

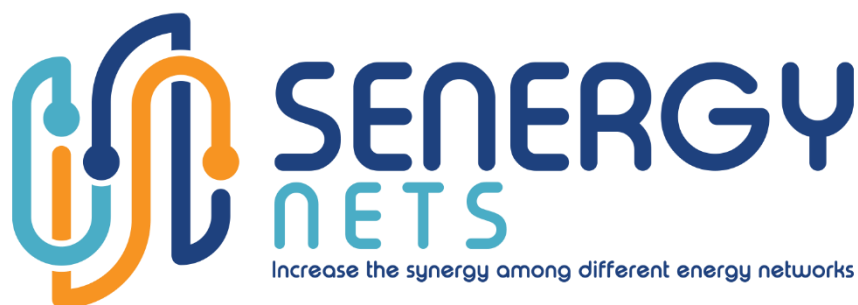
D9.2

SENERGY NETS Website



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D9.2 – SENERGY NETS Website

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Executive Summary

The current report is an accompanying document on the SENERGY NETS website, which is accessible at <https://www.senergynets.eu>. The website itself constitutes the deliverable D9.2. The deliverable D9.2 is the outcome of the namesake subtask, itself part of Task 9.2: SENERGY Promotion and public outreach, of the Work package WP9 – Communication, dissemination, and exploitation.

The purpose of this report is to provide an outline of the SENERGY NETS website; its role, functions and contents, and to document the web development process and execution of the task.

The project website holds a pivotal and multifaceted role in the dissemination and communication activities. It simultaneously serves as an information hub for the project aim, objectives and actions, a repository for SENERGY NETS results, a media outlet for project news and events and a contact point.

The report contains an overview of all the web pages and their content. It also describes the process of carrying out the task and the purpose of the website. The webpages that were created by M7 are containing all the necessary information about the project aim and objectives, the pilot sites, and the partner organisations. To a great extent, this info is based on the Grant Agreement (GA) and the included Description of Action.

EHP is responsible for the task of creating and maintaining the SENERGY NETS website. The website will be managed by EHP for the whole project's lifetime plus the two following years. The content of the website shall be regularly revised reflecting the project's progress and serving the communication needs.

For the developing part, EHP asked for and received services from an external professional provider. Furthermore, EHP arranged for maintenance services to be provided upon request by the same company in case any technical problems occur.

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List of Acronyms

Abbreviation / Acronym	Description
EHP	Euroheat & Power
EC	European Commission
GA	Grant Agreement
WP	Work Package
CMS	Content Management System
SEO	Search Engine Optimisation

1 Introduction

The creation and maintenance of the website is a responsibility of EHP, the WP9 Leader. Defined in the GA as a subtask and further elaborated as a means of communication in the Dissemination and Communication Plan, the website is instrumental in enhancing the project's impact during and after SENERGY NETS' lifetime.

The website, accessible at <https://www.senergynets.eu>, functions as a communication and dissemination channel for the project's results and as the main interface for outreach to the target groups and the public at large. It informs these audiences of progress and developments and act as a platform for direct access to project resources.

For its role and significance, the task for the website development involved a series of steps and actions in order to ensure the best possible results, considering the budget allocated. The next chapters, with the help of illustrations, describe the process development, the design choices, the structure features and content of the SENERGY NETS website.

2 Website development

Soon after the project started, EHP bought the domain senergynets.eu. This was done early on to secure the preferred internet address: full project acronym without hyphen 'senergynets' and '.eu' as the country code top-level domain for the EU.

EHP had to rely on external support in order to perform the task, as the organisation does not have available 'in-house' staff or expertise for the web design and development stages. EHP looked for an external professional with experience in web design and development and shortlisted four different candidates. After one-to-one discussions with all of them and assessing their portfolio, the selection was made. A contract was signed between the external service provider [Trabolda25](#) and EHP. The agreement included the development of the website and maintenance services throughout the website's lifetime.

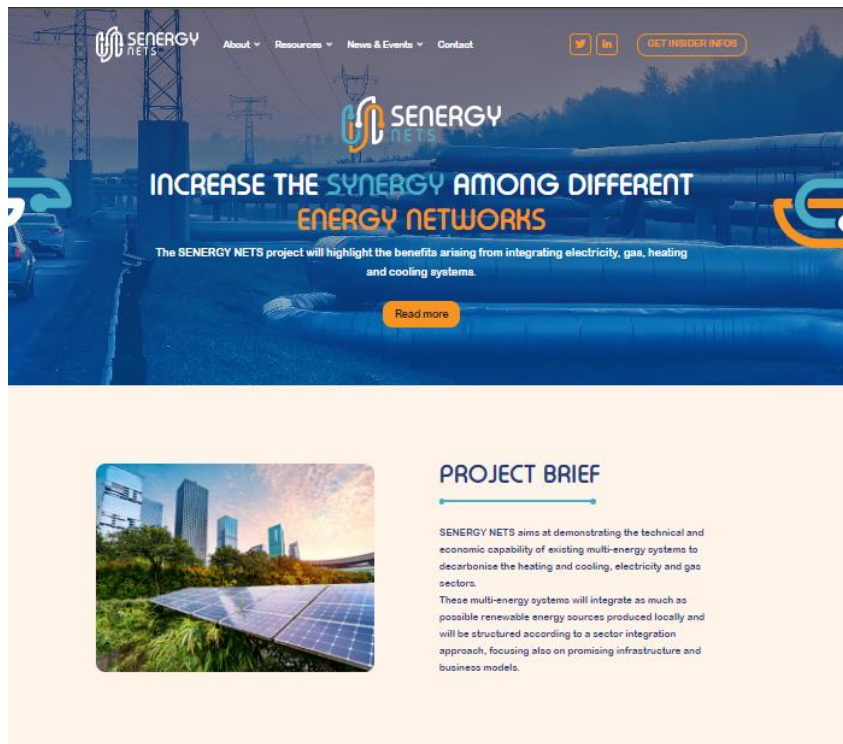
It was already decided from the start of the task that the SENERGY NETS website will be created on the WordPress content management system. As a platform WordPress is user-friendly that allows users to easily expand the pages in number and length. As such, experience with this type of website development was the main criterion. Certainly, the allocated budget for the task was also another criterion applied at the shortlisting stage.

3 Design

The project website holds a pivotal and multifaceted role in the dissemination and communication activities. It functions both as an information hub for the project purpose, objectives and actions, as a repository for SENERGY NETS results, as a media outlet for project news and events and as a contact point with the interested parties. All these varied functions materialise in the form of different web pages, features and interfaces on the website.

The website’s design was surely based on the visual identity guidelines. Logo and colour palette have been made prominent. Additionally, new visual elements and features were created specifically for the website. They were made consistent with the logo and branding package that had been already in use, to amplify the visual identity of SENERGY NETS throughout the website.

As usual, two separate layout designs were created: one version for desktops (e.g. computers) and one mobile version (smartphone tablet). Based on the needs of each web page the layouts differ in order to accommodate the content in the best possible way. For example, the homepage contains many different sections and as such, it has a more elaborate layout and a special header that includes a picture. The rest of the web pages appear with fewer sections and a simple header. It is worth mentioning that in the desktop version the layout is responsive which means it adapts to the width of the screen or monitor.



4 ELEMENTS

Four elements are central to the aim, scope and everyday work in this project. We offer here a brief description:

- Energy Networks
- Multi-Energy Systems
- Sector Integration
- SENERGY NETS Solution

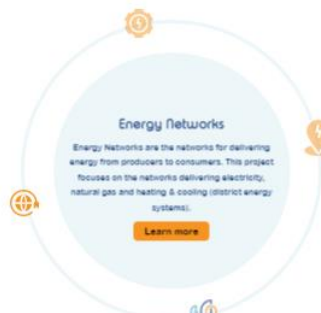


Figure 1: Homepage screenshot (upper part)

PILOTS

The three large-scale demonstrators comprise of ten demonstration sites and are implemented by both the DSO and TSO for the networks covered within the respective demonstration areas.

[SEE MORE](#)

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Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's

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NEWS

- January 22**
Collecting input for the final Roadmap
- January 16**
CoordiNet final event in Brussels
- January 12**
Input for the final Roadmap
- January 2**
Join us in Athens on June 1st to share the experiences of the Greek demonstration!

[SEE MORE](#)

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- About
 - Project Summary
 - FAQs
 - Who we are
 - Contact Us
- Resources
 - Info Media
- News & Events
 - Newsletter
 - Events
 - News

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Social Media

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SENERGY NETS

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Figure 2: Homepage screenshot (lower part)

4 Content

At the time of public launch, the SENERGY NETS website contained information mainly derived from the GA. Essentially, the description of the project’s aim and objectives along with information about the pilot sites (demonstrators and case studies) and the project consortium (partner organisations). EHP compiled the most useful parts and made text adjustments where necessary before providing them to the web developer.

The website also contains several practical information for interaction of the user with SENERGY NETS: newsletter subscription form, contact form and the official email address info@senergynets.eu, and the links to social media accounts of the project (Twitter and LinkedIn)

Necessary information such as the EU funding statement and logo are prominent on the footer of every webpage. The footer contains also the links to the policies on privacy and website cookies as well as the terms and conditions and the copyright formality: *Senergy Nets 2023 © All Rights Reserved*

As a live communication platform following and reflecting the SENERGY NETS progress, the website will be constantly kept up-to-date with the latest news and results of the project. This entails that the content will change from time to time and even the page structure will be adapted in order to accommodate in the best possible way the needs of each period.

For example, new deliverable reports and scientific papers shall be uploaded on the dedicated pages of deliverables and publications respectively. Extra visibility can be given to certain events or activities by adding them as latest news, which appear on the home page.

4.1 Structure

The website structure follows the pattern of most EU-funded project websites which is based on clustering the web pages according to their function and content. The SENERGY NETS website structure (depicted in Figure 3) separates the web pages based on their content into main categories: the project description (About), the project results (Resources) and the project activities (News & Events). The web pages with different functions are the ‘Homepage’, which provides a quick overview of the most important information to be communicated, and the ‘Contact’ page, which invites to interaction.

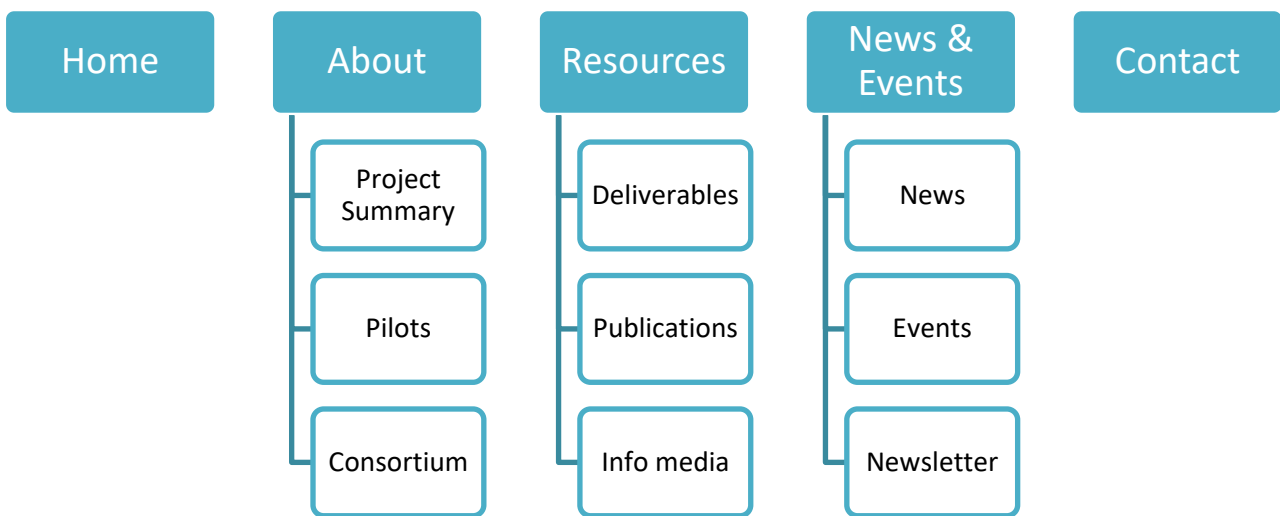


Figure 3: Website menu

The structure of the website menu and the web page sections will be subject to revisions to ensure the future needs for new content visibility and communication are satisfied in the best possible way. WordPress allows for such changes and flexibility in terms of website structure and content sections.

4.2 Web pages

The following list depicts all the web pages with their thematic sections. With (●) are marked the main menu categories that appear on the top of all web pages. With (○) are the different web pages that belong to a certain menu category and can be accessed by clicking on a category. The sign (–) symbolises the different sections of a webpage which correspond to the content inserted in each webpage.

- SENERGY NETS (Homepage)
 - Project Brief
 - 4 Elements
 - Pilots
 - Newsletter subscription button (link)
 - News (preview)
 - Social Media links & Twitter feed (preview)
 - Partners' logos
- About
 - The Project
 - Concept
 - Objectives
 - Pilots
 - European map
 - Consortium
- Resources
 - Deliverables
 - Publications
 - Scientific papers
 - Popular articles
 - Info media
 - Brochure
 - Factsheets
 - Project logo
 - Videos
- News & Events
 - News
 - Events
 - Newsletter
 - Subscription form
 - Newsletter issues
- Contact

4.2.1 Homepage

An overview of the project highlighting the important aspects and necessary information as well as interaction functions are included on the home page. Full project title and subtitle are first piece of information to be seen when accessing the homepage. They appear on a tinted screen wide picture and

accompanied by an interactive feature (button). The button link directs the user to the desired page. The latter can change from time to time depending on the need.

A brief description of the project aim follows in the next section. Afterwards, four central elements for the project scope and aim (Energy Networks, Multi-Energy Systems, Sector Integration SENERGY NETS Solution) are presented in an interactive graphic feature, providing a context to the user.

The fourth section contains the map of Europe with shaded the countries of the project pilots (demonstrators and case studies). It is followed by a short section inviting visitors to subscribe to the newsletter and the social media section prompting users to follow the project’s account by offering a preview of the Twitter feed. At the end of the page, just above the website’s footer, a sliding ribbon demonstrates the partners’ logos.

4.2.2 The Project

This page provides an overview of the project in two sections. The first describes the concept of SENERGY NETS and the second presents the seven objectives as they are defined in the project proposal.

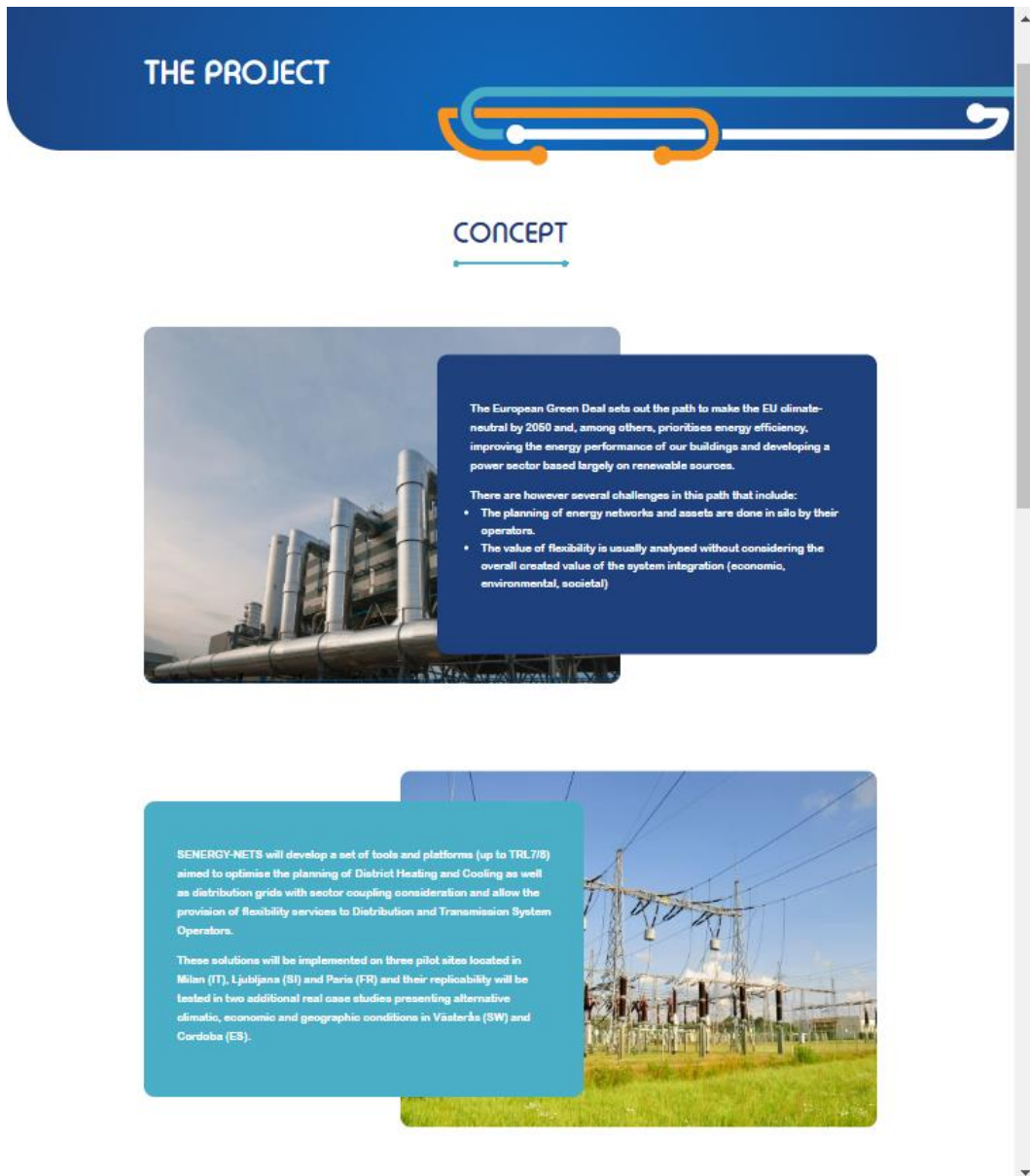


Figure 4: The upper part of 'The Project's page

4.2.3 Pilots

This page contains a short description of the pilot sites and two accompanying figures: i.) A map of Europe where the user can discover the countries with demonstrators and case studies by hovering over the cursor (desktop version), ii) a table with the types of organisations involved in each demonstration site.

4.2.4 Consortium

This page offers a short description of the number, country of base and sector of the SENERGY NETS partner organisations. A set of interactive square tiles is used to present the consortium. Each tile depicts a partner's logo on the one side and the link to its website on the other.

4.2.5 Deliverables

This page will contain a list of all the publicly accessible deliverable reports. The list will include the title of the report and the link to download it. Once a report is approved for publishing it will appear on this list. Reports with dissemination level other than public can also appear on the list if a respective summary is available and certified public. The decision lies with the authors.

4.2.6 Publications

This page is separated into two sections. The first one will contain a list with the scientific articles that will be (co-)authored by members of the consortium, produced in the frame of SENERGY NETS and explicitly acknowledging the project. The list will contain the title and link of each paper, which will be added to the list as soon as they are accessible online. The second section will include the popular articles mentioning SENERGY NETS again as a list of titles and links to the corresponding press/news media.

4.2.7 Info media

The page about info media will offer the user the opportunity to access and/or download a range of informative and promotional materials about SENERGY NETS aim, scope, news and results that will be produced and published in digital format during the project's lifetime. With the use of a side menu, the user can navigate easily through the different types of materials (brochure, factsheets, videos, logos and banners).

4.2.8 News

This page will present the news about SENERGY NETS project work and activities. A wide range of matters can be considered as a news item: a release of a new report, the publication of a new scientific or popular article, the participation of SENERGY NETS partner(s) at an upcoming event, the outcome of a past event (recap), a public announcement, and more.

For every news item, a tile consisting of a picture and a title, will appear on this page. Every tile will be directing the use on a separate webpage containing further information about the news. The links of these news items can be directly shared on social media, attracting more users to the website.

4.2.9 Events

This page will provide an overview of all the events related to SENERGY NETS: public dissemination and communication events where SENERGY NETS is a (co-)organiser, participant or represented. On this page each event will appear as a tile next to which the date time and format/location will be displayed. By clicking

on the tile, a separate page will open which will have a description (e.g. agenda) and a link to an external registration page.

4.2.10 Newsletter

This page includes the subscription form for the newsletter. The form is connected to the Mailchimp account of EHP that is dedicated to DigiBUILD subscribers.

The section below the form will list the newsletter editions that have already been issued and mailed to the subscribers.

5 Website traffic

The website traffic, essentially the number of visits to and interactions with the website, is an important parameter used to measure the impact of the communication via website. For SENERGY NETS project, the website traffic plays an equally important role.

Both, the search engine optimization and web analytics processes will be used to monitor the website traffic and extract indicators for measuring the dissemination impact of the website.

5.1 Search engine optimisation

The chosen CMS has a good SEO treatment and integration with search engines. In addition, with the aim of obtaining better results, a specific addon has been installed that improves this behaviour in general, and allows the establishment of both general and specific meta tags and keywords for each specific section of the portal, which allows better visibility and positioning.

5.2 Web analytics

Web analytics is the measurement of the behaviour of visitors to a website. With regard to web visit analytics, it has been integrated with the reference services. These services will allow obtaining advanced reports on the number of visits to the web, their origin, nature, and the browsing behaviour and interests shown within the portal.