LocalRES

Empowering local renewable energy communities for the decarbonisation of the energy systems

D7.4 – Project website

08 June 2023

LocalRES					
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Description	This document aims to describe the role and objectives of the project website as main entry for the public and potential stakeholders of the project. By its structure, the website follows the objective to ease the access to the project outcomes and other related news. This document has been created following the communication and graphical guidelines.				

Date	Version	Author	Comment
28/02/2022	V1.0	Marta Arosio (ENC)	First version
25/04/2022	V1.1	Marta Arosio (ENC)	Complete draft version for peer-review
29/04/2022	V1.2	Marta Arosio (ENC)	Final version (first submitted version)
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Executive Summary

The present deliverable D7.4 outlines the main characteristics of the website of the LocalRES project, as main communication channel of the project, fulfilling one of the objectives of communication and dissemination defined in the LocalRES Communication Strategy (D7.1). The main characteristics of the website and the rationale behind its conception and development are briefly described in this document. A general overview of the project website is presented, as well as a description of its sections to allow the wide public and stakeholders of LocalRES to have a clear view of its visual presentation and structure. The initial set of key messages to be communicated through its web pages is also specified. The website and its key messages will be continuously updated, revised and adapted along the progress of the project. Finally, the Key Performance Indicators (KPIs) associated to the channel of the project website are specified.

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List of acronyms and abbreviations

Demo site	Demonstration site
ENC	Energy Cities
EU	European Union
GDPR	General Data Protection Regulation
HTTPS	Hypertext Transfer Protocol Secure
INEA	Innovation and Networks Executive Agency
KPI	Key Performance Indicators
MEVPP	Multi-Energy Virtual Power Plant
REC	Renewable Energy Community
RES	Renewable Energy Sources
RWD	Responsive Web Design

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1/ Introduction

This document describes the project website of **LocalRES** - *Empowering local renewable energy communities for the decarbonisation of the energy systems* – as main communication channel of the project. Its main goal is to **share the objectives and main outcomes of the project to engage new stakeholders and communities to participate in the energy transition**. The focus is on the Renewable Energy Communities (RECs) as key actors for leading the structural change towards the decarbonisation of the local energy systems through the involvement and awareness-raising of citizens and communities. The project website aims to be **the project's first entry point for the wide public** and the main channel through which the project news and outputs will be communicated and disseminated.

The present document describes the approach that has been adopted for the development of the user interface and experience to ensure awareness-raising about the expected outcomes and progress of the project at all levels, through scientific publications and news published on the website. To invite the users to explore the project and immerse themselves into it, the website has been designed to be **intuitive, user-friendly, and interactive**.

2/ Main characteristics

The project website has been built under the supervision of Energy Cities (ENC), in close cooperation with the project leader CARTIF and with the technical support of the web agency MADE, that has been selected applying a best-value-for-money criteria.

The website structure has been agreed upon by ENC and the project leader, with the involvement of the project partners. The website building process followed four main stages:

1. **Planning/Concept:** Definition of: i) the website content; ii) the importance of all the elements; iii) the final purpose; iv) the final-effect mockup of the wireframe website and content map.
2. **Graphic design:** Design of: i) the home page of the website and subpages; ii) library of graphics; iii) navigation elements; iv) layout; v) mobile versions.
3. **Programming/Development:** Development of: i) front-end; ii) back-end; iii) Responsive Web Design (RWD); iv) HTML, CSS, PHP, JS, mySQL.
4. **Content/Testing:** i) cms training/client introduction; ii) moving the content; iii) testing iv) publishing on final domain.

The partners will collaborate to the update of the project website by providing contents, especially for the news and events. Thus, the website will be constantly updated, to give visibility to the activities and outputs of the project on Internet.

2.1. Role, targets and objectives

The project website aims to be, as communication and dissemination channel, **an accessible gateway for the citizens and communities who want to engage themselves** in the energy transition. One of its main communication goals is also to be **the principal hub to get in touch with the project**. It fosters the information about the project and results. It also leads to the other main project communication channels, such as the newsletter and the social media.

The website represents the main repository of the knowledge, outputs and results produced by the project. All the website contents will be further spread through the main project communication and dissemination channels (mainly the project newsletter and social media) depending on the type of content. As a matter of fact, the website has been developed to **reach potential replicators** and anyone else interested in the project and topic. In particular, special efforts are being made to ensure that local communities in the LocalRES demonstration sites can be reached efficiently and informed about the project in their local context. Thus, apart from the English version, five more versions are being prepared in local languages; i.e. Italian for Berchidda, Swedish for Kökar, German for Ollersdorf and Spanish and Euskera for Ispaster. Specifically, the parts of the website that will be translated are the following:

- Homepage;
- About the project (Mission and context, Impact and Innovation advisory board);
- Demonstration sites (Kökar, Berchidda, Ispaster, Ollersdorf);
- Tools and Resources (MEVPP and Planning Tool);
- Contact us.

As specified in the project communication and dissemination strategies (D7.1 & D7.6), one of the website's objectives as main channel is to **maximise the long-term memory of the project** among the target audiences. Thus, it is optimized to be responsive, user-friendly, engaging and brand consistent, meeting the latest technical standards. Furthermore, the activity of the website and its corresponding maintenance will be extended beyond the end of the project for at least five years, so that the impact of the results of the project can be communicated during a longer period and can therefore potentially reach a larger audience and be used as a reference for future projects.

All partners are invited to contribute with specific inputs for the website pages, related to their delivered outputs, achieved results and activities. In addition, each consortium member will promote LocalRES on its own corporate website. Moreover, the project's website links to the web presence of each demo site.

2.2. URL and technical specifications

The **URL** www.localres.eu was designed short to be **easy to memorize**. It keeps the project name and has the European extension, so the website is **available and visible for all the European** audience. The website is **under the Hypertext Transfer Protocol Secure (HTTPS) protocol**.

The project website's design follows the project's graphic guidelines and visual identity (see Subtasks 7.1.1 and 7.1.2 and deliverables D7.2 and D7.3) and provides a **nice user experience and graphic interface for both smartphone and computer devices**. The website has been coded in:

- HTML5, css saas, Java Script for the front-end
- Wordpress 5.9, PHP for the back-end
- Other integrations for the statistics and the newsletter system.

A server-side configuration has been made with ftp hosting, php v7.4 and mySQL database.
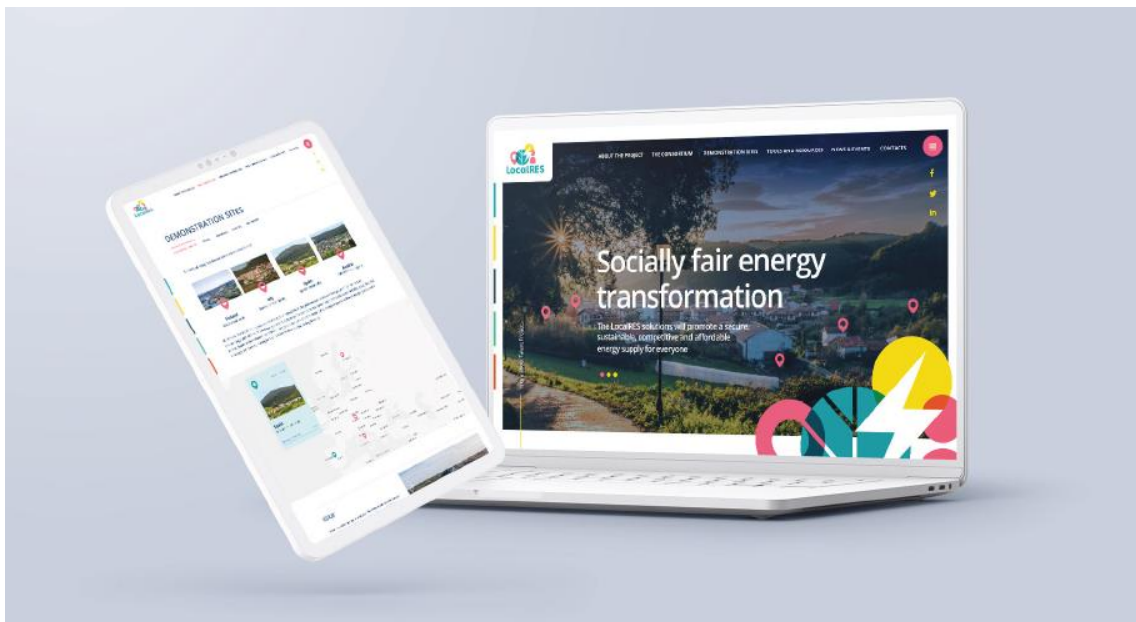
Figure 1: A responsive website

2.3. Overview of the website

As previously said, the design of **the website has been created to be engaging and attractive** (see Figure 1). When users visit the website www.localres.eu, they will be most likely struck by the first animation that reveals the website, and by its colours. Then, their eyes will be caught with a back-tracking animation that will lead their gaze to focus on an animated slider with the demo sites photos and a text explaining briefly what the project LocalRES is.

On each page, elements have been implemented to invite visitors to enter the project and/or to follow its progress:

- **Homepage slider:** visual display of the pilot sites' images and an informative animated short text explaining the aim of the project
- **Side menu:** direct access for the mobile users to access the other sections and pursue their navigation on the website.
- **Social media icons:** direct access to the main social media account of the project.
- **Newsletter signup:** incentive text to invite visitors to follow the newsletter to keep them aware of the project progress, beyond their visit of the website.
- **Interactive map:** visual display of the pilot sites' locations

Then, the visitor can scroll the page to find other elements about the project, or click on the menu at the middle top of the page (most likely accessible to computer users) or with the side menu button for both mobile and computer users at the right top of the page, to find other information and contents about LocalRES.

3/ Website structure

The website structure (Figure 2) is designed to follow the "rule of the three clicks": each information on the website is therefore accessible by clicking less than three times.
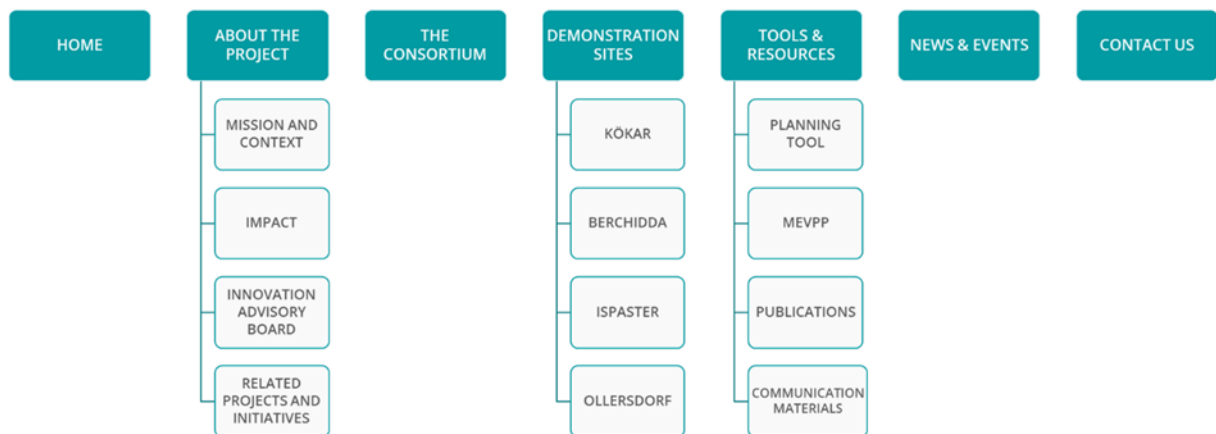
Figure 2: Website structure

While all sections will be revised to ensure that the contents include any significant change in the project, the sections 'NEWS & EVENTS' and 'PUBLICATIONS' are specifically conceived to be regularly updated, and more contents will be included along with the project progress. As specified above, given the very significant effort that translating all new contents into 6 different languages would entail, these two sections will be available in English only, while the rest of sections will be translated into local languages, as previously said.

3.1. Section 'HOME'

The Home page was conceived as the hub where the visitors could get an overview of what the website will offer them as content and experience. The homepage offers:

- **A general description of the project's aim and objectives**, to maximise the memorization of the project for the new visitors.
- **The link to subscribe to the project newsletter**, to allow them to know more about the project if they are interested.
- **A map of the project demo sites**.
- **The latest news and events** to allow the new visitors to have a quick update on the project and its actuality.

It also proposes a colourful modern design (Figure 3), in line with the graphic guidelines (see Subtask 7.2.1), and an interactive design with animated slides and elements that **engage the visitors to explore the website**.
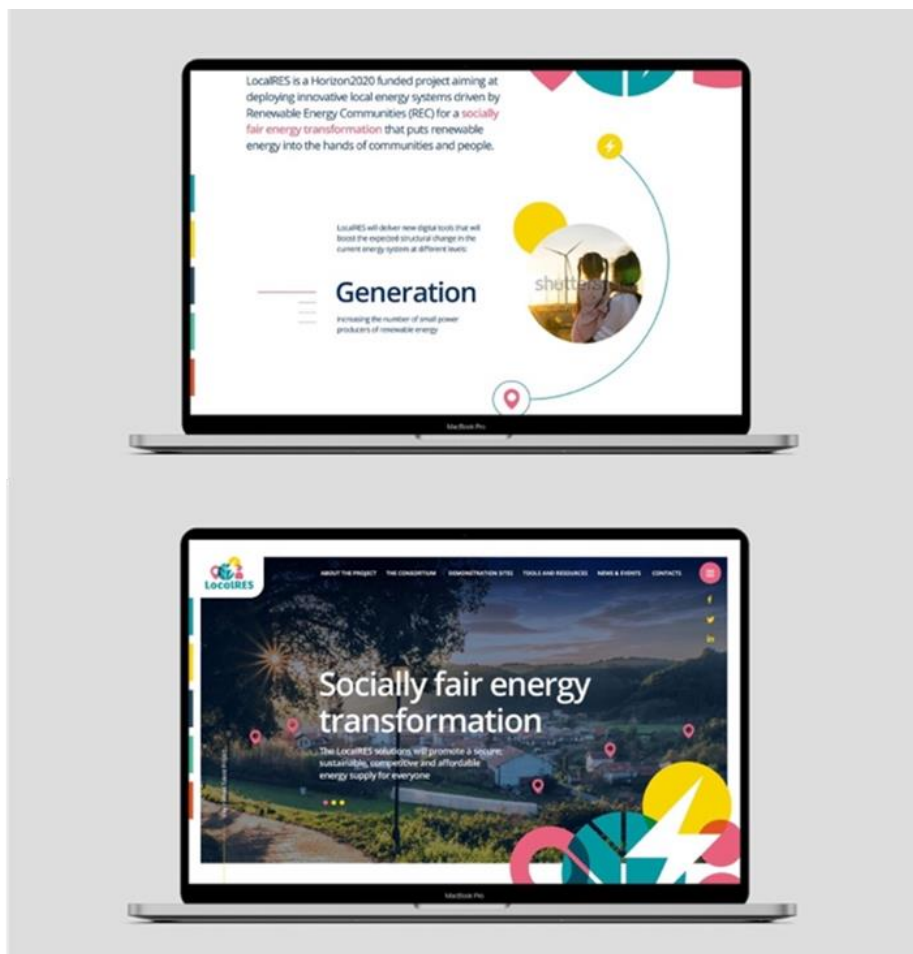

Figure 3: Extracts of the 'Home' page

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3.2. Section 'ABOUT THE PROJECT'

The *About the project* section gathers the following described pages (Figure 4):

Figure 4: Structure of the section 'ABOUT THE PROJECT'

3.2.1. 'Mission and Context' sub-section

This page briefly describes the European policies elements that explain –and justify to the general public– the existence of LocalRES and the necessity of the project missions.

3.2.2. 'Impact' sub-section

This page makes understandable the impact; the objectives that the LocalRES project aims to achieve from a global vision in a long term, thanks to an interactive frieze that suggests the dynamic of the project.

3.2.3. 'Innovation Advisory Board' sub-section

This page is conceived to explain the role and composition of the Innovation Advisory Board and include all contents associated to this body, in order to legitimize the future project's results and to be transparent towards the target audiences.

3.2.4. 'Related Projects and Initiatives' sub-section

This page highlights the projects that have a link with the topics, purpose and missions of LocalRES. An initial list of related projects was created in close collaboration of CARTIF and ENC. ENC has contacted already several of the related European projects and initiatives' coordinators to put them forward on our website, generate exchanges of best practices and inspire the visitors interested on RECs, multi-energy networks, smart grids and decarbonization-related subjects.

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3.3. 'THE CONSORTIUM' section

The consortium is presented in this page, as well as every partner constituting the consortium. **For each of the project partners, the logo of the institution is included, with a brief description and a link** to their institutional website.

3.4. 'DEMONSTRATION SITES' section

This section contains five sub-sections, as showed in Figure 5:

Figure 5: Structure of the section 'DEMONSTRATION SITES'

3.4.1. 'Demonstration Sites' sub-section

The four demonstration sites are horizontally listed – with a photo each that links to the dedicated page of the demo site– with their geographical position. Then, **a paragraph highlights their similarities and particularities** as pilot sites.

An interactive map of Europe shows the geographical position of each of the demonstration sites. When the visitor clicks on one of the pink location-shaped spots representing one demonstration site, they can see the details of the site or see the other sites on the map.

Next, a **rather short presentation of each demo sites** can be found, with an invitation to click on a button to find more details about the particular site the visitor is interested to.

3.4.2. Specified demo sites pages

As previously mentioned, **each demonstration site has a dedicated page** to present its role in the project:

- Kökar
- Berchidda
- Ispaster
- Ollersdorf

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Each page includes a description of each pilot to justify their interest to be selected as demo sites. The local needs of the site chosen –that the project will try to respond to– are also specified, and details are given about the demonstration actions planned to be done during the project lifetime.

At the bottom of each demonstration site's page, the visitor is invited to read the presentations corresponding to the rest of pilot sites.
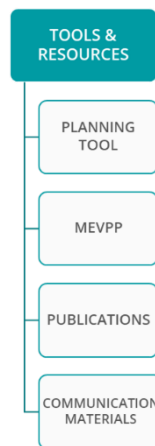
3.5. 'TOOLS AND RESOURCES' section

Figure 6: Structure of the section 'TOOLS AND RESOURCES'

This section has four subsections (Figure 6) and aims, on the one hand, to **describe and present the tools that the project plans to develop** in the demonstration sites (see '*Planning Tool*' and '*MEVPP*' sub-sections).

On the other hand, this section wants to **give an open access and visibility to the project outcomes** ('*Publications*' page) through the publication of any kind of scientific material and peer-reviewed publications (scientific and technical publications, oral and poster presentations at conferences, symposia, seminars, workshops, etc).

This section finally provides, in a dedicated sub-section, an open access to the communication tools and resources of the project to allow project partners to help **maximizing the visibility and notoriety of LocalRES** at every level ('*Communication Material*' sub-section).

3.6. 'NEWS & EVENT' section

In this section, the latest progress and updates around LocalRES will be promoted to a wider audience. The general public and stakeholders will be able to **find the latest news of the project**. Articles will also be posted to announce the participation of the **LocalRES project partners at a physical or online event**, to support and inspire the engagement of the target audience in the energy transition.

To keep a good online visibility for the project, there will be at least **two news published per month** until the end of the project.

This section will be **promoted in the quarterly newsletter**. Users can subscribe at the bottom of each page of the current project website.

3.7. 'CONTACT US' section

This section contains a form that the target audiences can fill in if they want to get in touch with a project partner. ENC, as the partner responsible for communication, will receive the demands and be free to ask to any project partner an answer if needed.

4/ Social Media

The project website, as main entry to the project, will help to **give visibility to the other main communication channels of the project, like the social media**. On the right side of the website, the users can click and explore the social media of the project. They are positioned vertically in this order: Facebook; LinkedIn; Twitter. Additional information about social media can be found in the Communication Strategy (D7.1).

5/ Key Performance Indicators (KPIs)

Appropriate Key Performance Indicators (KPIs) were already identified in the Communication Strategy (D7.1) and will be used to measure the effectiveness of the communication channel that is the project website and to monitor it (Table 1). **This continuous monitoring will be done by ENC** and ensure that when LocalRES is not performing adequately in reaching its key target groups, corrective actions can be rapidly identified and implemented to remedy the situation.

Table 1. Website KPIs

Action	Indicator	Objectives
Project website	Views per year	5,000
	Unique visitors in 4 years	3,000

6/ Legal disclaimer and privacy policy

The '*Privacy and cookies policy*' page - **available in the page bottom of every section and sub-section** - explains how ENC, as the partner responsible for communication, may collect, store and process personal data, for which purpose, and what are the user data protection rights. The policy has been developed in collaboration and under the supervision of the project coordinator, CARTIF.

In compliance with the General Data Protection Regulation (GDPR) and other legislation in force applicable to the protection of personal data, this privacy policy has been drawn up in order to provide the users with information on the personal data compiled and how the data will be used and with which purpose. The private information the users provide is treated with responsibility, as no private information will be communicated to any partner, except if required by law.

The privacy policy is kept under regular reviews and the webpage can be updated at any moment.

6.1. Definition of personal data

The personal data the project and ENC may collect, store and process are:

- name and surname,
- gender,
- email address,
- phone number,
- job position and organisation,
- professional postal address.

6.2. Data use and process

The project website will collect, store and use personal data in order to:

- send **emails** on the project's activities (if the user requested so);
- send **newsletter** (if the user requested so);
- send **direct targeted emails** for the promotion of LocalRES events, projects and new publications once in a while;
- manage the user registration **for the purpose of any specific event** organised within the project;
- enable the project partners to communicate with the user for the purpose of any event organized within the project;

The user can unsubscribe from newsletters and mailing list at any time, using the subscription link that is in every issue of the newsletter and in the footer of every message that you receive from the mailing lists.

6.2.1. Data collection

The website collects personal data when i) the user subscribes to the LocalRES newsletters and mailing lists ii) when the user registers to LocalRES events.

The project may collect personal data i) during any other activity and event organised by the project ii) from public sources online in the public domain, whenever the user's professional activity is directly linked to LocalRES' activities and working topics.

6.2.2. Data sharing

Data might be shared with the European Commission and the Innovation and Networks Executive Agency (INEA) staff in charge of the management of EU-funded grants and their contractors for ex-post controls.

Under no circumstances do the project share personal data with other organisations, except if a competent authority demands it or if the website has the user's express permission.

6.2.3. Data storage

Data is stored on a server of the sub-contractor FC-Net (6, rue Gérard Mantion, F-25000 Besançon). This company is based in France and stores its data in France. The users' personal information will not be stored out of the European economic area, not even in a cloud.

The website data will be analysed through *Wysistat* , which is a tool for audience measurement, which allows to have an overview of the real-time traffic to the website.

Data will be kept until the user notifies that they want to use their right to erase their data to the data protection officer Nathalie Moroge at dpo@energy-cities.eu.

6.3. Cookies policy

Cookies are small text files stored on your hard disk to record technical data about your navigation. Some of the website's functionality may be lost if users do not accept cookies.

The project's website uses core cookies (mandatory) which guarantee that LocalRES website is running properly and allow the users to experience it with all its enhancements. The project website is unable to be surfed on without those cookies. These cookies remain anonymous.

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7/ Conclusions

The project website has been designed to be **the main communication and dissemination channel** of the LocalRES project. **Accessible, attractive, open and user-friendly**, it is the main entry point to explore the project: it provides all the information that the target audiences would need to understand the purpose and rationale of the LocalRES project; it gives **visibility to the project results** and **links to the project newsletter and social networks**. The main messages and concepts of the project are presented in an interactive and very dynamic way, allowing for an understanding of the project in general. The data management and cookie policy are **compliant with the EU General Data Protection Regulation (GDPR)**. The website will be **updated on a regular basis** with news articles, event posts, communication materials, publications and other relevant resources aimed at **making the RECs model accessible and facilitating the replicability of this concept** for interested target audiences. Thus, the project website will also serve to **maintain visibility of the project and its long-term results** and support the development of RES and the energy and democratic transition in Europe.