

H2020 Work Programme



D7.1 – PROJECT WEBSITE AND SOCIAL MEDIA OPERATIVE Lead PARTNER: SUSTAINABLE INNOVATIONS (SIE)

Date: August 30th, 2019

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|---|--|-------------------------|-----------------------|
| Project title Supporting new Opportunities for Waste Heat And cold valorisation Towards EU decarbonization | | | |
| Project acronym | SO WHAT | Start / Duration | June 2019 (36 months) |
| Coordinator | Donato Zangani (Project coordinator – RINA) donato.zangani@rina.org | | |
| Website | www.sowhatproject.eu | | |

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| Deliverable responsible | Mariana Fernández Renedo (Communication Manager SIE) marianafernandez@sustainableinnovations.eu | | |

¹ PU = Public
CO = Confidential, only for members of the consortium (including Commission Services)

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| | Beneficiary |
| Deliverable leader | Mariana Fernández Renedo (Communication Manager SIE) marianafernandez@sustainableinnovations.eu |
| Contributing Author(s) | |
| Reviewer(s) | Francesco Peccianti (RINA-C) |
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| 24/07/2019 | 1.0 | Mariana Fernández | Writing document |
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| 29/08/2019 | 3.0 | Mariana Fernández | Suggested Improvements to the document made and changes accepted |
| 29/08/2019 | 4.0 | Francesco Peccianti | Final review and quality check |

Executive summary

Task 7.1 aims at proactively promoting the SO WHAT project and its final results by providing targeted information to various audiences. The promotion activities will be part of the dissemination and communication plan, and this document presents the first step in achieving the partial objective.

A responsive website structure and design has been developed to be accessed from any device. The content and messages incorporated in the SO WHAT website have been defined with the purpose of reaching different audiences, including: general public, scientific community, industry, and policymakers with the objective to benefit project results.

The design of the website has been developed by SIE with the collaboration of the whole consortium; it has been streamlined and presented in a way that is accessible by wide range of stakeholders. This document presents a detailed description of the website communication strategy, responsive design, look and feel, navigability, and content development process. SO WHAT website will be constantly updated during the project's execution to communicate and disseminate the results achieved.

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1 COMMUNICATION STRATEGY

The Communication Strategy for the public website will respect the Dissemination and Communication plan of the project. The channels considered for mass dissemination to end-users included:

- Marketing media, the press, magazines, broadcast news, television, radio and Internet;
- SO WHAT official website (will contain information and commercial material);
- Social media: LinkedIn & Twitter
- Media and press contacts or spokesperson;
- Newsletter, distributed every 3 months to update stakeholders;
- Publications in scientific and non-scientific journals;
- General communication material (brochures, flyers, etc.).

The execution of the website encompasses a variety of material allowing a successful communication amongst the partners, as well as the different audiences targeted. The following visual materials are part of the dissemination strategy:

- 1) Creation of a visual identity, font and colour palette to be included in all graphic communication.
- 2) Development of physical dissemination materials: publications, reports, brochure, catalogue.
- 3) Development of social network group profiles.
- 4) Participation in dissemination events: conferences, seminars, exhibitions, meetings.
- 5) Press releases, radio and TV presence.

For what it concerns the SO WHAT website, the communication strategy was designed around key questions that external visitors to the website might have:

WHY: Highlight the importance and purpose of the project.

WHAT: Provide a description and approach of the project.

WHO: Present the consortium that will do work to achieve these objectives.

HOW: Describe SO WHAT process along the project's development.

1.1 Target audiences

The website will be provided with information matching the particular interests and needs of each target group and subgroup. By creating clear headings and subheadings, readers will be able to seek out content that is most pertinent to them. By addressing technical language in a clear manner, it is the intention that the content be discernible for all audiences.

Table 1: Target groups & contents

| Target group / Stakeholder | Targeted results/content |
|----------------------------|--|
| Industrial sites | Promote a wider use of life-cycle-thinking (LCT)-based tools among |

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| | process industry for regular decision-making |
| Public authorities | Support usage of auditing tools among organizations new to sustainability evaluations |
| Energy agencies | Improve data availability and interoperability. Simplify data handling & management |
| DHC operators | Tools for high throughput calculations of scenarios |
| Consulting firms | Improve quantitative economic approaches and monetization aspects |
| Academia | Data-mining methods for generic life-cycle inventories |
| Industrial parks | Simplified flexible tools adapted to: <ul style="list-style-type: none"> - different contexts - different levels of assessments - improved visualization capabilities |
| Associations | Support data exchange and cross-sectoral collaboration between industries |
| Policy makers | Improve assessment methods handling modelling of aspects related to circular economy |
| General Public | Awareness campaigns regarding the positive impact this project can take in terms of employment and improvement on sustainability methods. |
| Trade media | Awareness campaigns regarding the positive impact this project can take in terms of employment and improvement on sustainability methods. |

1.2 KPIs

The social media activities will start as the project kicks off while the website waits to be activated. The publications and conferences presentations will take place as the project progresses and be published in the relevant locations on the website.

N.B. Publications and conference presentations are subject to project IP policy. Dissemination activities can be delayed as securing the business interests of any partner needs to be considered first.

The developed dissemination strategy will be continuously updated to ensure the maximum measurable project impact is achieved and the project website will be the central tool to track the progressive efficacy of the communication efforts.

Ambitious SO WHAT indicators have been established:

Table 2: KPI, means and objectives

| Means / channel | Objective, target and quantifiable indicators | Expected Audience | Monitoring Tool |
|--|---|---|---|
| Project visual identity and public image | A common public image / branding for the project allows an easier identification by the public and ensures visibility and recognition. SO WHAT will | Reach at the project end: 1500 followers on Twitter; 200 on Facebook; 300 on LinkedIn | Twitter and Facebook own analytics, Twitonomy |

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| | adopt a captivating project logo and a common graphics for any project template (e.g. presentation, template, report, etc.) and any published or publicly presented material (e.g. brochures, leaflets, flyers, posters, etc.). A project motto may also be elaborated. | | |
| Project website | A captivating website will be developed to provide visibility to the project besides giving public access to relevant non-IP sensitive results via a summary page on progress and achievements, downloadable publishable periodic activity reports and other publishable documents. A private area will be moreover developed for internal use (centralized access to all materials generated by the project).-Visits: <5000 = poor; 5000-10,000 = good; >10,000 = excellent -Material downloads: <50 = poor; 50-100 = good; >100 = excellent | 1500 unique visitors per year; 1000 downloads per year; An average of 2.5 min stay | Google Analytics account |
| Project promotional materials (brochure/ leaflet, flyers, poster and banners... | A promotional project brochure/leaflet and/or flyers for the large non-specialist community as well as the community of relevant stakeholders (i.e. to be also used for dissemination purposes) will be developed and distributed to stakeholders and in events. A project poster along with banners/roll-ups will also be developed in order to be used for events and exhibitions., while a first leaflet/brochure shortly after the beginning of the project, oriented to raise awareness and provide visibility to the project - Brochure/leaflet distribution: <500 copies = poor; 500-1,000 | 200 downloads per year from the website 1,000 printed copies distributed | Number of downloads on the website, number of copies distributed and where tracked |

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| | copies = good; >1,000 copies = excellent | | |
| Project video And interviews | A project video and/or video-interviews also with a storytelling video approach will be created under SIE support, which will present the project's objectives, its outcomes, etc., | 800 views in total | YouTube statistics; |
| Project media presentations | The opportunity to present the project on generalist and/or specialised media, such as local or national press, magazines, radio or TV programmes will also be sought. | 3 large regional/national media presentations | - |
| Periodic e-newsletter | A 3-monthly e-newsletter will be created with the support of SIE in order to provide to relevant audiences up-to-date information. The newsletter will be sent particularly to LoS signer/stakeholders. It will also be uploaded on the project website. | >1,000 recipients in the e-newsletter distribution list by end of project. | Monitoring of number of recipients |
| SO WHAT E-HANDBOOK | Lessons learnt from the project (both technical and nontechnical) will be redacted and promoted within the end of the project in order to collect relevant results in the form of data and observations from the validation phase, thus giving comprehensive evidence of the advantages of SO WHAT tool analysis. - SO WHAT E-HANDBOOK downloads: <25 = poor; 25-75 = good; >75 = excellent | >100 downloads by the end of the project | Number of downloads |
| Scientific/technical publications and oral/poster presentations at conferences, symposia, seminars, workshops, etc. | The project's results will be published in the international scientific/technical literature, such as Energy, Applied Thermal Engineering, Applied Energy, Energy, ASME and ELSEVIER journals as well as in relevant scientific/technical literature at national level mainly in the member states where the | 1 conference paper in year 1; 3 conference paper and 1 journal paper in year 2; 4 conference paper and 4 journal paper in year 3 | No. of conference and journal papers accepted |

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| | <p>partners are established, Results will also be presented at relevant conferences, symposia, seminars, workshops, and other events, either through oral or poster presentations. The project will furthermore promote its results at the national level in the various Member States of the partners also promoting particularly the demo-sites at local level. The highest impact open access journals within the relevant sector will be identified. The project will be also supported by DHC+ to promote SO WHAT tool to its members. All publications will be collected within the project website for open access/download. OA to peer-reviewed scientific publications will be provided;</p> <p>Number of papers submitted: <3 = poor, 3-5 = good, >5 = excellent;</p> <p>Number of conference presentations: <3 = poor, 3-7 = good, >7+ = excellent</p> | | |
| Training Plan | <p>A specific training plan to a wider community of stakeholders will be initiated in M12 and will go through all the project technical and market outcomes. - Number of attendees: <20 = poor; 20-60 = good; >60 = excellent</p> | >100 attendees at 1 or more training events | Event attendance |
| Liaison/ collaboration with relevant European communities | <p>The consortium will seek liaison with the most relevant European communities involving potentially interested stakeholders, including the relevant European Technology Platforms (ETPs), such as RHC Platform, DHC+, EHPA, - Collaboration agreements with relevant associations <3 = poor, 4-6 = good, >7 = excellent</p> | Collaboration agreement with >7 organisations | Collaboration agreements signed |

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| Liaison / collaboration with relevant projects | Presence of H2020 experienced partners (IESRD, CAR, RINA-C) guarantees that the consortium will seek liaison and collaboration with other H2020/FP7 projects that could complement project activities and synergies, and at the same time enhance dissemination of the project results to a specialized audience. Collaboration agreements with related EU projects <4 = poor, 5-8 = good, >9 = excellent | Collaboration agreements with >10 EU projects | Collaboration agreements signed |
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2 WEBSITE characteristics

The SO WHAT website is accessible on <https://sowhatproject.eu>. The communication and dissemination leader, SIE, has registered this URL name in the very beginning of the project and reserved the URL for 5 years. Since all the promotion, communication and dissemination will be centred around the brand name "SO WHAT", it was crucial to secure this easy-to-find URL.

The .eu domain was chosen to emphasize the European perspective of the project.

The website also includes a link to the consortium private share folder (based on Zoho solution), which serves as private area for project partners and EU officials where presentations and deliverables, as well as working materials can be accessed and downloaded. This private area is secured and can only be accessed when entering a login name and password.

2.1 Responsive Design

The SO WHAT website <https://SOWHATproject.eu/> has been designed to respond to different user's behaviours and environments based on device, screen size and resolution, platform, and orientation. The website's functionality works and is adapted in different devices including: Smart Phones, Tablets (using Android, iOS or Linux operative systems).

2.2 Design & Functionalities

The design describes the appearance of the website from an end-user perspective. This considers the operations and ergonomics of the site including the layout, icons or visuals used to represent functions, such as opening and closing files, directories and application programmes, and the appearance and operation of menus.

The SO WHAT Project website has privileged a modern layout and impacting images that represent the project's link to industry and energy utilities in red, grey and blue colours as chosen by the Consortium during the logo review. The site invites visitors to navigate intuitively, learning more about the project's goals, approach, progress, news, among others (Figure 2).

2.3 Navigability

The SO WHAT Project website is characterized by its easy navigability, simplicity and user-friendly features.

On the menu, the following sections have been created: About, Documents, Training, News, Contact and Private area. Intended to be an informative website, and according to the project's needs to update information, this organisation or internet architecture let the different audiences know more

precisely about the project. The Private area is specifically dedicated to the partner's exchange platform and links directly to the Zoho platform created by the coordination.

The 'About' submenu comprises two (2) subsections to introduce the project: Project & Partners. The first one includes also three (3) subsections: Objectives, Impact, Implementation. They briefly present the value proposition of the SO WHAT project including pictures, graphics, figures and messages to let the audience understand what the project is about and why it is innovative and marketable. The Partners section includes a description of each organisation involved in the project.

On the 'Documents' submenu, there are two (2) subsections: Articles, & Downloads. Each section will be useful to have organized all the important documents that should be disseminated during the project's execution.

The training menu will give continuous information on the different formative sessions that are foreseen within the project lifetime.

The 'News' submenu is useful to inform on recent developments within the project.

The 'Contact' section presents the project coordinator's contact details and a fields box where audiences can send messages that will be directed to the coordinator via a dedicated email address: info@sowhatproject.eu.

The 'Private area' submenu is linked to the workspace platform where the consortium will have access to relevant files for the consortium.

Social media icons (LinkedIn and Twitter) appear in the header and in the footer, while the generic contact email stays in the footer.

The website follows the visual identity established for the project, using the typography and colours that best reflect the project developments and objectives. (Figure 1).

The layout is based on story telling principles that guides the visitor through the SO WHAT story using images, icons, and key appealing messages expressing the value proposition of SO WHAT technologies, methodologies and identity.

Figure 1: Visual identity



Figure 2: Website Home Page

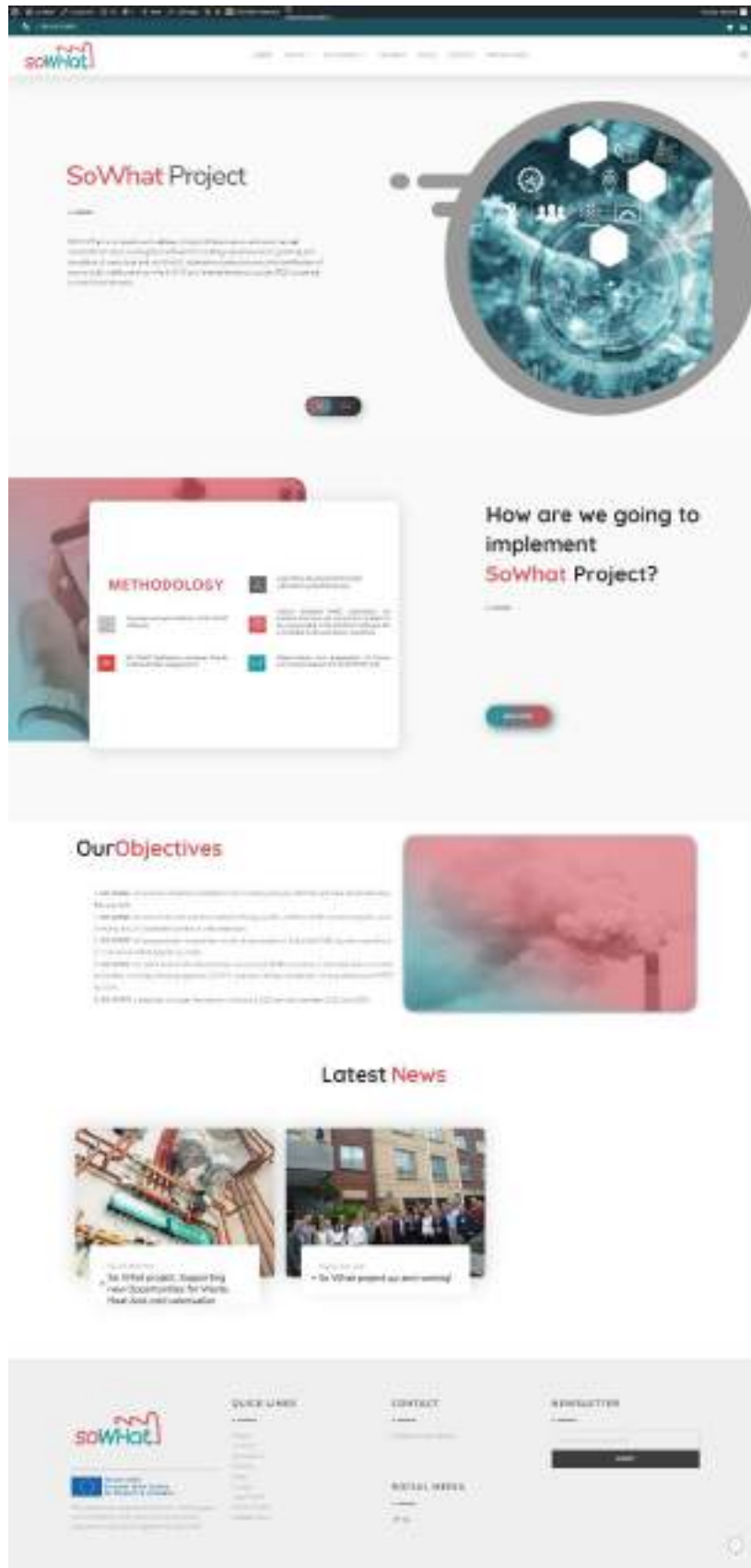


Figure 3: About/ Partners

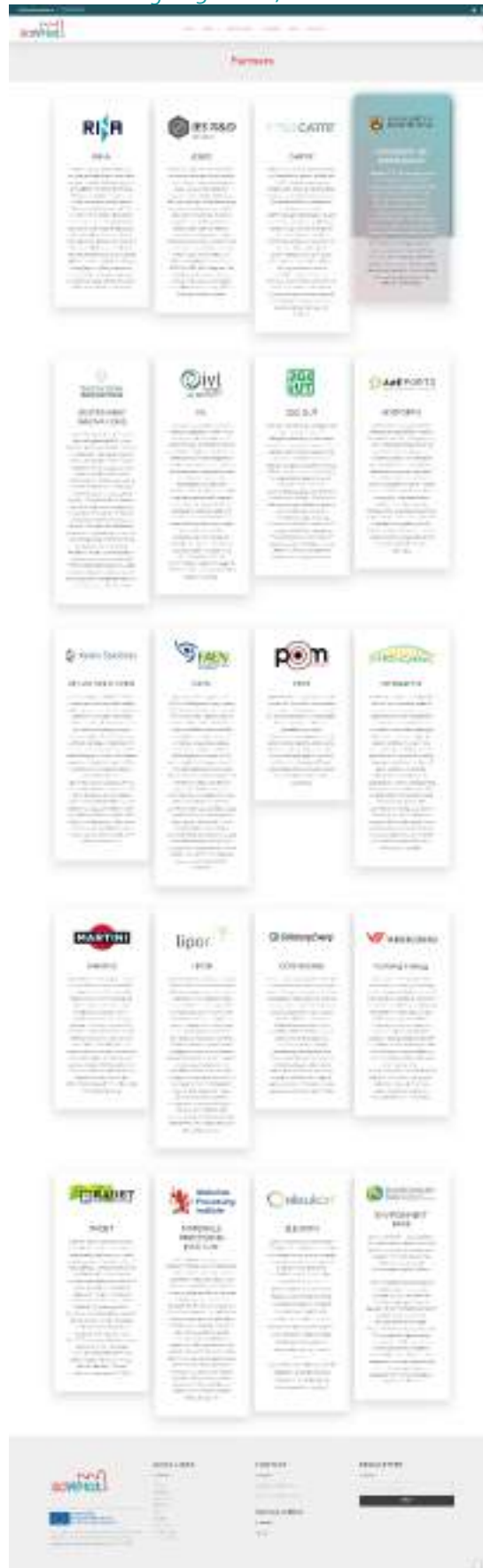


Figure 4: About / Project

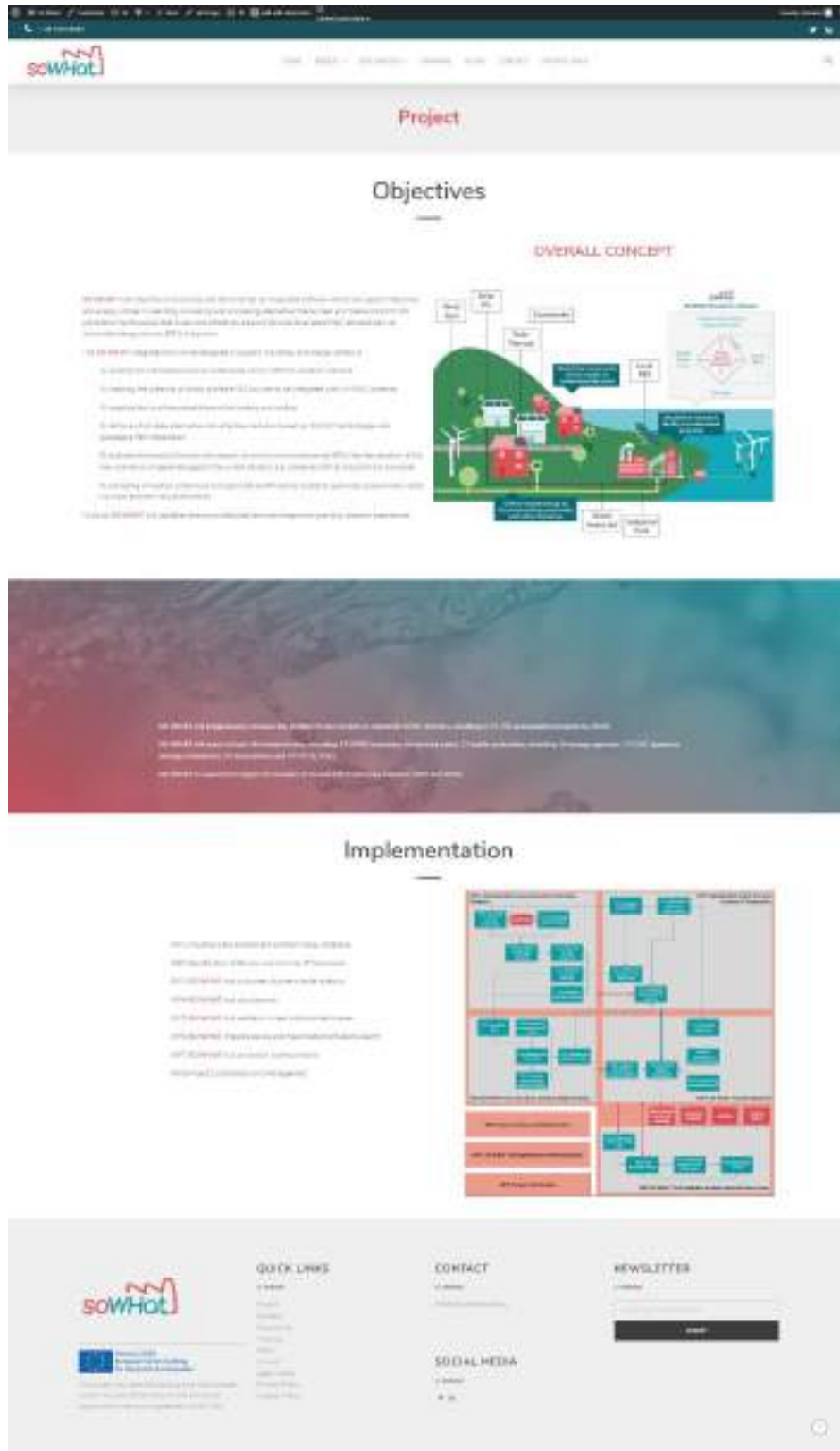


Figure 5: Documents / Articles / Downloads

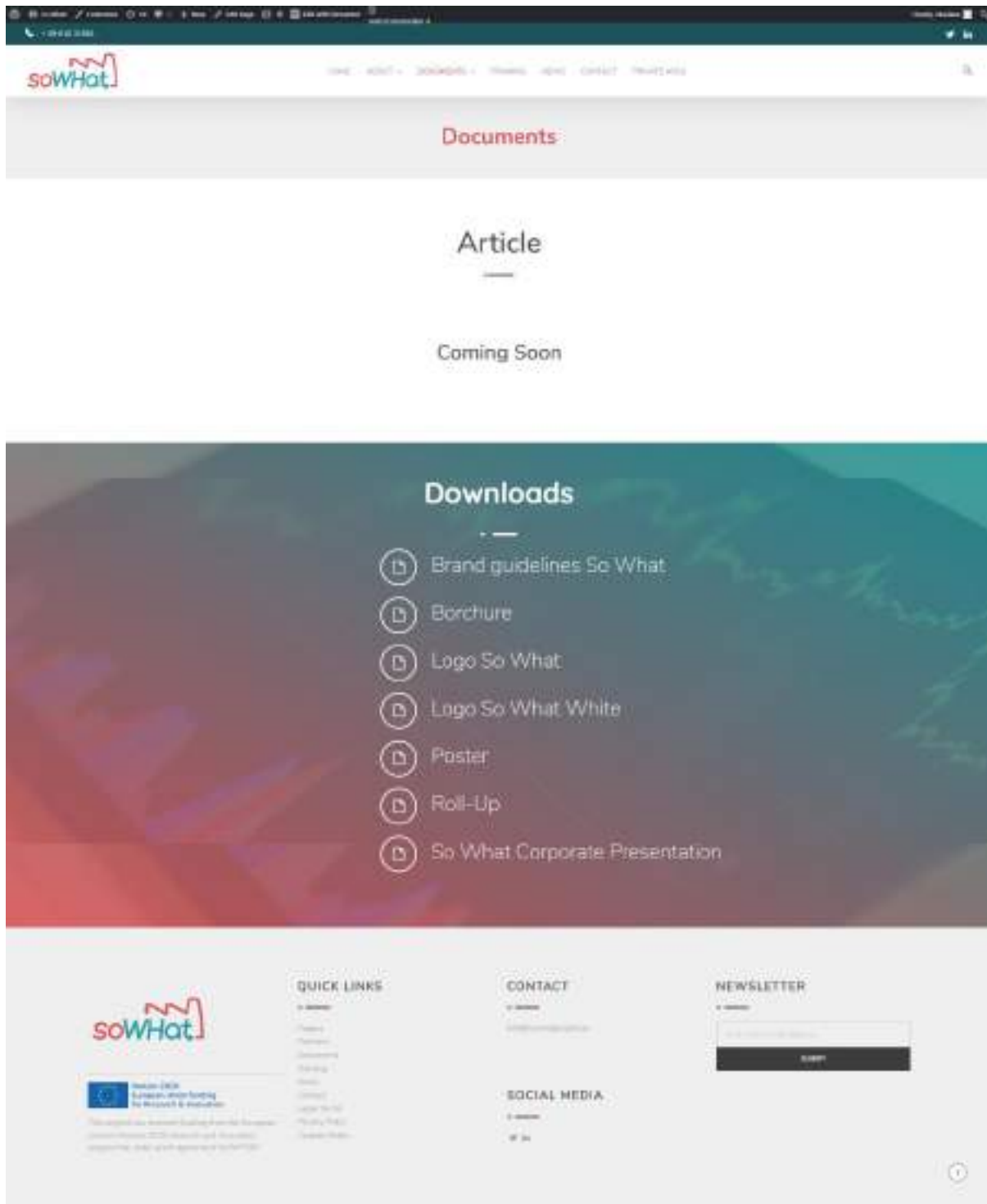


Figure 6: News

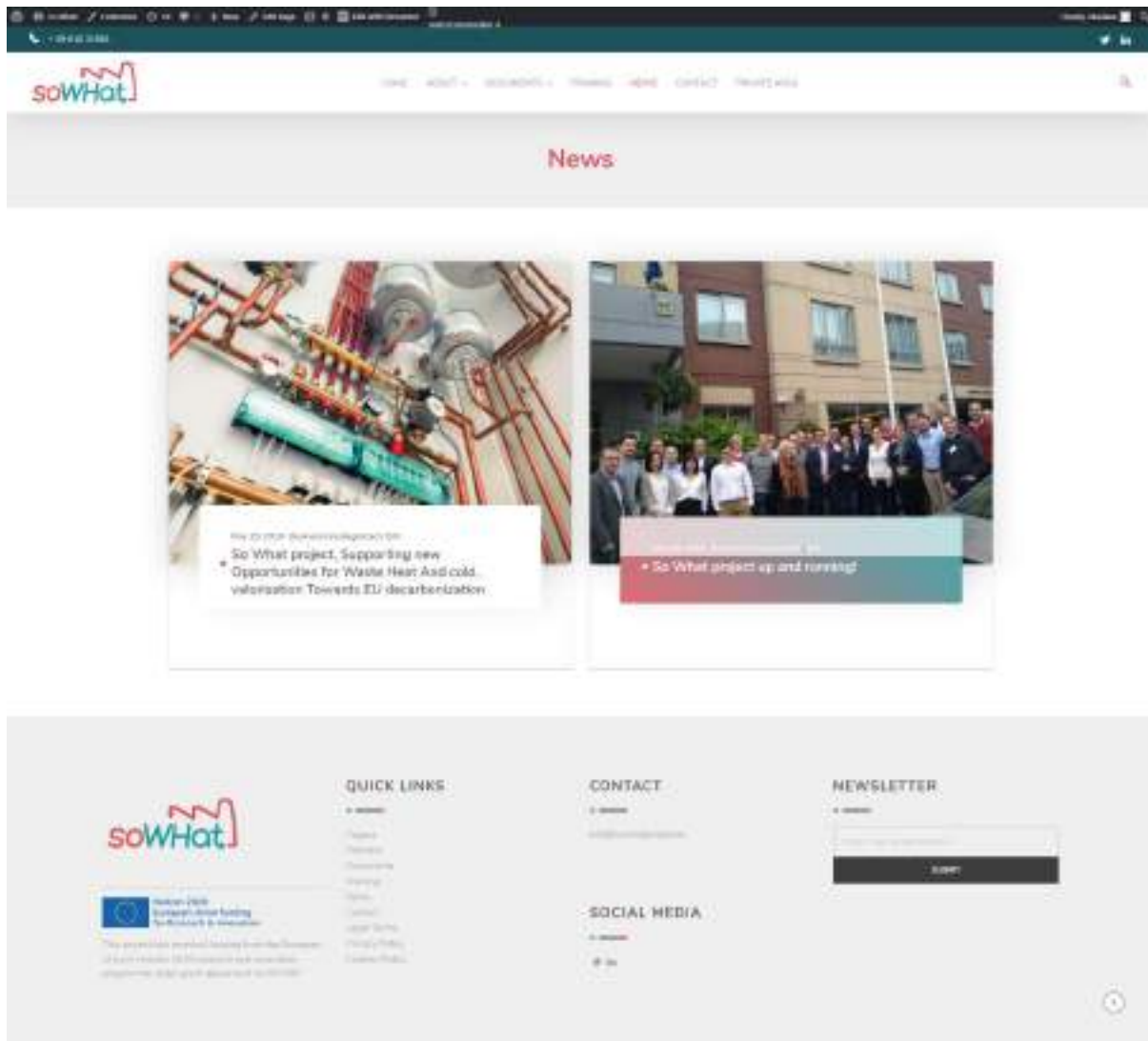


Figure 7: Training

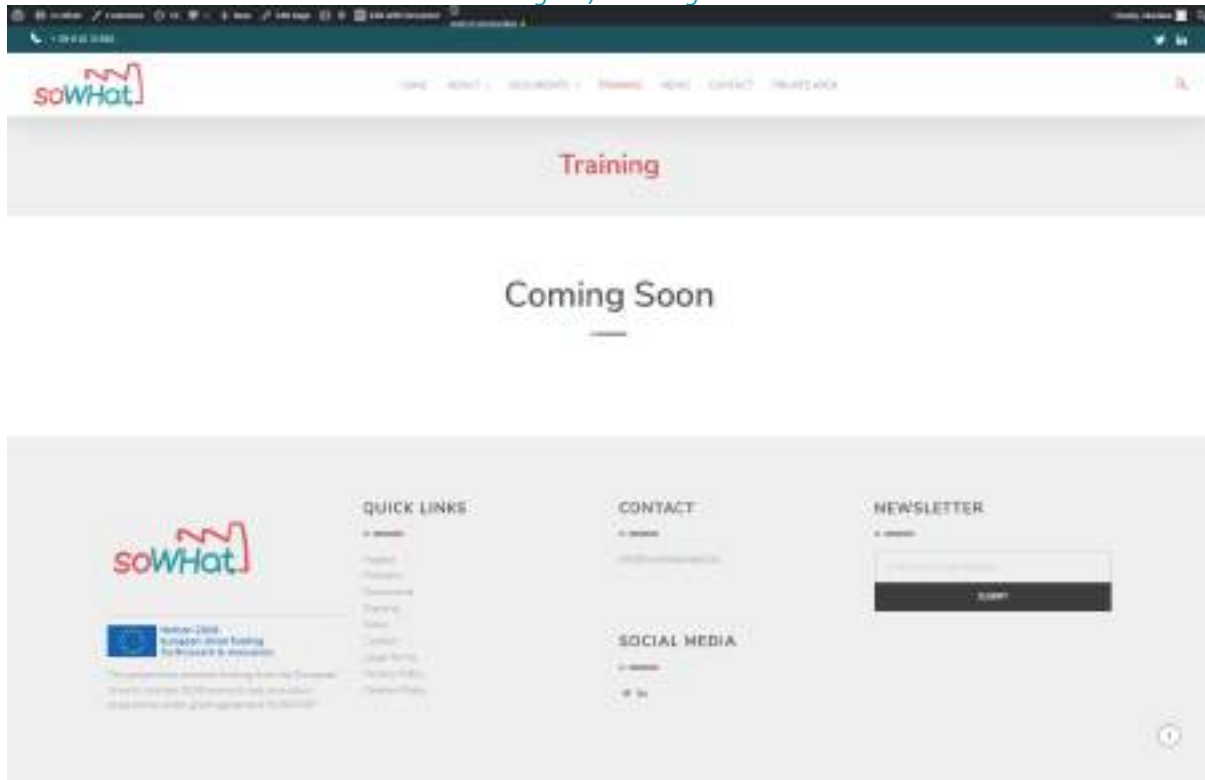
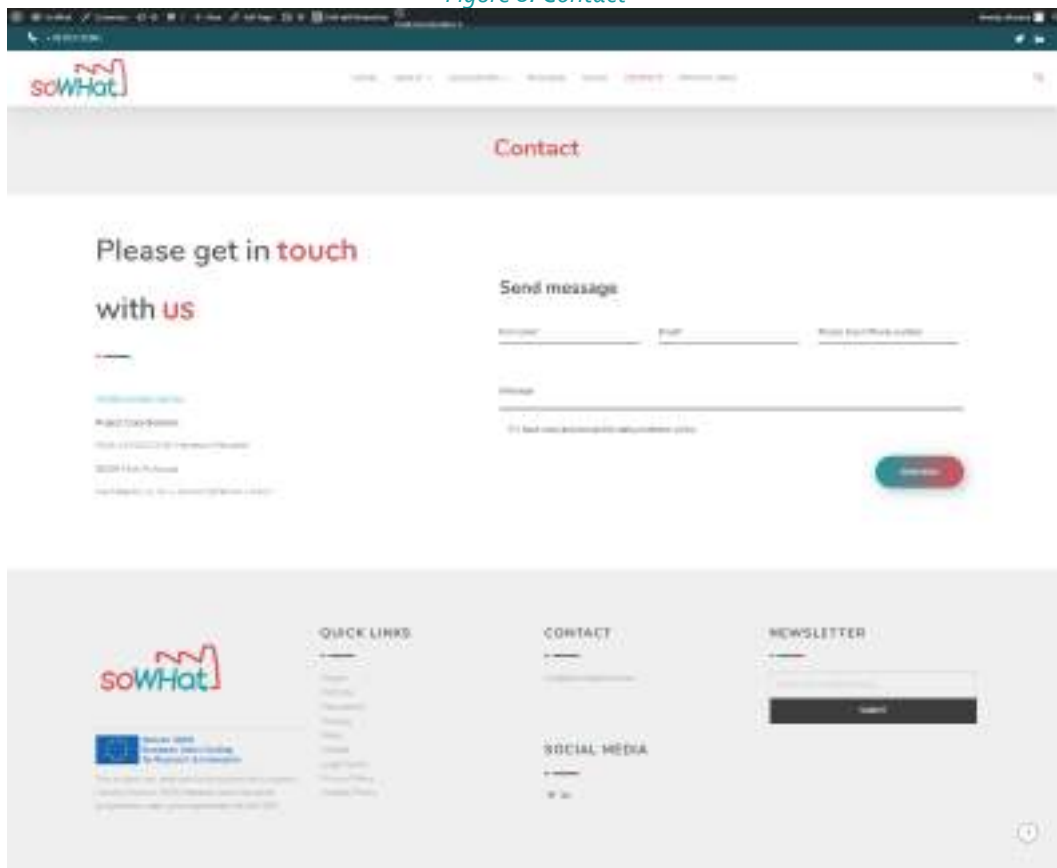


Figure 8: Contact



2.4 Content Dissemination and Publication

The SO WHAT website was developed in three phases:

- 1) Content and visual proposition;
- 2) Design, and
- 3) Feedback and corrections.

Final input was given prior to the closeout of beta-testing (27/07/19). The content included possible messages, menus, and submenus, navigability as well as visual prospects in the form of a site map. The site went live, as planned, but is not a static tool. Modifications can be made at any time per the Consortium's request and verification with the Project Coordinator.

SIE will coordinate the project dissemination by updating the project's website, e-newsletters, etc. It will play a proactive role in checking with partners for the latest news, thus ensuring the regularity of the flow of information.

During the early stage of the project, when results are not yet available, project kick-off will be announced, general information on SO WHAT technology will be disseminated and the website will be promoted. The project's website was accessible from Month 3 (August) (Date of delivery: 21 August 2019).

Content resulting from project outcomes and other activities will be published on a regular basis. Preferably update reports will be received until the 20th of each month. SIE will then consolidate the information, validate it with the coordinator and then proceed to the website update.

Any scientific public articles as well as event participation will be tracked under an excel file stored in the Zoho space and it will be updated every 3 months. In this way, any communication material to be disseminated will be tracked and archived to have a successful control in coordination and message deployment. This document will be put in place during M3.

2.5 Social media

The project will have a social media presence on both Twitter (https://twitter.com/sowhat_project) and LinkedIn (<https://www.linkedin.com/company/so-what-project>) -both networks available through links on the website as well- to ensure a wider dissemination to different age groups and target audiences. Social media is being used as a tool to announce project achievements, events, workshops, etc., but most importantly drive traffic to the project website.

Twitter and LinkedIn accounts have been established and content related to SO WHAT will be posted regularly beginning M1 to increase outreach. When the project has video material, it will be embedded on the website using YouTube.

For the first year of the project, the social media accounts will share posts from other accounts or post on events where SO WHAT is to be presented to build a community of interest, creating an audience for when SO WHAT has project results to share. Social media posts will also be posted by SIE (<https://twitter.com/SustainableInnE>) that shares information on the latest developments on project news. Partners will also share this content on their company network.