

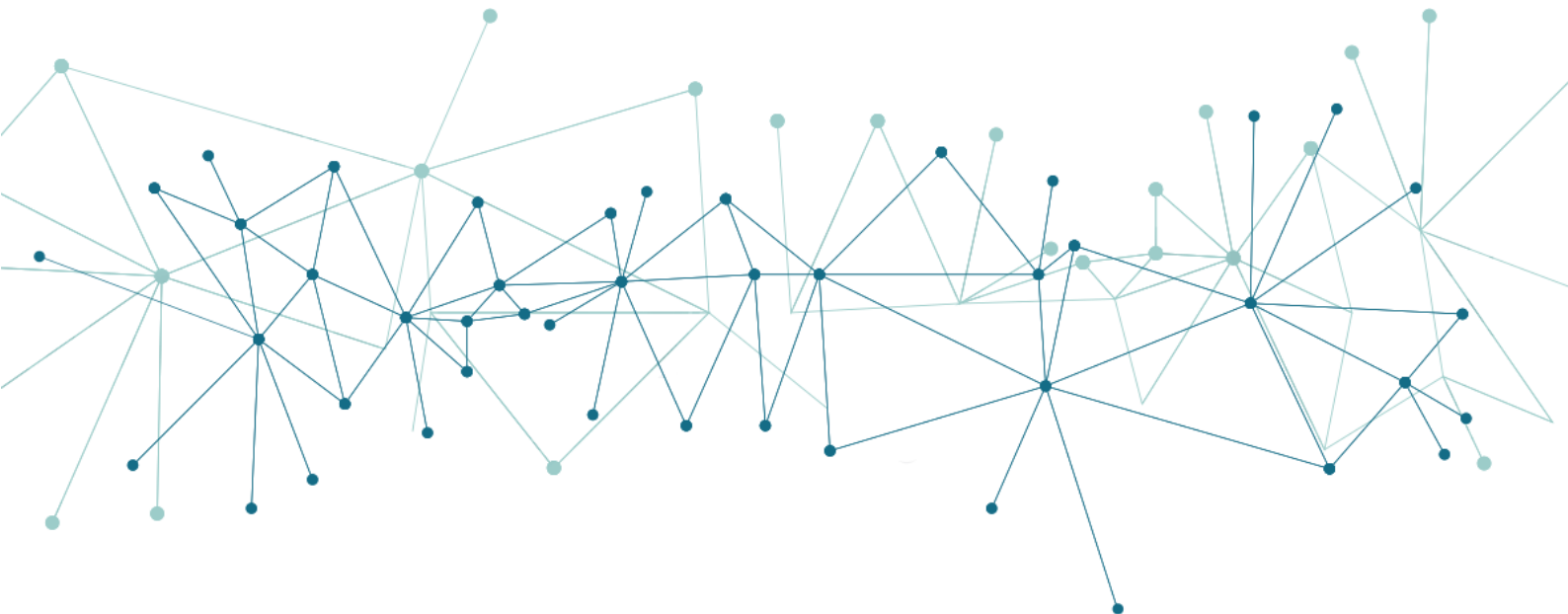


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## **DELIVERABLE: D8.2 Project Website**

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## Imprint

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## Executive Summary

WP8 deals with dissemination and exploitation of the project results. The main objectives of WP 8 are:

- Establish and implement a well-focused dissemination, exploitation & communication plan covering dissemination channels;
- Coordinate dissemination and stakeholder engagement activities at local, national and EU level, attending to conferences, workshops, and energy events related to the topic;
- Extend the awareness and impact of the project through the website and social media presence;
- Define the Exploitation Strategy and business goals of commercial exploitation among the partners and the whole consortium.

Deliverable 8.2, “Project Website”, is the first document outputted by Work Package 8 “Dissemination and exploitation”.

The purpose of this deliverable is to describe the eDREAM website portal and social media accounts that will be used in the eDREAM project. These dissemination channels will be used to effectively communicate the objectives and outcomes of the project.

The eDREAM website portal ([www.edream-h2020.eu](http://www.edream-h2020.eu)) was initiated in the first month of the project. It is designed to disseminate the outcomes from the eDREAM project to relevant target audience. The graphical layout has been designed in order to assure an easy and user-friendly navigation experience provided across a wide range of devices (from desktop to smartphones).

It is structured into 6 key areas:

- **Home:** presents general information about the project, but it also allows users to navigate to more detailed information.
- **Project Overview:** gives a more in depth perspective about the project. It has an internal navigation menu organised in 6 main tabs: eDREAM aim, Objectives, Context, Challenge, Solution and Impact.
- **Consortium:** includes specific information about partners involved in eDREAM project: logo, a short description and link to their own websites.
- **Dissemination:** provides website visitors with interactive and relevant content in order to keep them engaged with the project.
- **Deliverables:** this section of the website explains and contains all eDREAM public deliverables.
- **Contact:** This page has a form (left hand side) which enables visitors to ask questions or request information about the project.

A more in depth description of the website is provided in chapter 1 of this document, including screenshots to illustrate the functionalities.

Also, this report includes information about the social media channels used for dissemination and communication activities, with the aim of reaching a wide audience, potentially interested in what eDREAM is working and producing. The social media channels used in this project are Twitter and LinkedIn. A description of those is included in chapter 2.

## List of Acronyms and Abbreviations

E@W	Energy@Work
eDREAM	enabling new Demand Response Advanced, Market oriented and secure technologies, solutions and business models
ENG	Engineering Ingegneria Informatica S.p.A.
SEO	Search Engine Optimization
SVT	Servelect
TUC	Technical University of Cluj-Napoca
WP	Work Package

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## Preface

The project website, [www.edream-h2020.eu](http://www.edream-h2020.eu), will be one of the main communication tools for the project and the primary information source for eDREAM target audience. The purpose of the website is to create awareness about the eDREAM project and its objectives and to proactively promote the project results by providing targeted information to various audiences within and beyond the project's own community.

Moreover, the eDREAM Twitter and LinkedIn social media channels are instruments that will contribute to the project's wider and effective dissemination. The roles of those channels are to engage the web community as multipliers of the knowledge.

## 1 Project website

The eDREAM website provides detailed information about eDREAM objectives, partners, technical solution, results, publications and conferences.

The overall website has the following structure:

- **Header:** On the left hand side there is the eDREAM logo and on the right hand side there are the social media icons and a navigation menu containing direct links to all six key areas mentioned above (see Figure 1). The header is fixed in order to enable easy navigation for website visitors.



Figure 1. eDREAM website Header

- **Body:** Depending on the page selected, it contains the information to be shared: text, images, videos and documents with download links or internal navigation menus.
- **Footer:** At the end of each page can be found the mandatory dissemination reference to the European Commission, the statement "This project has received funding from the European Union's Horizon 2020 research & innovation programme under grant agreement n°774478" and the European Union flag (see Figure 2).

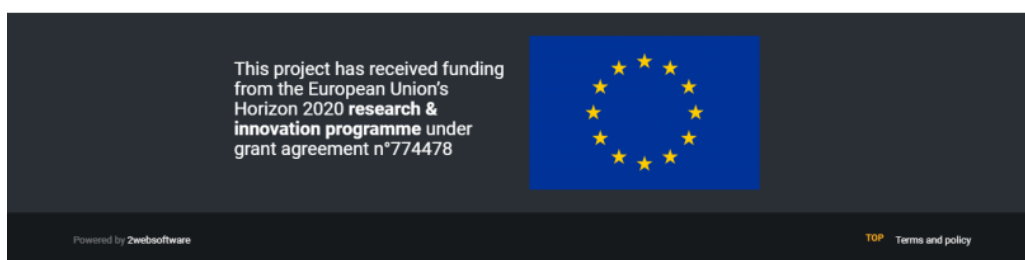


Figure 2. eDREAM website Footer

The website is structured into 6 key areas: Home, Project Overview, Consortium, Dissemination, Deliverables and Contact. They are described in detail in the following sub-sections.

The website activity will be monitored through Google Analytics in order to gather information about the website traffic and how visitors interact with the website. Moreover, in order to assure a good visibility in search engines (such as Google) on page and off page SEO actions will be taken.

Servelect, as leader of the Work Package 8, will be responsible for the design, content updates and hosting of the website. Nevertheless, all partners will be committed to keep the website updated by providing content and materials for the different sections (publications, pictures, news, events, documents etc.).

## 1.1 Homepage

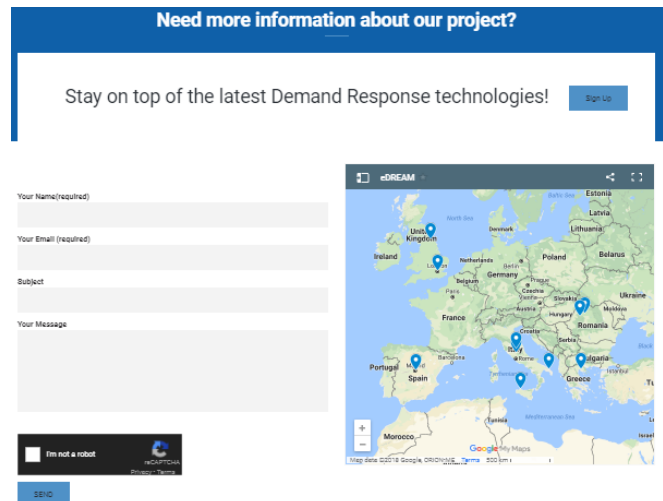
The Homepage, as an entry point, presents general information about the project, but it also allows users to navigate to more detailed information. This page outlines the problem addressed by the eDREAM project and it gives the website visitors, in an interactive way, an overview of the project: context, challenge, solution, impact.

As well, the Homepage summarizes the eDREAM vision along with a picture that gives visitors a visual representation of it (see Figure 3). The logo of each of the partners is shown and links to their organisations websites are provided. Also a group picture of the project partners that participated at the first General Meeting, in Rome, Italy is located below the logo carrousel.



Figure 3. eDREAM Homepage overview

This page also provides the possibility to subscribe to the project newsletter in order that the target audience can stay up to date with the project evolution and a contact form in order to contact directly the project partners (see Figure 4). Also links to the eDREAM Twitter and LinkedIn accounts are provided (see header). On the right hand side there is a map providing information about the location of each partner.



**Need more information about our project?**

Stay on top of the latest Demand Response technologies! [Sign Up](#)

Your Name(required)

Your Email (required)

Subject

Your Message

☐ I'm not a robot

[SEND](#)

Map data ©2018 Google, OpenStreetMap contributors, Imagery ©2018 Google

Figure 4. eDREAM Contact form

## 1.2 Project overview

The Project Overview page gives a more in depth perspective about the project for all readers, especially newcomers, stressing the call objectives and how eDREAM aligns its core objectives with it.

It has an internal navigation menu organised in six main tabs: eDREAM aim, Objectives, Context, Challenge, Solution and Impact. On each tab the website visitors can find more details about the project.

In the eDREAM aim tab there is a description about what the project aims to achieve and also an image which describes in details the architecture of the system (see Figure 5).

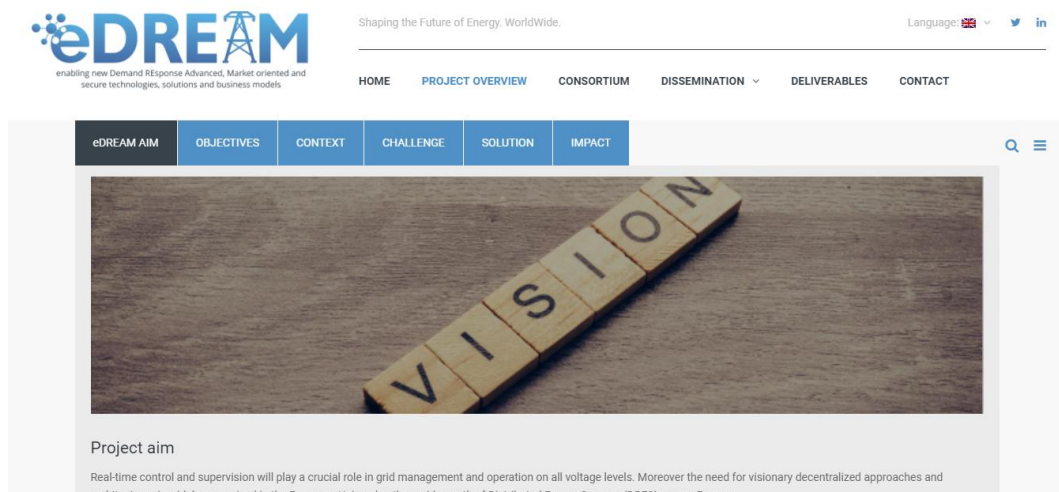


Figure 5. eDREAM Aim tab

The Objectives tab presents the main objectives of the project. The other four tabs, context, challenge, solution and impact provide more information about the project in order to give the website visitors a wider perspective about the activities carried out within the project.



## 1.3 Consortium

The Consortium section of the site includes specific information about partners involved in eDREAM project. This section is organised in 2 columns and 5 rows. Each box contains the partner logo and a short description about the organization. The consortium page allows clicking on each partner for extended information on their own websites (see Figure 6).

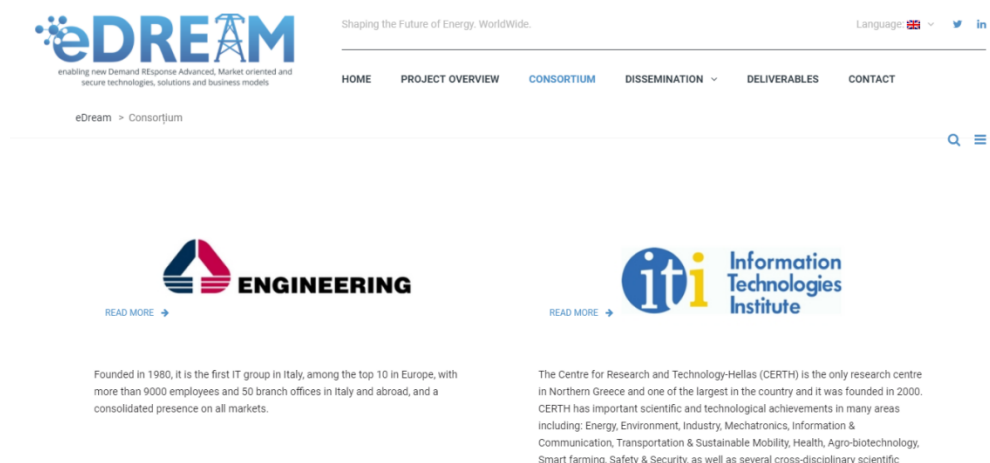


Figure 6. eDREAM Consortium page

## 1.4 Dissemination

This section has an important role for the communication and dissemination of the project activities. It will provide website visitors with interactive and relevant content in order to keep them engaged with the project. This section is organized in two sub-sections: Papers and News. Additional sections such as leaflet, video or newsletter will be added during the implementation of the project.

### 1.4.1 Papers

The papers section contains issued publications by eDREAM partners collaboratively and individually. As a major objective of a European research project, publications will play an important role to make the project visible to external parties. This includes both public reports as well as scientific papers.

As we are in an early phase of eDREAM project, at the moment of writing this report only one scientific paper was published by Technical University of Cluj-Napoca (see Figure 7).

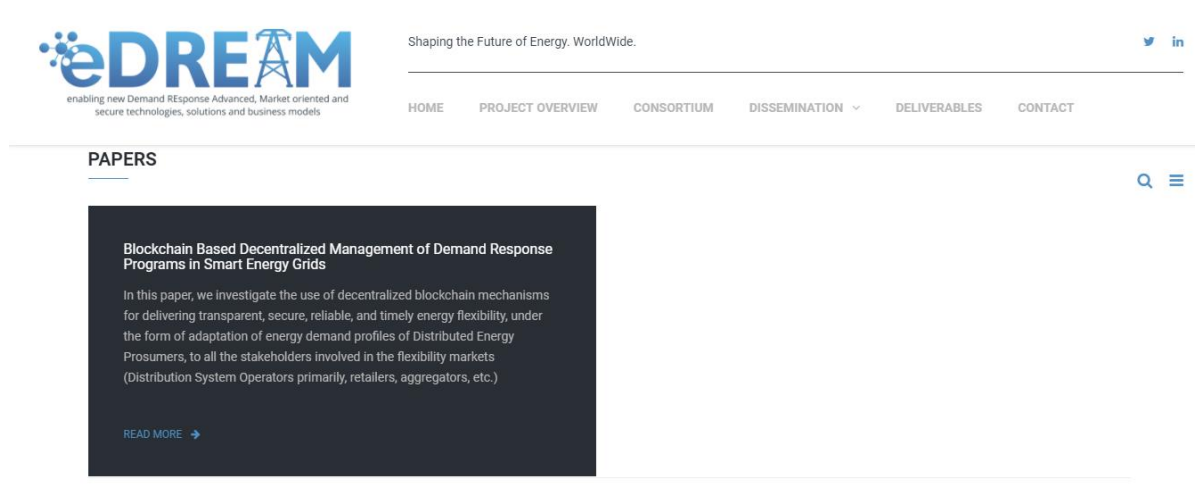


Figure 7. eDREAM Paper section

### 1.4.2 News

The news section of the website contains articles regarding project activities, general meetings, participation to conferences and other articles regarding demand response and blockchain in energy sector, written by the eDREAM project partners in order to educate and to facilitate user engagement. So far, visitors can find one blog post about the kick-off meeting, in Rome (see Figure 8).

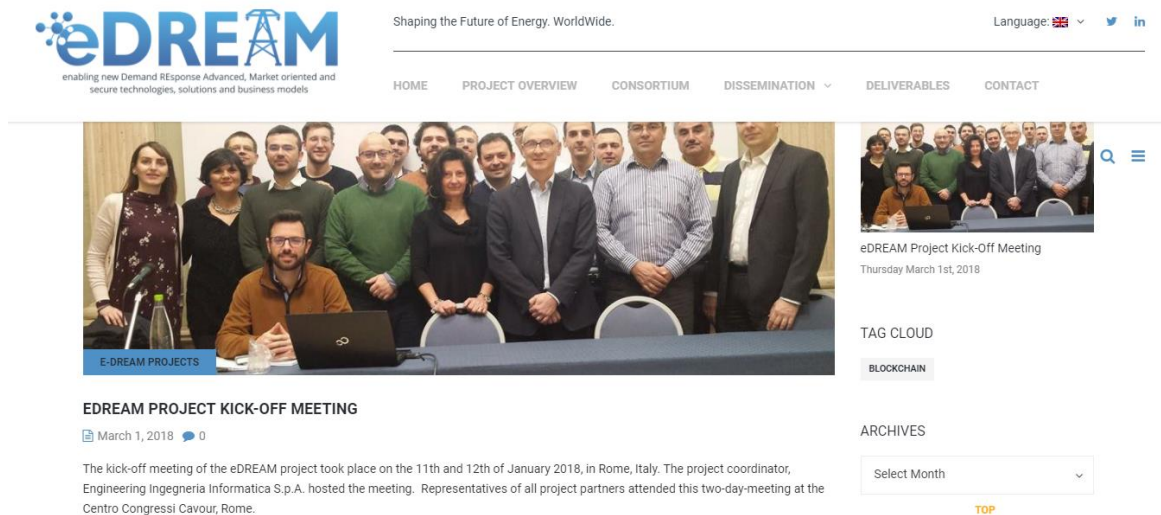


Figure 8. eDREAM News page

## 1.5 Deliverables

This section of the website explains and contains all eDREAM public deliverables. It is organized in boxes. Each of them will contain the name of the deliverable, a short description and a link to the PDF version for the public deliverables and just an abstract in case they are considered confidential.

Each public report will be added on this page and would be ready to download depending on its due date. At the time of writing this report there was no completed public deliverable to be added.

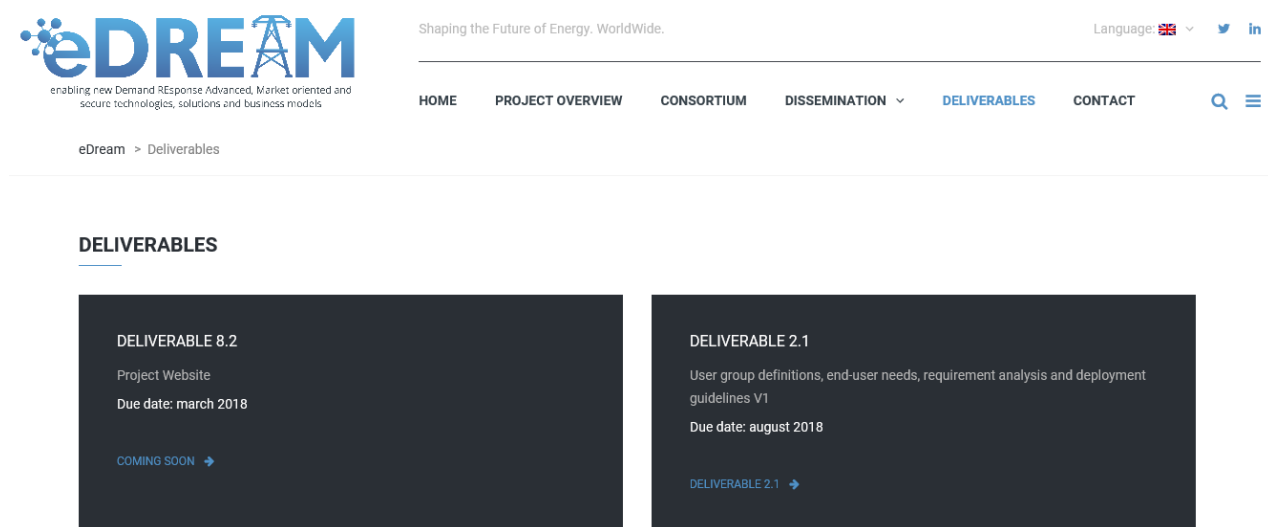
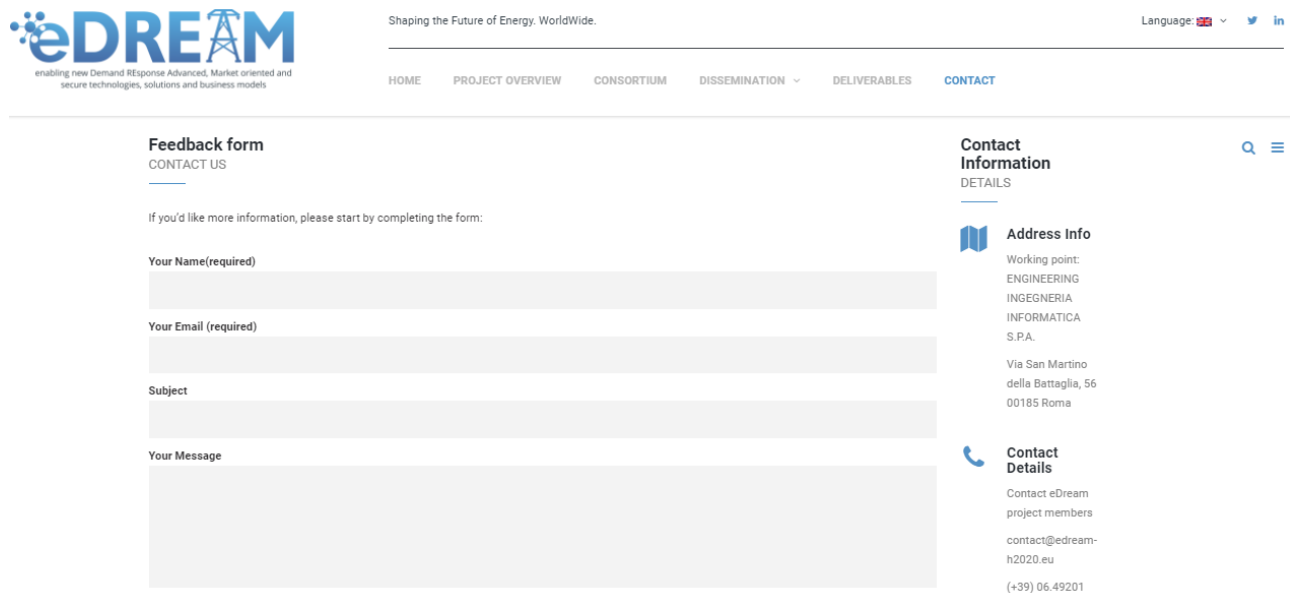


Figure 9. eDREAM Deliverables page

## 1.6 Contact

This page contains a form (left hand side) which enables visitors to ask questions or request information about the project (see Figure 10). On the right hand side website visitors can find the address and contact details of the eDREAM project coordinator. Below this section there is a map with pins that indicates the location of each eDREAM.



The screenshot shows the eDREAM website's contact page. The header includes the eDREAM logo with the tagline 'enabling new Demand Response Advanced, Market oriented and secure technologies, solutions and business models', the slogan 'Shaping the Future of Energy. WorldWide.', a language selector set to 'en', and social media icons for Twitter and LinkedIn. The navigation menu contains links for HOME, PROJECT OVERVIEW, CONSORTIUM, DISSEMINATION, DELIVERABLES, and CONTACT (which is highlighted). The main content area is split into two columns. The left column, titled 'Feedback form' and 'CONTACT US', contains a message: 'If you'd like more information, please start by completing the form:'. Below this are four input fields: 'Your Name(required)', 'Your Email (required)', 'Subject', and 'Your Message'. The right column, titled 'Contact Information' and 'DETAILS', contains two sections. The first, 'Address Info', includes a location pin icon, the text 'Working point: INGENIERIA INFORMATICA S.P.A.', and the address 'Via San Martino della Battaglia, 56 00185 Roma'. The second section, 'Contact Details', includes a phone icon, the text 'Contact eDream project members', the email 'contact@edream-h2020.eu', and the phone number '(+39) 06.49201'.

Figure 10. eDREAM Contact page

## 2 Social media

Social media networks are a powerful mean of communication. It is based on online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. In this sense, the project presence on social network platforms has been established to reach a greater number of stakeholders from the target audience.

Different information about the project will be shared through these channels, such as:

- News about upcoming meetings and events, where the project is involved as organiser or as participant.
- Blog articles about demand response and blockchain in energy sector.
- Updates on the project status.
- Updates on the publication of eDREAM papers.
- Major achievements at specific project activities or milestones.

For that purpose, the social media channels that the project will use to disseminate relevant information to the target public are: LinkedIn and Twitter.

1. **LinkedIn** is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally. Thus, being the world's largest professional network with more than 546 million users in more than 200 countries and territories worldwide, it was considered that LinkedIn is a suitable channel to disseminate the eDREAM project.

The LinkedIn project profile page can be accessed at the following link: <https://www.linkedin.com/company/edream/>. Project partners are encouraged to post on relevant news on behalf of eDREAM and also to share the content through their network (see Figure 11).

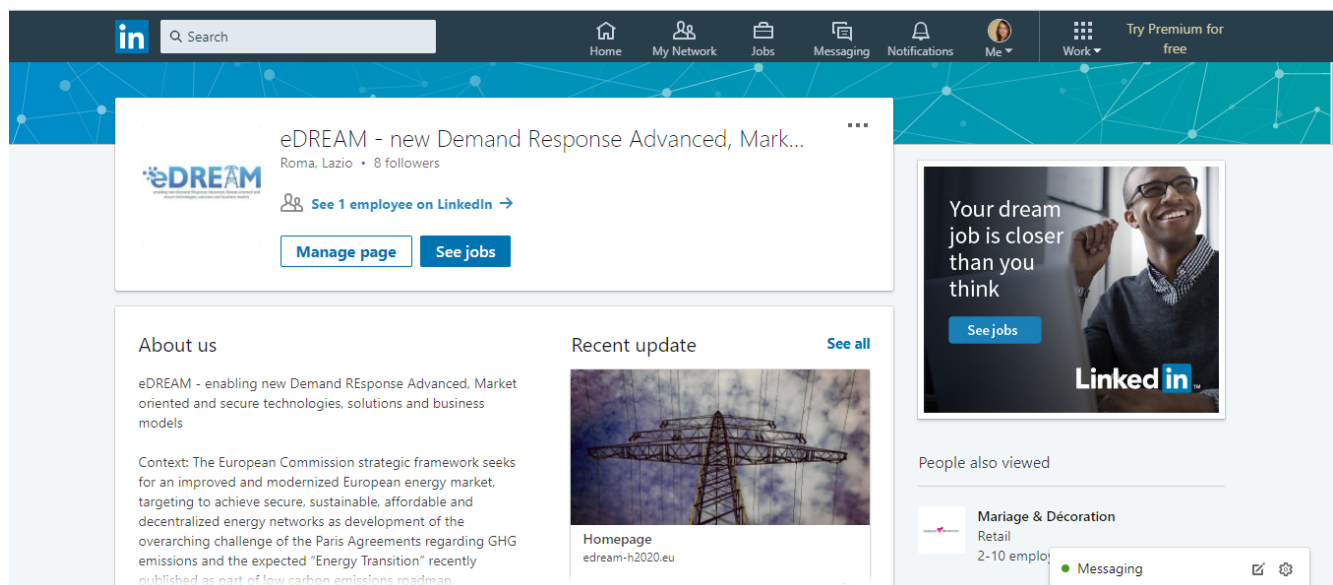


Figure 11. eDREAM LinkedIn profile page

2. **Twitter** is a free micro blogging service that allows registered members to broadcast short posts called tweets. It gives everyone the possibility to create and share ideas and information instantly. The eDREAM project can be followed on Twitter here: <https://twitter.com/eDREAMh2020>. The focus here will be linking relevant articles from the website via short messages, in order to engage the target public.

As we are in an early phase of eDREAM project, there are a few followers on Twitter and LinkedIn pages (see Figure 12). Nevertheless, during the development of the project all the partners will actively participate in order to increase the visibility of the social media pages and the website project through the target audience.



Figure 12. eDREAM Twitter page

### 3 Conclusion

The website and the social media channels are two important means of communication and they will be used to effectively disseminate the objectives and outcomes of the project. The website is currently online and it will be constantly updated with relevant information for the target public, so the number of visits is expected to be growing in the near future. The content will be further refined and updated in order to engage a wider audience.

All the updates and outcomes will be also promoted through the social media channels. First interactions have been already initiated with promising results. LinkedIn and Twitter networks will be of great use as multipliers of the knowledge.

Further materials, such as a leaflet, poster and video, will be created in order to generate awareness about the eDREAM project and its objectives.

The development of the project dissemination tools is a horizontal activity which spans the work of WP2, WP3, WP4, WP5 and WP6, as presented in the Figure 13:

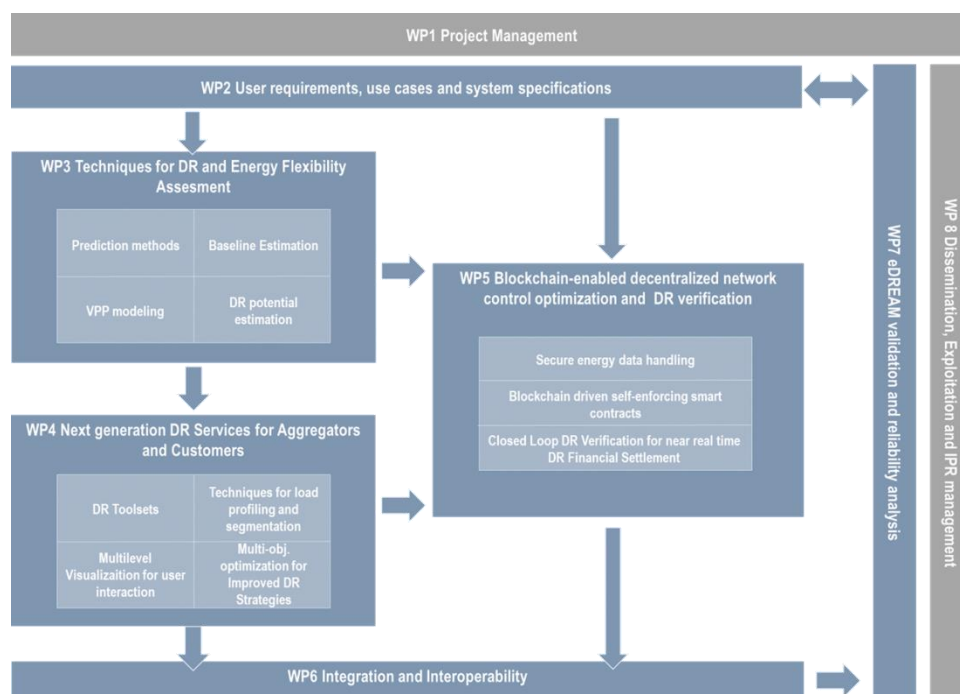


Figure 13. Interaction with other WPs

The dissemination channels and materials developed in Task 8.2 Dissemination Activities, Web Portal & Social Media, will also play an important role in WP 2, Task 2.1 User requirements, use cases and system specifications.

All these presented tools will enable a wide dissemination of the eDREAM project goals and outcomes. How this will be achieved is detailed in the dissemination plan developed in Task 8.1 Dissemination, Exploitation & Communication Plan.