



Evangelische Kirche  
in Deutschland

# LWF “Communio“ Portal

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## Web 2.0

- Social Web
- User generated Content
- Mash-ups
- Multimedia / Audio /  
Video Content
- „Wisdom of the Crowds“



- Cluetrain Manifesto
- [www.cluetrain.com](http://www.cluetrain.com)
- [http://en.wikipedia.org/wiki/Cluetrain\\_Manifesto](http://en.wikipedia.org/wiki/Cluetrain_Manifesto)
  
- „Your product broke. I want to talk to your CEO. What do you mean she is not in“



„Communio“ is

- „Communio sanctorum (CA VII)“?
- A communion of churches?



LWF „Communio“ Portal is a

- Lutheran *Community* Portal?
- A worldwide *Lutheran* Portal?
- A *LWF* Portal?



LWF „Communio“ Portal is a

- Lutheran *Community* Portal – Social Web and User generated Content?
- A worldwide *Lutheran* Portal – Lutheran Yahoo?
- A *LWF* Portal – An Institutional Website of the LWF and its Branches and Member Churches?



LWF „Communio“ Portal is a

- b2b approach?
- b2c approach?
- c2c approach?

Test Case: Online Donation and Language Selection

Who is the consumer: Church member? Pastor?



- Content Distribution or Click Rate
- Content Cooperation or Exclusiveness
- Completeness and Reliability: if its not in the Portal, its not important



- Web Services for National Webpages
- RSS Feeds (Import and Export)
- Resources



- A non-proprietary (Enterprise) Web Content Management System
- Microsite Support
- XML Interfaces
- Accessibility
- Benchmarks and Evaluation