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

Project Acronym	EENSULATE
Project Title	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
Grant Agreement n°	723868
Funding Scheme	Innovation Action
Call	H2020- EEB-2016
Topic	EEB-01-2016 Higly efficient insulation materials with improved properties
Starting Date	1st August 2016
Duration	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

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.

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.

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.

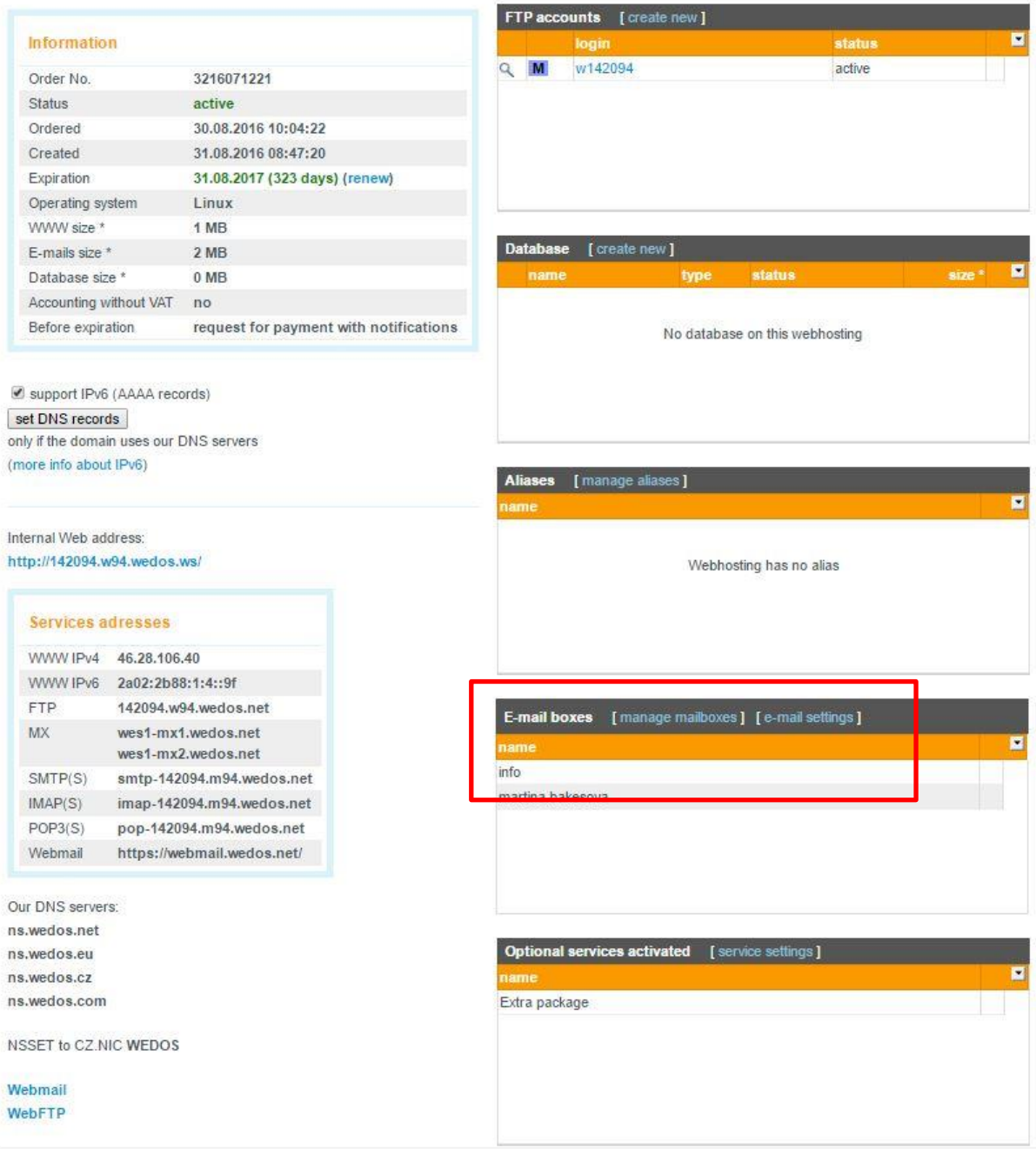
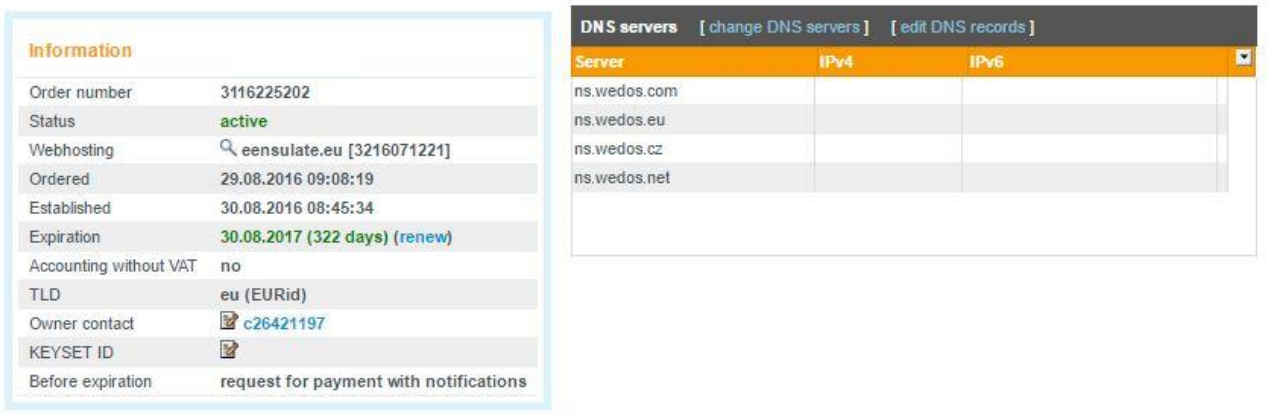


Figure 1 – Webhosting registration data



Information

Order number	3116225202
Status	active
Webhosting	eensulate.eu [3216071221]
Ordered	29.08.2016 09:08:19
Established	30.08.2016 08:45:34
Expiration	30.08.2017 (322 days) (renew)
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

The website has been set up under the address 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.

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.

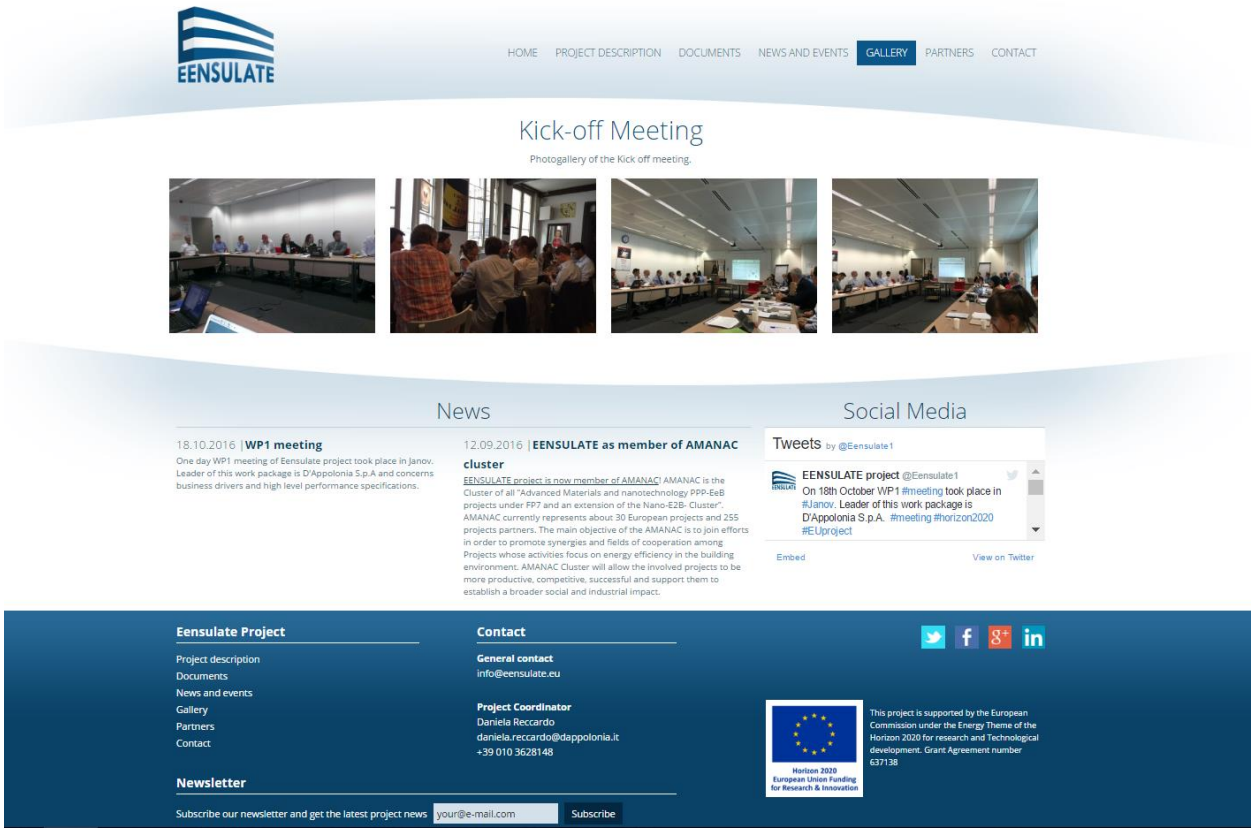


Figure 8 Gallery section

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.

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.

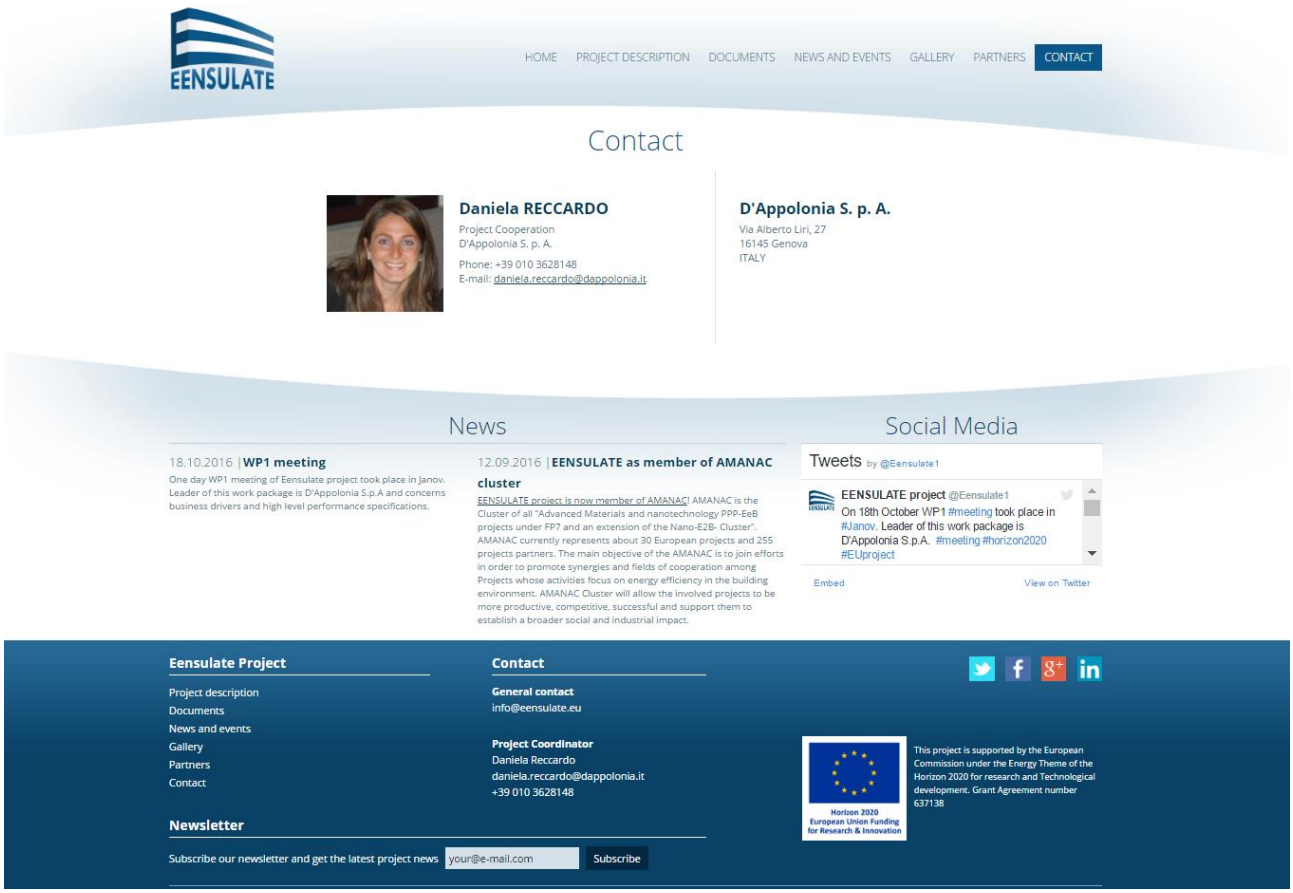


Figure 10 Contact section

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.

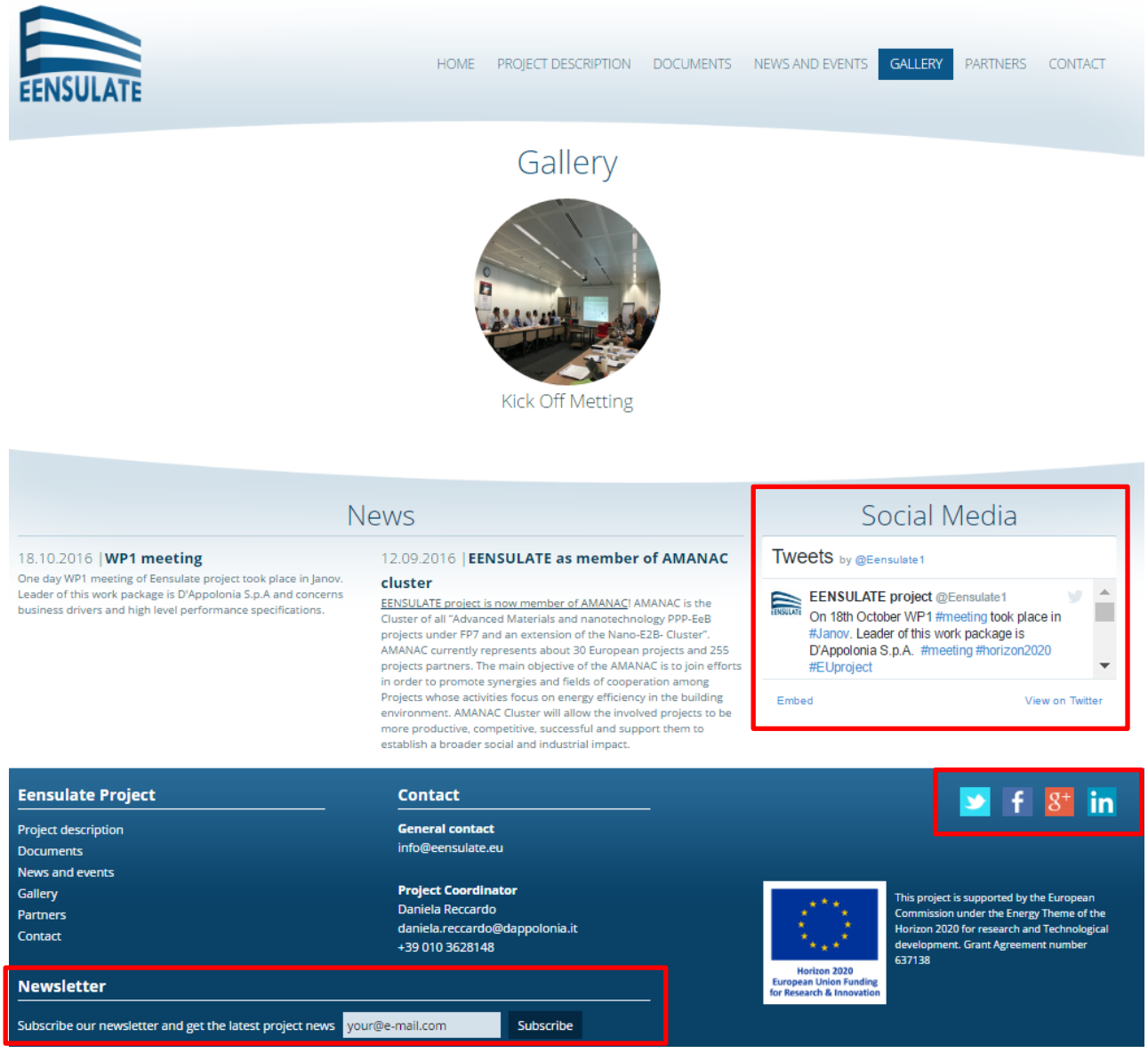


Figure 11 Social network profiles and Newsletter subscription

3.10 Cookies policy

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.

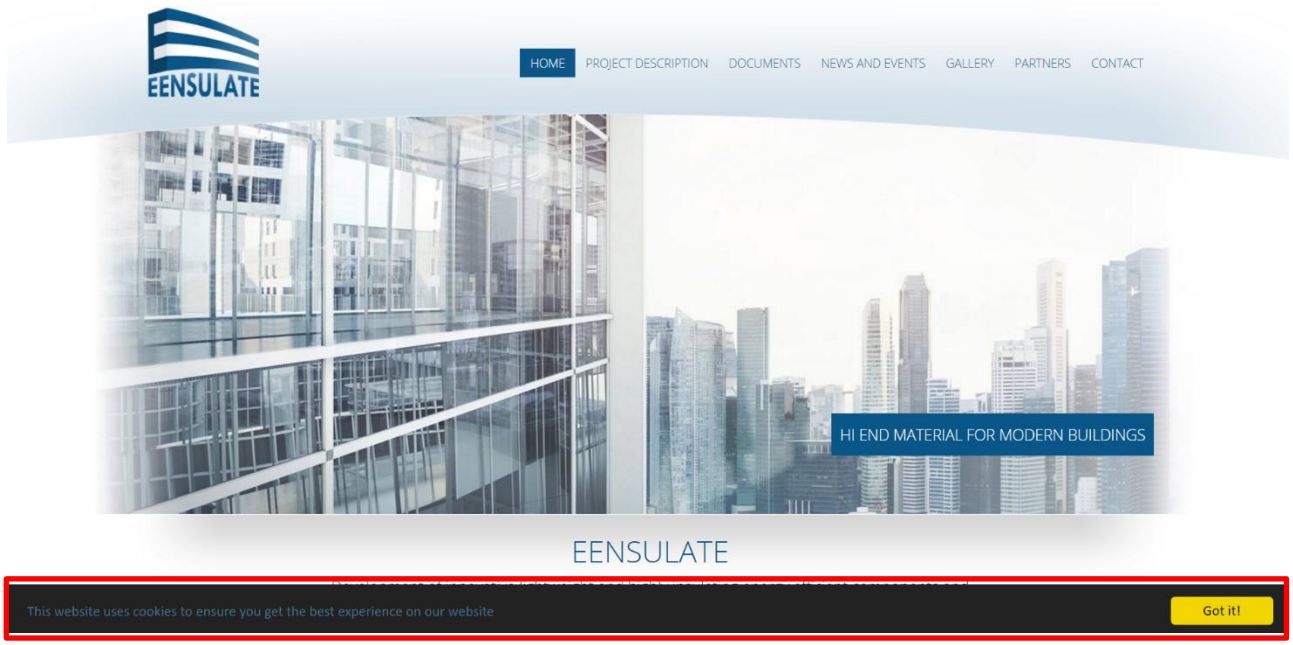


Figure 12 Cookies policy

3.11 Working with the website

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

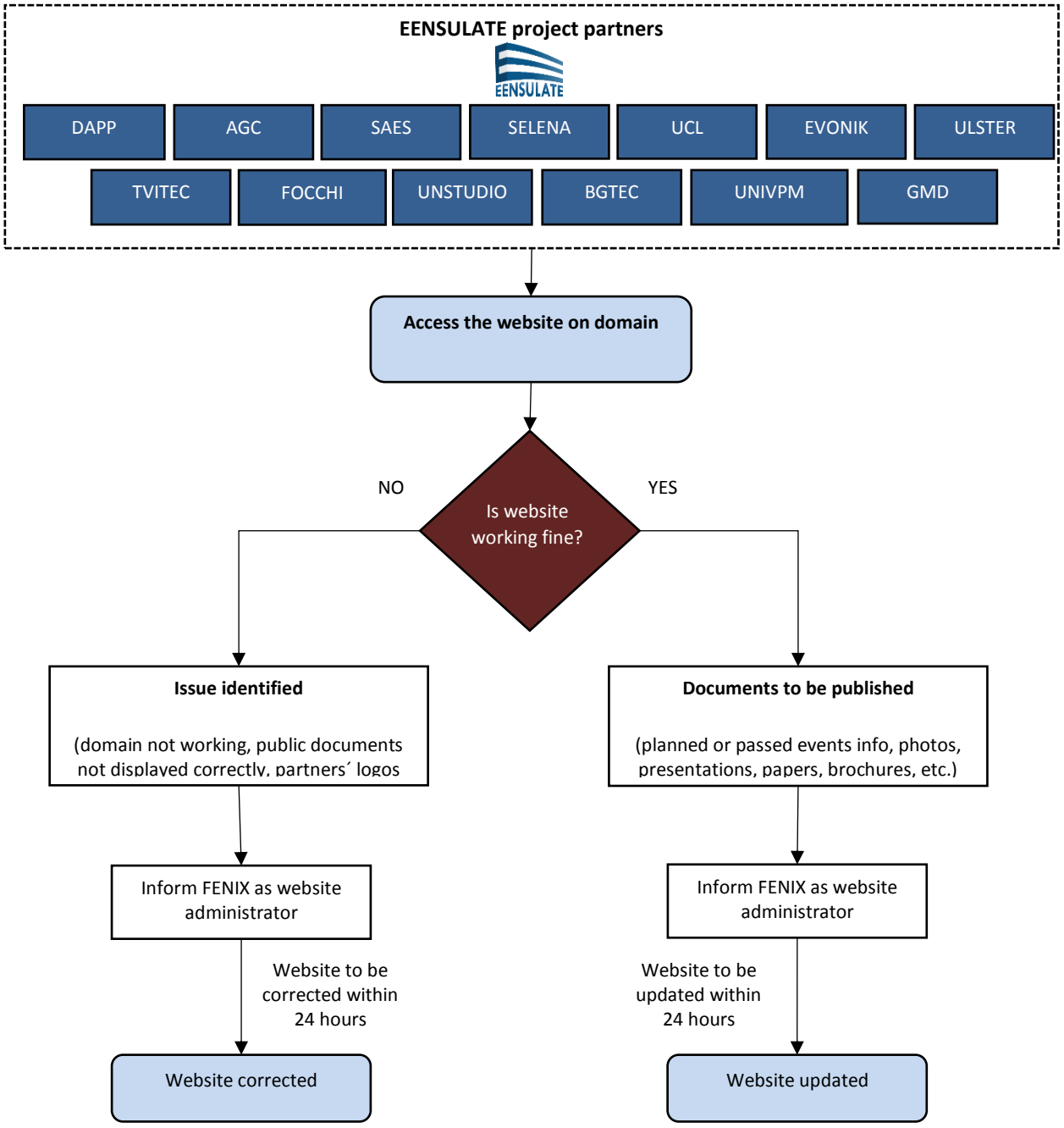


Figure 13 Working with the website (problem solving, updating)

4 Future work

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

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.