulare

- 22 Aug. Herbsttagung - in Balve 22 Aug. 25
- 08 Nov. Präsidiumssitzung 8 Nov. 25
- 09 Jan. Regionalversammlung 9 Jan. 26

[Alle Termine](#) | [All events](#)

All pages contain **links to relevant other EGS content** (internal links) or to external content. The internal links in particular subtly illustrate the connections between the individual pieces of content.

Some pages display a counter at the top, which animates numbers relating to the content that follows, drawing attention to key facts.

1,000,000	2,800	10	15
Members	Brotherhoods, guilds, associations	Countries	Federations



Questions I asked myself at the beginning of my work:

Why is a shooting association needed at European level? And what exactly does European level mean?

Who exactly is EGS and how is it all organised?

How exactly are the EGS and the Knighthood connected?

Why is the "EGS" unknown to many shooters in the brotherhoods and also in the associations?

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Tasks, goals, values

- Idea: The assumption that goals and values can be determined on the basis of statutes, is challenged by mapping and clearly formulation. It is important to know and illustrate what an organisation stands for.
- Design: Use and adaptation of text from the European election flyer.



Awards and honours

- Question: Are there only orders of merit or other awards given by the EGS?
Are there any orders or insignia for members of the Honorary Council?
- Design: Descriptive text on "Award regulations" and on the application process. Textual description of the orders of merit with illustrations, information on awarding and additional provisions.

Noble Order of the Papegay

- Idea: Creating added value through information.
Access to information about the Noble Order of the Papegay directly via the EGS website.
- Design: Descriptive text with information, facts and figures about this "European credit institution".

Regions of the EGS

- Idea: Here, the regions are to be presented as a single entity, with the aim of providing quick and concise access to information.
The aim is to give an impression of the geographical size.
- Design: Overview of the respective region with details on:
- List of associated member associations
 - Information on European majesties from this association
 - Information if the EST was organised
 - Info on whether recognition as national intangible cultural heritage exists.
- Info: The affiliation to the regions is listed regardless of whether the EGS currently has members in the countries or not.



Region 1|2|3|4|5

<u>Idea:</u>	Info and details that cannot be provided in this condensed form on the website of the association.
<u>Question:</u>	Which association belongs to which region?
<u>Design:</u>	<p>Compact presentation of information about each region and member associations.</p> <p>Figures for the region (associations, societies, members)</p> <p>Uniform presentation of the individual associations:</p> <ul style="list-style-type: none">- Description of the member association and its special awards and honours- Information on "Member of the EGS since 19XX"- Executive board of the region- Display of news/announcements assigned to the respective region, or that are relevant to the region. (Category News => see home page)

European Shooters' Meeting

<u>Question:</u>	Why was the European Prince Shooting Competition introduced?
<u>Idea/Suggestion:</u>	<p>Provide a profile with details and information about the royalty.</p> <p>Information about the highest representatives of the EGS should not be have to be gathered from newspapers. The information about the European majesties, should in future be added after the current shooting, analogous to the list of European.</p>
<u>Design:</u>	<p>Description EST, background information and shooting.</p> <p>Role/task of the shooting commission.</p> <p>Outlook and review of European shooting festivals.</p> <p>Link EST crests directly to descriptive text.</p>

Knighthood

<u>Question:</u>	<p>How many knights does the Knighthood have and how many are added each year?</p> <p>Number of knights in June 2024 approx. 700, 50 - 100 new knights each year</p> <p>Who can become a knight and how?</p> <p>Can anyone wear the pin that can be purchased in the shop?</p>
<u>Design:</u>	<p>Include the descriptive text from the statutes and list relevant and related information on objectives, admission and membership fees, etc.</p> <p>Explain the connection between EGS and Knighthood.</p> <p>Link the crests of the Knighthood and related information directly.</p>



Government & Council of Knight

<u>Idea/Design:</u>	Implementation analogous to the Presidium, but without shooting commission. Description of the tasks of the Council of Knights.
<u>Question:</u>	Are there award regulations for the "award" analogous to those of the EGS? What is the difference between these and the duties of the Presidium? The Council of Knights is responsible for the leadership of the Knighthood, the Presidium for the leadership of the EGS. When does the Council of Knights meet? Always together with the Presidium, as in many functions are held by the same person.

Investiture

<u>Question:</u>	What is the appeal of "being/becoming a knight"? What changes with the Investiture?
Suggestion:	Here, you should ask a few knights to describe their experiences.
<u>Design:</u>	Copy the descriptive text from the service booklet. Information about the ceremony and the duties of the master of ceremonies.

Rank and function

<u>Question:</u>	Who does what? Are there award regulations for the awarding of orders similar to those of the EGS? Can anyone wear the Knighthood pin (see shop)?
<u>Design:</u>	Description of visible symbols: Order of Knights, etc. Add photos of the crosses and further information on how to wear them and how they are awarded.

We for...

<u>Idea:</u>	Show what many can achieve. Social commitment is an important part of life and should therefore also be given space and a framework in which it can be portrayed and appreciated.
<u>Design:</u>	Information about charitable tasks and projects. Presentation of the social work of the Knighthood and transparency regarding donations and the role of the Social Officer/Almoner. Details of donations for social and charitable purposes. Opportunity for the regions to showcase their projects.
Suggestion:	At the end or beginning of each year, request the latest information on projects and donations from the regions, update the website and make it available.



Aid for Ukraine

- Idea: Peace is precious and cannot be taken for granted.
- Design: Descriptive text about the dedicated and ongoing commitment to Ukraine and the support network.
Information about the donation account and the solidarity button.

Intangible cultural heritage (IKE)

- Idea: Creating added value through information.
Raise awareness of ICH and increase recognition through the use of the central logo.
- Question: What is IKE and why is it so important?
- Design: Descriptive text explaining what intangible cultural heritage means, as well as further information about UNESCO and its intentions/goals.
Inclusion of the IKE logo with information about its designer. Image/logo and explanatory text for the user. Compact that efforts are being made to have the building recognised as a national cultural heritage site already been successful in many regions. Provide details.

Services

- Idea: Quick access to information.
All available files, documents and information about the project in one central location. This information can also be found on the corresponding pages.
- Design: Downloads & Links to available files, documents in one place and sorted by EGS, EST and Knighthood.
The German-language page also includes the following item: "Press releases", which provides the most important information on current topics and content (no claim to completeness is made here).

Facts and Figures

- Idea: Create added value with further useful/helpful information about Europe, EGS, etc. EGS members and visitors to the website should be given incentives to take a closer look at the content on the topic of "Europe".
- Design: Information on membership figures and number of member associations.
Europe is a large and complex topic that is addressed here in various ways.



Our crests

Ideas:

Raise awareness and sharpen perceptions.

When you know what's behind it, you immediately have a different perspective and build a direct connection, which is also important for identification.

Design:

The signs displayed to the outside world have expressive and symbolic power. Make an explanation of the individual elements of the crests accessible and publish it on a deeper connection through understanding. Because when you know what something stands for, you can appreciate it more. something stands for or what it means, it also takes on meaning.

Info: The coat of arms in the EGS logo is the coat of arms of the city of Aachen. The then mayor of Aachen, Kurt Malangré, granted the EGS permanent permission to use this coat of arms in its logo on the occasion of its first European shooting competition in Aachen in 1975.

The starry wreath is the same as on the European flag. This wreath was originally the Christian wreath of Mary, which later became the symbol of the European flag.

The second crest depicts the original royal bird of the shooters, the parrot with a crown on its head. It can also be found at the top of the EGS flag. It is also surrounded by a starry wreath and holds the coat of arms of the city of Aachen in its claws.

The third coat of arms is that of the Knighthood. It also features the starry wreath and the coat of arms of the city of Aachen as a sign of the connection to the EGS. In addition, the Knight's Cross with the cross-arrow symbol is depicted. The cross stands for the Christian orientation of the Knighthood. The arrows refer to Saint Sebastian, who was shot with arrows as a martyr but survived, did not renounce his faith and was then executed by the Roman emperor.

Shop

Ideas:

A modern ordering system is to be created that also includes the administrative and organisational work for EGS and those placing orders.

Design:

The new website has already laid the technical foundations for a modern web shop have already been created. Implementation will follow after the go-live. Until then, the existing options will be used to available.

Contact

Design:

General Secretary of the EGS / Chancellor of the Knighthood as the central point of contact for questions and "post office" for addressing and forwarding enquiries, etc. In addition, further contacts and persons are listed who are responsible for, among other things, the further topics/content on the website and are relevant to EGS.

