



Horizon 2020  
European Union Funding  
for Research & Innovation

## **D6.1 – Website creation**

**WP6**

**Lead Partner: FENIX**

Dissemination Level: Public

Deliverable due date: M3    Actual submission date: M3

Deliverable Version: V1

<b>Project Acronym</b>	EENSULATE
<b>Project Title</b>	Development of innovative lightweight and highly insulating energy efficient components and associated enabling materials for cost-effective retrofitting and new construction of curtain wall facades
<b>Grant Agreement n°</b>	723868
<b>Funding Scheme</b>	Innovation Action
<b>Call</b>	H2020- EEB-2016
<b>Topic</b>	EEB-01-2016 Highly efficient insulation materials with improved properties
<b>Starting Date</b>	1 <sup>st</sup> August 2016
<b>Duration</b>	42 Months

## Executive Summary

The Deliverable D6.1 is a public document of the EENSULATE project, delivered in the context of WP6 Exploitation, Dissemination and Communication, Task 6.3 Communication and Dissemination. The on-line EENSULATE website - public is a key element of the project's dissemination strategy. This site will ensure the visibility of the project, facilitate the diffusion of the project's results and promote their exploitation.

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## 1 Introduction

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The Deliverable D6.1 is a public document of the EENSULATE project, delivered in the context of WP6, Task 6.3 Communication and Dissemination. The objective of Task 6.3 is to secure the successful dissemination through the implementation and deployment of an awareness and dissemination plan.

This document presents the first step in the partial objective of developing and deploying an awareness and dissemination plan: the EENSULATE project website – public dedicated to the wide public audience all around the world. As a first step the logo of the project, dictating the visual identity was developed. Once that was ready an entire website was constructed utilizing the visual identity. The website is available online and can be accessed at [www.eensulate.eu](http://www.eensulate.eu).

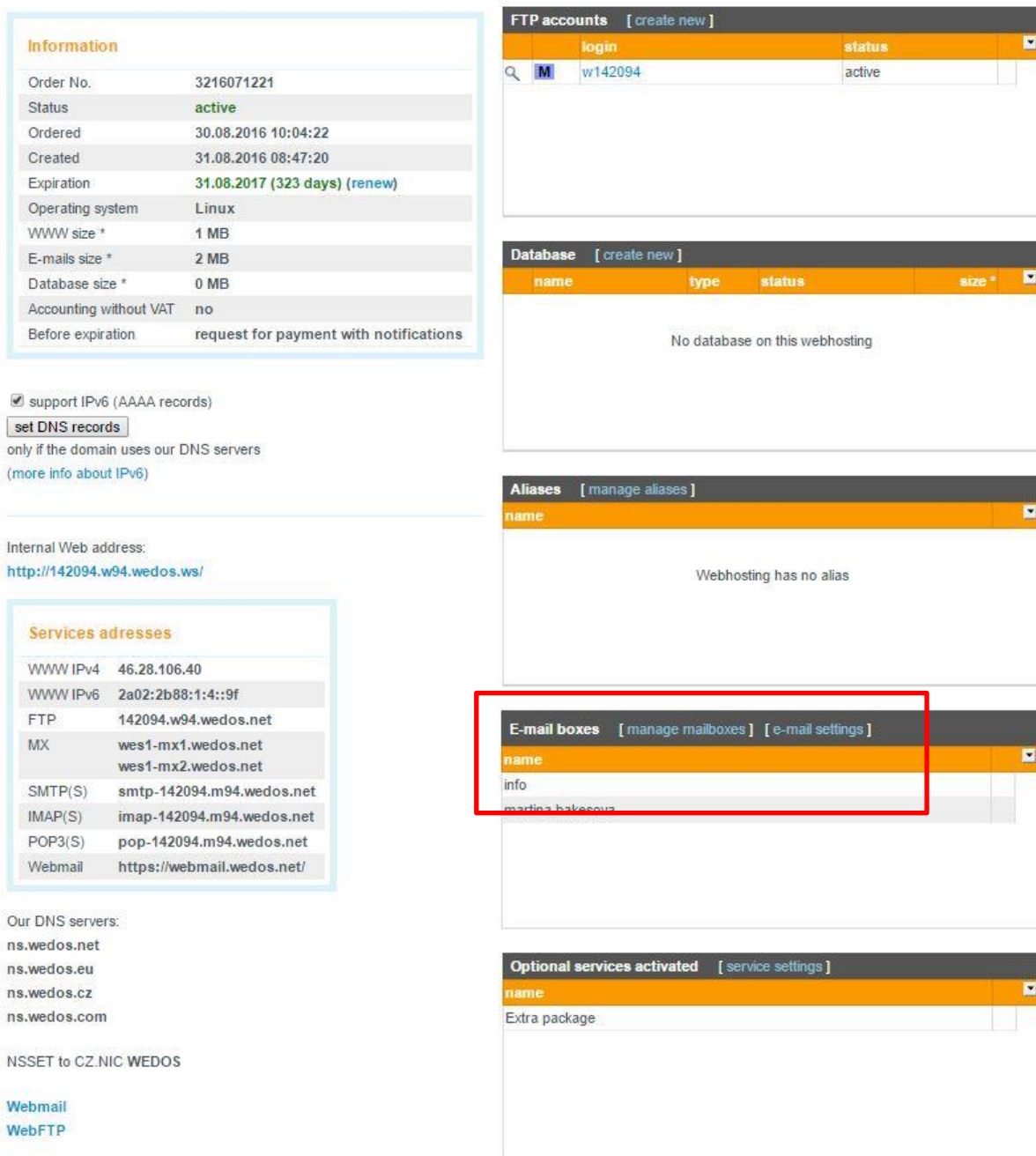
The website is not intended to be static. News and events section as well as the rest of the content will be once a month updated and managed by the Dissemination WP leader - FENIX throughout the lifetime of the project based on the partners' inputs (request for partners' contribution will be sent every 3 months) and project evolution. Different audiences are being considered and the information while technical and complete, it has been streamlined and presented in a way that is accessible by wide range of stakeholders.

An initial version of EENSULATE project website - public has been designed, provisioned and deployed on the internet. The site is hosted by FENIX – WP6 leader, under domain [eensulate.eu](http://eensulate.eu).

Google Analytics as key performance indicator has been considered and deployed at this early stage of the project (e.g. users, countries, languages, browsers, device, etc.). Website was designed considering display on different devices such as desktop, mobile or tablet.

## 2 Design and registration data

The EENSULATE project website has been created during the early project stage and launched under the <http://www.eensulate.eu/>. Webhosting was bought in provider WEDOS, registration data are given in Picture 1 and Picture 2. For the website creation following programming languages were used: html, php, database MySQL, Java Script and reduction system based on the Open Force. Under the webhosting project info email “info@eensulate.eu” was created to be further used for social network profiles creation – registration, newsletter campaign, etc. Email is maintained by FENIX.



The screenshot displays a webhosting control panel with the following sections:

- Information:**

Order No.	3216071221
Status	active
Ordered	30.08.2016 10:04:22
Created	31.08.2016 08:47:20
Expiration	31.08.2017 (323 days) (renew)
Operating system	Linux
WWW size *	1 MB
E-mails size *	2 MB
Database size *	0 MB
Accounting without VAT	no
Before expiration	request for payment with notifications
- FTP accounts:**




login	status
w142094	active
- Database:** No database on this webhosting
- Aliases:** Webhosting has no alias
- E-mail boxes:** (highlighted with a red box)
 

name
info
martina.bakosova
- Optional services activated:**

name
Extra package

Additional information includes: support IPv6 (AAAA records) checked, DNS records set, internal web address <http://142094.w94.wedos.ws/>, and DNS servers: ns.wedos.net, ns.wedos.eu, ns.wedos.cz, ns.wedos.com.

Figure 1 – Webhosting registration data

Information	
Order number	3116225202
Status	<b>active</b>
Webhosting	 eensulate.eu [3216071221]
Ordered	29.08.2016 09:08:19
Established	30.08.2016 08:45:34
Expiration	<b>30.08.2017 (322 days) (renew)</b>
Accounting without VAT	no
TLD	eu (EURid)
Owner contact	 c26421197
KEYSET ID	
Before expiration	request for payment with notifications

DNS servers [ change DNS servers ] [ edit DNS records ]		
Server	IPv4	IPv6
ns.wedos.com		
ns.wedos.eu		
ns.wedos.cz		
ns.wedos.net		

Figure 2 - Domain registration data

### 3 Website description

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The website has been set up under the address [www.eensulate.eu](http://www.eensulate.eu). The site is hosted by FENIX as WP leader. It has been designed to quickly address the key questions that external visitors to the website are expected to have:

- What is the project about?
- Who is participating in the project?
- What additional details are available?
- Who to contact for more information?

The site itself is split into two sections - private and public. The public section, which is accessible to everyone, contains:

- general information about the aim of the project
- partners' details
- list of news and events
- all public material that will be generated by the project
- links to social network profiles
- newsletter subscription
- contact information
- gallery

The second part of the website is a private section that is available to the FENIX (as an administrator) and to the project partners. The private section can be accessed via log-in credentials. This restricted section contains:

- information about meetings
- deliverables and management reports
- administrative documents and forms
- planned publications
- work packages
- other documents

The website is planned to provide information available to the project partners and to the wider public. In the following subsections the single elements - sections and their intended use are described.



### 3.1 Home page

The Home page of the EENSULATE website contains basic information about project. This part of the website will remain more or less static throughout the project. The upper part of the screen shows a navigation panel, using a structure that is commonly used, at the top of the page the project's logo is placed, at the bottom of the page project identifiers and EU collaboration is mentioned.



Figure 3 Home page section

## 3.2 Project description page

Project description page presents the overall concept, goal, expected impact of the project, project targets and objectives, info about demonstration buildings etc.



The screenshot shows the 'Project description' section of the EENSULATE website. It features a navigation menu with 'PROJECT DESCRIPTION' highlighted. The main content area includes a title 'Project description', a paragraph explaining the project's goal to match any existing facade design, and a diagram of 'Eensulate Basic modules' showing 'EENSULATE SPRAY FOAM' and 'EENSULATE GLASS FRAME'. Below this, it lists 'Eensulate Premium modules' and 'Two key commercial insulating products: EENSULATE FOAM and EENSULATE GLASS'. A 'TRL' (Technology Readiness Level) section is also present. The 'Project targets and objectives' section contains a list of 10 bullet points. At the bottom, there are sections for 'News' (with a 'WP1 meeting' and 'EENSULATE as member of AMANAC cluster' entry) and 'Social Media' (with a Twitter feed). A footer contains contact information, a newsletter subscription form, and logos for the European Union and EENSULATE.

Figure 4 Project description section

### 3.3 Public documents page

The Documents section is split into subsections Deliverables, Promo material, Papers, Presentations etc. (subsections can be added based on the project requirements at any time) and will contain all material that has been published and is thus publicly available (respecting copyright issues).

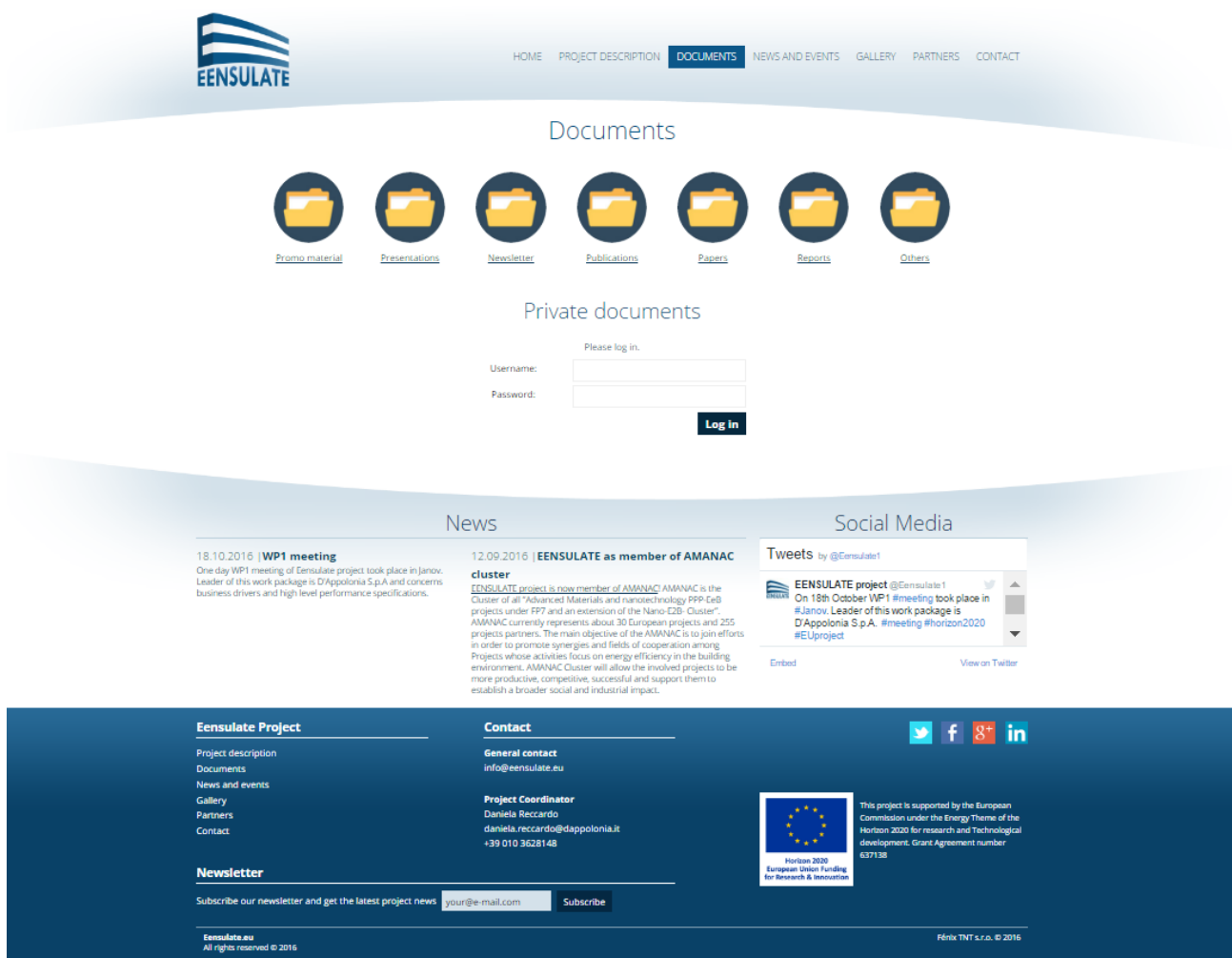


Figure 5 Public documents section

### 3.4 Private section

The secure area is accessed only by the project partners. Full access could be also granted to the European Commission Officer, if necessary at any time. In this section the partners can login using their individual access data. Each partner is provided with a username and password in order to validate their access to the secure area.

In this section the administrator (FENIX) can manage to update section News and Events, upload public and private documents, upload pictures, photos to the Gallery and make changes of the website content.



Figure 6 Private section

### 3.5 News & Events page

This page will present a list of events, which will include all meetings of the project partners and important events in which a large group of the consortium partners participate, such as conferences, fairs, workshops, etc. Short info about the most relevant upcoming news is reflected at the bottom part of the website as well on the Home page.

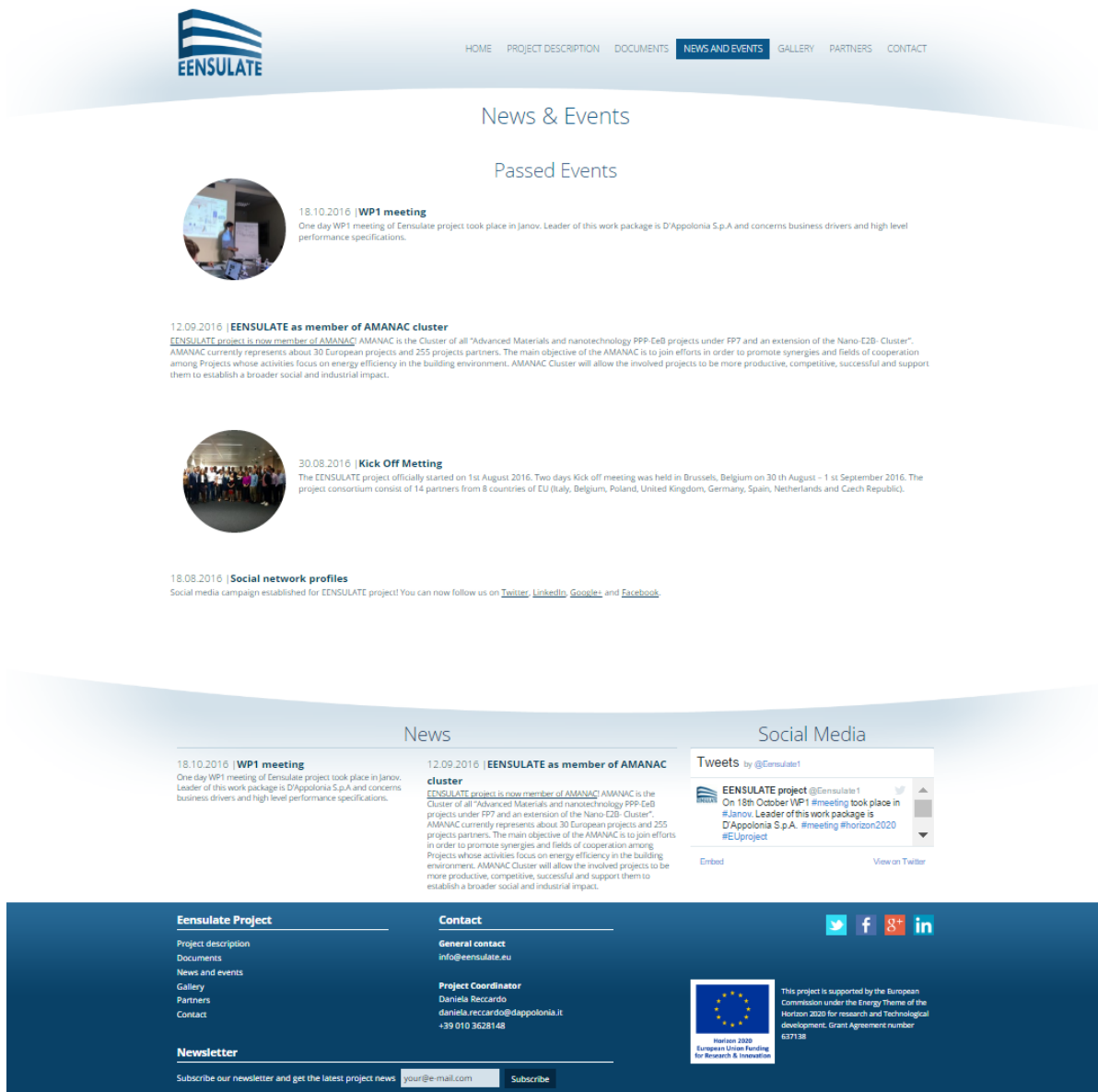


Figure 7 News & Events section

## 3.6 Gallery

Gallery section will display images from meetings, events and show pictures related to the project. In this section individual albums are possible to be created for easier viewing and photo organization.

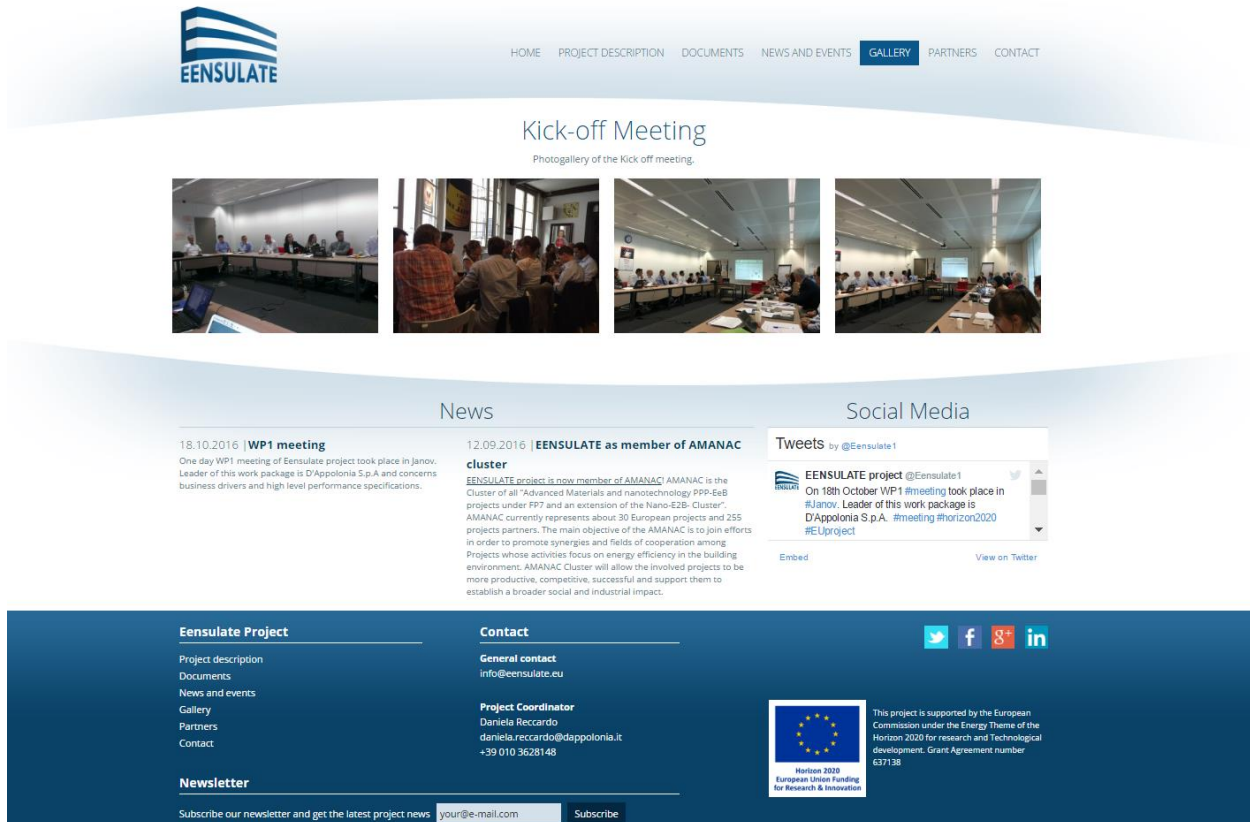


Figure 8 Gallery section

### 3.7 Partners page

This part of the web site contains information about the partners involved in the EENSULATE project. It shows each partner's name, logo and a link to the partner's homepage. This part of the website will also be static, except for the case of partner changes in the project.



**Partners**

- D'APPOLONIA S.P.A. [dappolonia.it](http://dappolonia.it)
- AGC GLASS UNLIMITED AGC GLASS EUROPE SA [agc-glass.eu](http://agc-glass.eu)
- saes group SAES GETTERS S.P.A. <https://www.saesgetters.com/>
- SELENA GLOBAL EXPERIENCE SELENA LABS S. Z. O. O. [selena.com](http://selena.com)
- UCL UNIVERSITY COLLEGE LONDON [ucl.ac.uk](http://ucl.ac.uk)
- EVONIK INDUSTRIES EVONIK NUTRITION & CARE GMBH [evonik.de](http://evonik.de)
- Ulster University UNIVERSITY OF ULSTER [ulster.ac.uk](http://ulster.ac.uk)
- tvitec TECNICAS DE VIDRIO TRANSFORMADO, SL [tvitec.com](http://tvitec.com)
- FOCCHI SINCE 1914 FOCCHI S.P.A. [focchi.it](http://focchi.it)
- UNS UNSTUDIO Van Berkel&Bos U.N. Studio B.V. [unstudio.com](http://unstudio.com)
- FENIX TNT FENIX TNT S.R.O. [fenixtnt.pl](http://fenixtnt.pl)
- BGTec Sp. z o.o. BERGAMO TECNOLOGIE SPZOO [bergamo-tecnologie.eu](http://bergamo-tecnologie.eu)
- UNIVERSITA POLITECNICA MARCHE [univpm.it](http://univpm.it)
- GMINA MIEJSKA DZIERZONIOW [dzierzoniow.pl](http://dzierzoniow.pl)

**News**

18.10.2016 | **WP1 meeting**  
 One day WP1 meeting of Eensulate project took place in Janov. Leader of this work package is D'Appolonia S.p.A and concerns business drivers and high level performance specifications.

12.09.2016 | **EENSULATE as member of AMANAC cluster**  
 EENSULATE project is now member of AMANAC! AMANAC is the Cluster of all "Advanced Materials and nanotechnology PPP-6+8 projects under FP7 and an extension of the Nano-E2B- Cluster". AMANAC currently represents about 30 European projects and 255 projects partners. The main objective of the AMANAC is to join efforts in order to promote synergies and fields of cooperation among Projects whose activities focus on energy efficiency in the building environment. AMANAC Cluster will allow the involved projects to be more productive, competitive, successful and support them to establish a broader social and industrial impact.

**Social Media**

Tweets by @Eensulate1

EENSULATE project @Eensulate1  
 On 18th October WP1 #meeting took place in #Janov. Leader of this work package is D'Appolonia S.p.A. #meeting #horizon2020 #EUproject

Embed View on Twitter

**Eensulate Project**

- Project description
- Documents
- News and events
- Gallery
- Partners
- Contact

**Newsletter**

Subscribe our newsletter and get the latest project news

**Contact**

**General contact**  
 info@eensulate.eu

**Project Coordinator**  
 Daniela Reccardo  
 daniela.reccardo@dappolonia.it  
 +39 010 3628148

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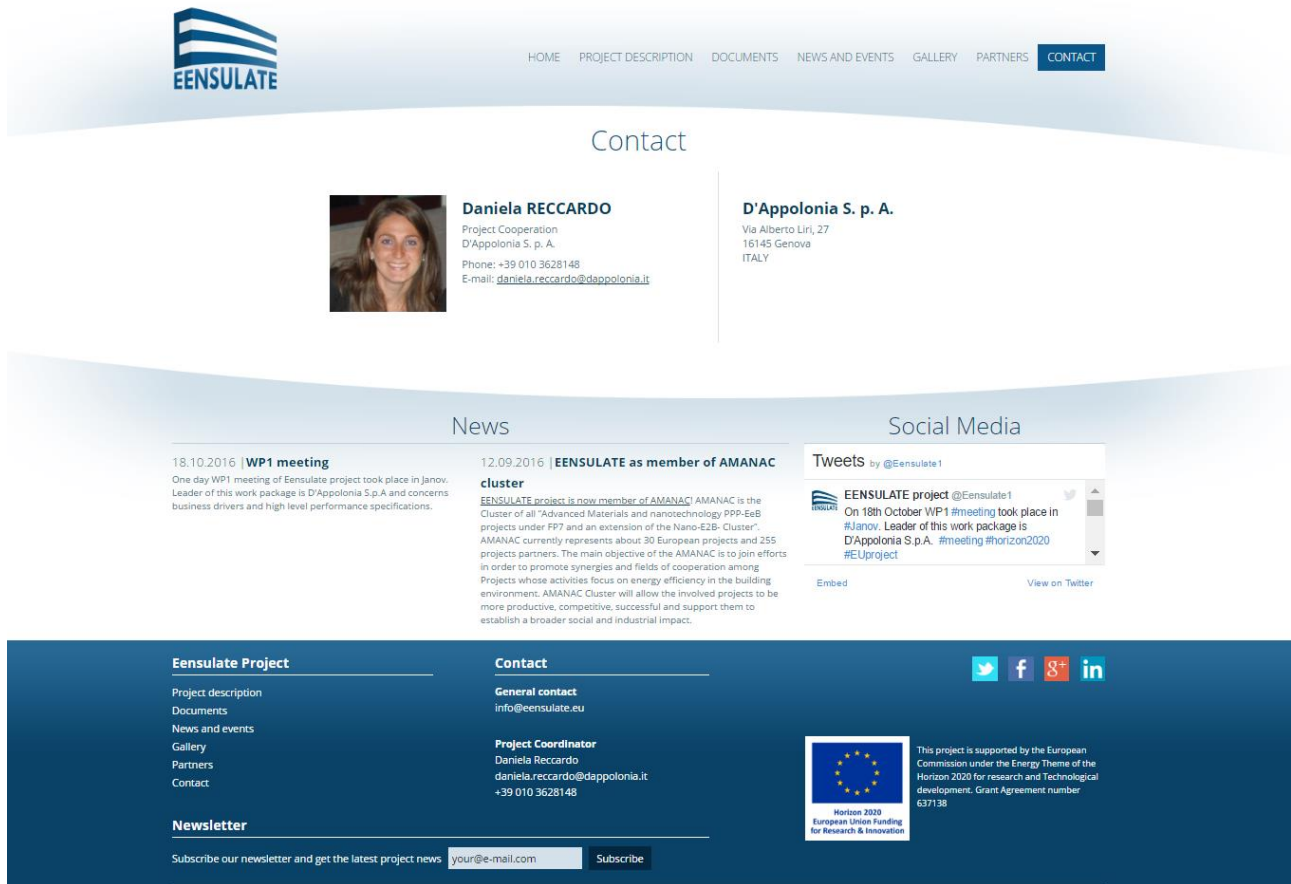
This project is supported by the European Commission under the Energy Theme of the Horizon 2020 for research and Technological development. Grant Agreement number 637138

Fenix TNT s.r.o. © 2016

Figure 9 Partners section

### 3.8 Contact page

The last part of the public section contains contact information of the coordinator. It is intended for any inquiries by interested parties.



The screenshot shows the contact page of the EENSULATE website. At the top, there is a navigation menu with links for HOME, PROJECT DESCRIPTION, DOCUMENTS, NEWS AND EVENTS, GALLERY, PARTNERS, and CONTACT. The main heading is "Contact".

On the left, there is a profile for Daniela RECCARDO, Project Cooperation at D'Appolonia S.p.A. Her contact details are: Phone: +39 010 3628148, E-mail: [daniela.reccardo@dappolonia.it](mailto:daniela.reccardo@dappolonia.it). A small portrait photo of her is shown next to the text.

On the right, the contact information for D'Appolonia S.p.A. is provided: Via Alberto Liri, 27, 16145 Genova, ITALY.

Below the contact information, there are two sections: "News" and "Social Media".

The "News" section contains two articles:

- 18.10.2016 | WP1 meeting**: One day WP1 meeting of Eensulate project took place in Janov. Leader of this work package is D'Appolonia S.p.A and concerns business drivers and high level performance specifications.
- 12.09.2016 | EENSULATE as member of AMANAC cluster**: EENSULATE project is now member of AMANAC! AMANAC is the Cluster of all "Advanced Materials and nanotechnology PPP-E6B projects under FP7 and an extension of the Nano-E2B-Cluster". AMANAC currently represents about 30 European projects and 255 projects partners. The main objective of the AMANAC is to join efforts in order to promote synergies and fields of cooperation among Projects whose activities focus on energy efficiency in the building environments. AMANAC Cluster will allow the involved projects to be more productive, competitive, successful and support them to establish a broader social and industrial impact.

The "Social Media" section features a tweet from @Eensulate1: "EENSULATE project @Eensulate1 On 18th October WP1 #meeting took place in #Janov. Leader of this work package is D'Appolonia S.p.A. #meeting #horizon2020 #EUproject".

At the bottom of the page, there is a dark blue footer containing:

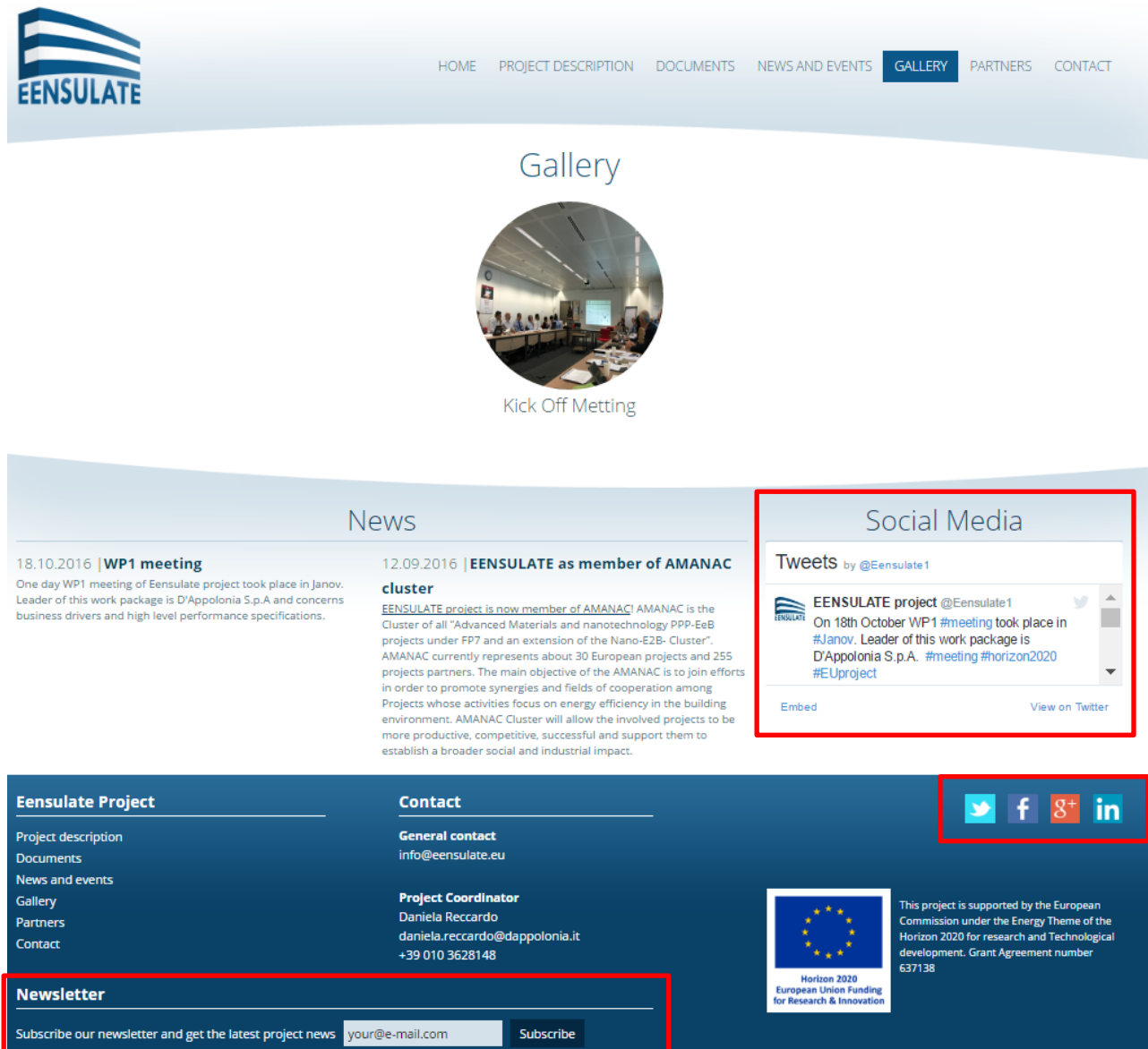
- Eensulate Project**: Project description, Documents, News and events, Gallery, Partners, Contact.
- Newsletter**: A form to subscribe with the text "Subscribe our newsletter and get the latest project news" and a "Subscribe" button.
- Contact**: General contact (info@eensulate.eu) and Project Coordinator (Daniela Reccardo, daniela.reccardo@dappolonia.it, +39 010 3628148).
- Social Media**: Icons for Twitter, Facebook, Google+, and LinkedIn.
- Horizon 2020 European Union Funding for Research & Innovation**: A logo and text stating "This project is supported by the European Commission under the Energy Theme of the Horizon 2020 for research and Technological development. Grant Agreement number 637138".

Figure 10 Contact section



### 3.9 Social network profiles and Newsletter subscription

Within the social campaign social network profiles were created and linked to the website. Social profiles used: LinkedIn, Facebook, Google+ and Twitter. The website contains also online twitter. Newsletter subscription is linked to the info@eensulate.eu where all subscribers are collected for Newsletter campaign.



The screenshot displays the EENSULATE website interface. At the top left is the EENSULATE logo. A navigation menu includes: HOME, PROJECT DESCRIPTION, DOCUMENTS, NEWS AND EVENTS, GALLERY (highlighted), PARTNERS, and CONTACT. The main content area features a 'Gallery' section with a circular image of a meeting titled 'Kick Off Meeting'. Below this is a 'News' section with two articles: '18.10.2016 | WP1 meeting' and '12.09.2016 | EENSULATE as member of AMANAC cluster'. To the right is a 'Social Media' section showing a tweet from @Eensulate1. The footer contains a 'Eensulate Project' menu, 'Contact' information for Daniela Reccardo, a 'Newsletter' subscription form with a 'Subscribe' button, and a logo for 'Horizon 2000 European Union Funding for Research & Innovation' with supporting text.

Figure 11 Social network profiles and Newsletter subscription

### 3.10 Cookies policy

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Cookies are small text files stored on users' computer by their browser. They have many applications, such as: tracking users as they navigate around a website; remembering user preferences; auto-logins for visitors coming back to a site; and website security. Within EENSULATE project website cookies policy was also implemented.

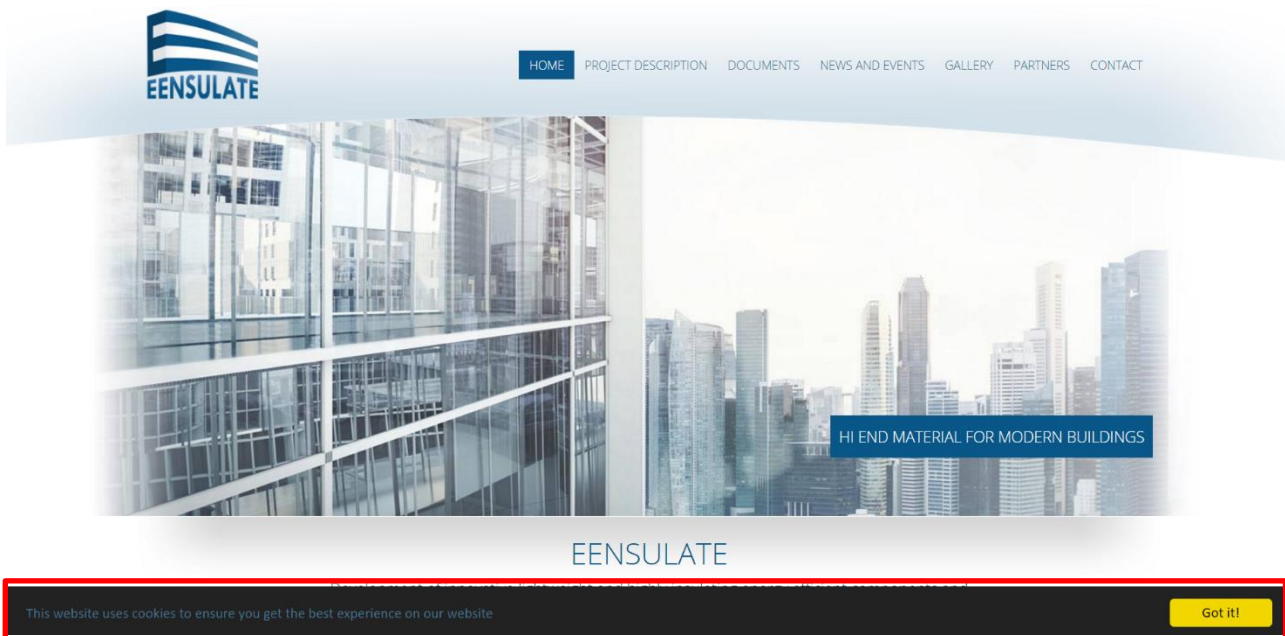


Figure 12 Cookies policy

### 3.11 Working with the website

How to solve issues with the website is shown in the flow chart below.

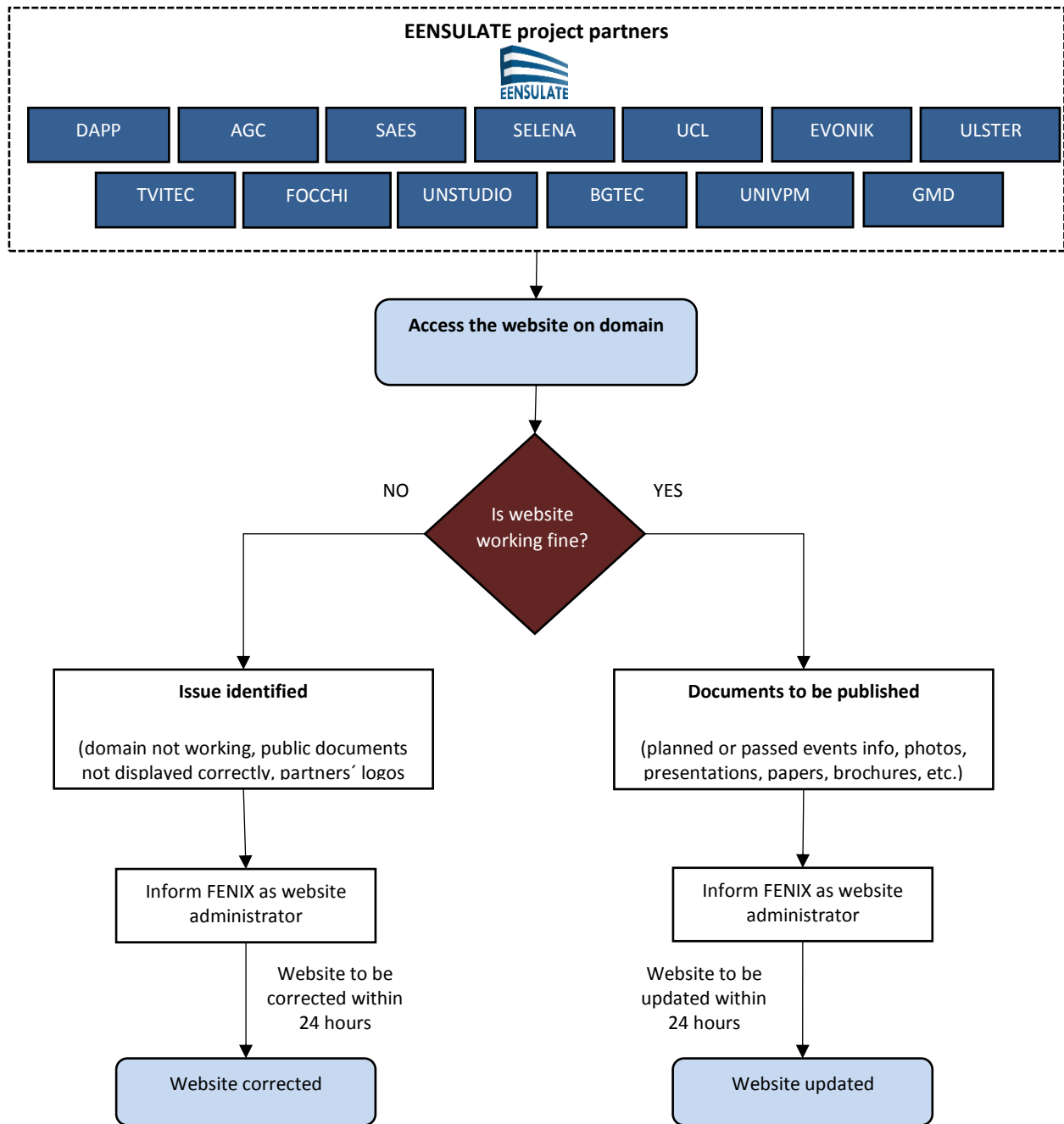


Figure 13 Working with the website (problem solving, updating)

## 4 Future work

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Short term improvements to the website under consideration at the time of deliverable writing include:

- monitoring website statistics (new visitors, return visitors, languages, countries, etc.)
- update of website content based of project progress annually
- short video clip introducing EENSULATE project displayed on the home page (planned for M12-18)
- translation into partners' languages to overcome language barrier in case consortium partners are interested

## 5 Conclusions

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The on-line EENSULATE website - public is a key element of the project's dissemination strategy. This site will ensure the visibility of the project, facilitate the diffusion of the project's results and promote their exploitation.

An initial version of the EENSULATE project website - public has been designed, provisioned and deployed on the internet. Consisting mostly of static content, it has been designed to quickly answer the key questions that external visitors to the website are expected to have. The project website will continuously form and develop as the project itself grows.

The information included on the project website is likely to be valuable even after the project has finished. Therefore, the consortium aims at ensuring that the website will continue to exist after the project funding has finished and that bookmarks and published URLs will continue to function.