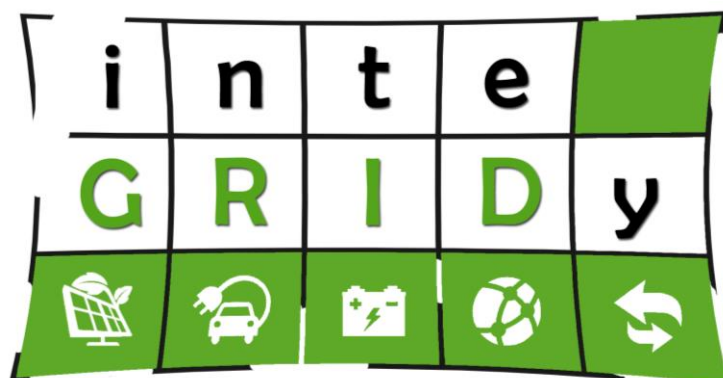# Innovation Action

inteGRIDy

integrated Smart GRID Cross-Functional Solutions for Optimized Synergetic Energy Distribution, Utilization & Storage Technologies

H2020 Grant Agreement Number: 731268

WP9 – Dissemination, Exploitation and InteGRIDy Outreach

D9.2 - Project Website & Social Media

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Executive Summary

Deliverable 9.2 document named "Project Website and Social Media", is the first document outputted by Work package 9 "Dissemination, Exploitation and inteGRIDy outreach".

As indicated by its name, the goal of WP9 is disseminating project activities, exploiting properly all results obtained and guaranteeing the project outreach. This document aims at "extending the awareness and impact of the project through the website and social media presence". Although no document backup is needed to this extend, inteGRIDy decided to produce a report explaining the insights of why and which communications means have been set up to fulfil that goal.

The website is describes in section 1 of this document, including screenshots to illustrate the functionalities. The graphical layout has been designed by professionals assuring an easy and user-friendly navigation experience provided across a wide range of devices (from desktop to smartphones).

Also, this report includes information about all started social media activities, put in place with the aim of inviting and disseminating project content to a wide audience, potentially interested in what InteGRIDy is working and producing. This content is included in section 2.

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1. Project Website

The project website (**www.integridy.eu**) will be the main communication tool for the project and the primary information source for InteGRIDy target audience. The purpose of the website will be to proactively promote the project and its final results by providing targeted information to various audiences within and beyond the project's own community.

The website is organized into 6 key areas: Home, Concept, Consortium, Pilots, News and Publication. They are described in detail in the following sub-sections on this chapter.

The website has been structured with the following functional elements:

- **Page header**. It is fixed to enable easy navigation. It is made up of the inteGRIDy logo (left hand side) and a navigation menu (right hand side) containing direct links to all six key areas mentioned above.
- **Body of the site**. Depending on the page selected, it contains the information to be shared. Some pages will just display text and images. Others might be enabled with multimedia content, such as videos and animations. Others can act as document repositories, with download links. Some might even have internal navigation menus.
- **Footer**. The very bottom of the page is devoted to permanent links to all social media accounts and ways to contact, together with the mandatory dissemination reference to the EC.

To measure the website traffic, gather more information on how visitors find and use the website and determine how to ensure periodic visits, careful monitoring on the website activity will be performed through Google Analytics or similar tools.

Atos, as Dissemination Manager, will be responsible for the design, creation and hosting of the website. Nevertheless, all partners will be committed to keep the website dynamic and "alive" by providing content and materials for the different sections (news, events, pictures, documents, publications, etc.). Content management and publishing will be centralized and performed by Atos.

1.1 Home

Home page is the cover section of the website. As an entry point, it presents general information and allows users to navigate to more detailed info. The more prominent feature of this page is the video-enabled carrousel, populated now with inteGRIDy motivation animation and envisaged to host updated videos on the near future.
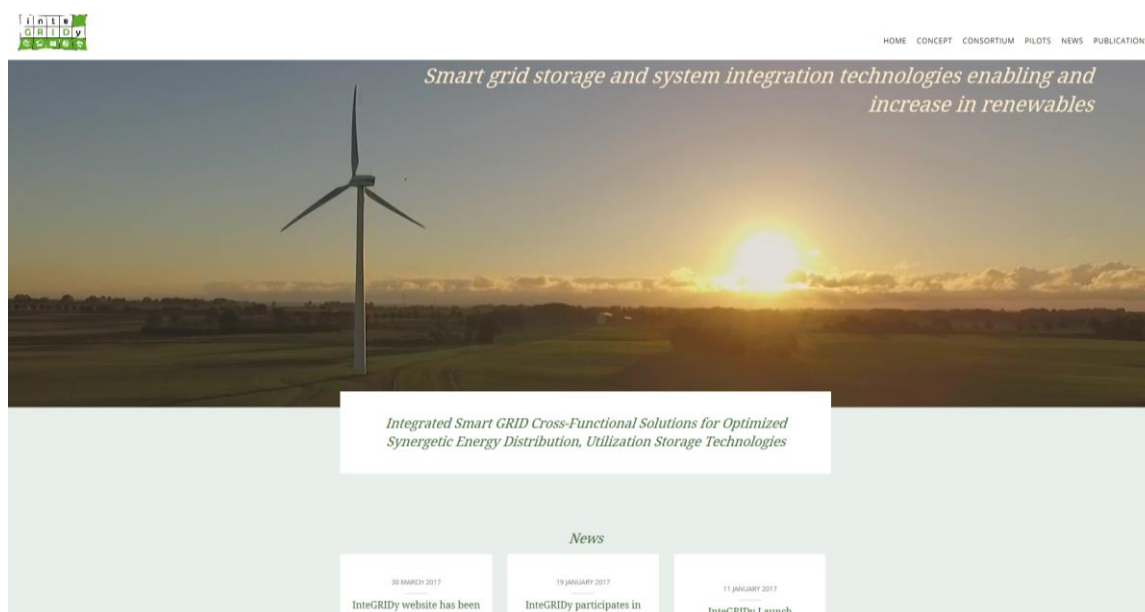

Figure 1. InteGRIDy website - home

The bottom section of the main page is devoted to relevant news, covering for the time being the documentation of project meetings and events attended. As project results start to emerge, figures and graphics will be developed and advertised here. In addition, new images regarding project related activities, and latest news regarding the project or the energy sector (in general) will be uploaded.

1.2 Concept

The concept section provides a general overview of the project, detailed information on objectives to be addressed, context and mission. The idea behind this section is providing a comprehensive rationale about the project for all readers, especially newcomers, stressing the call objectives and how inteGRIDy aligns its core objectives with it.

Figure 2. InteGRIDy website - concept

1.3 Consortium

The Consortium section of the site includes specific information about partners involved in InteGRIDy project. In a large project, in terms of partners, such as inteGRIDy, it is very important to properly display and organize all participants in a clear page.
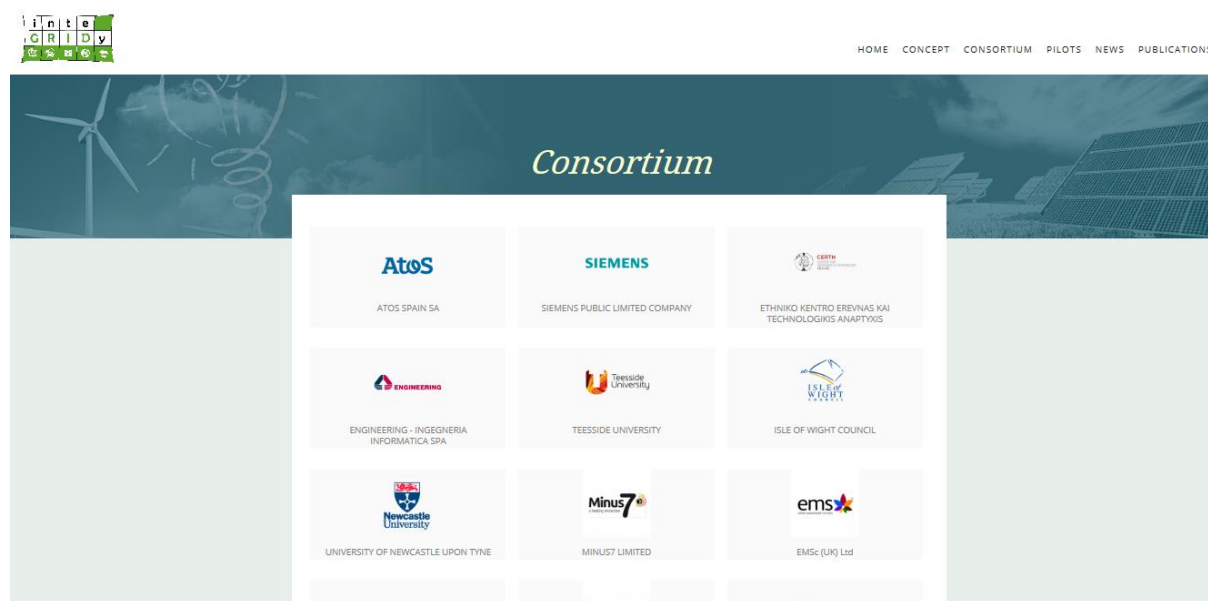

Figure 3. InteGRIDy website - Partners

The cover consortium page allows clicking on each partner for extended information, as shown at Figure 4. This information includes partner general profile together with the main role played inside inteGRIDy, with special focus on demonstration activities.

The actual content includes just plain text and a link to the organization website, but this is envisaged to evolve into more dynamic presentations including images and/or even short videos.
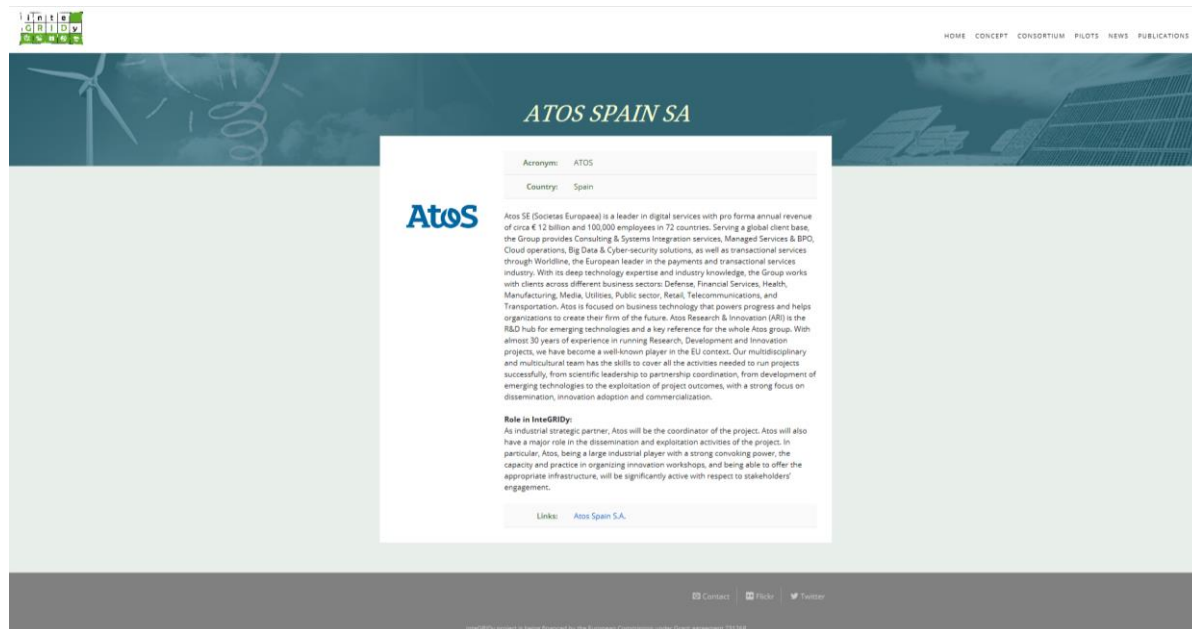

Figure 4. InteGRIDy website - Team Example, Atos

1.4 Pilots

This section includes specific information for each demonstration pilot to be deployed. The cover page includes the location and title of all ten inteGRIDy pilots, being additional details available by clicking on each item, as shown at Figure 6.
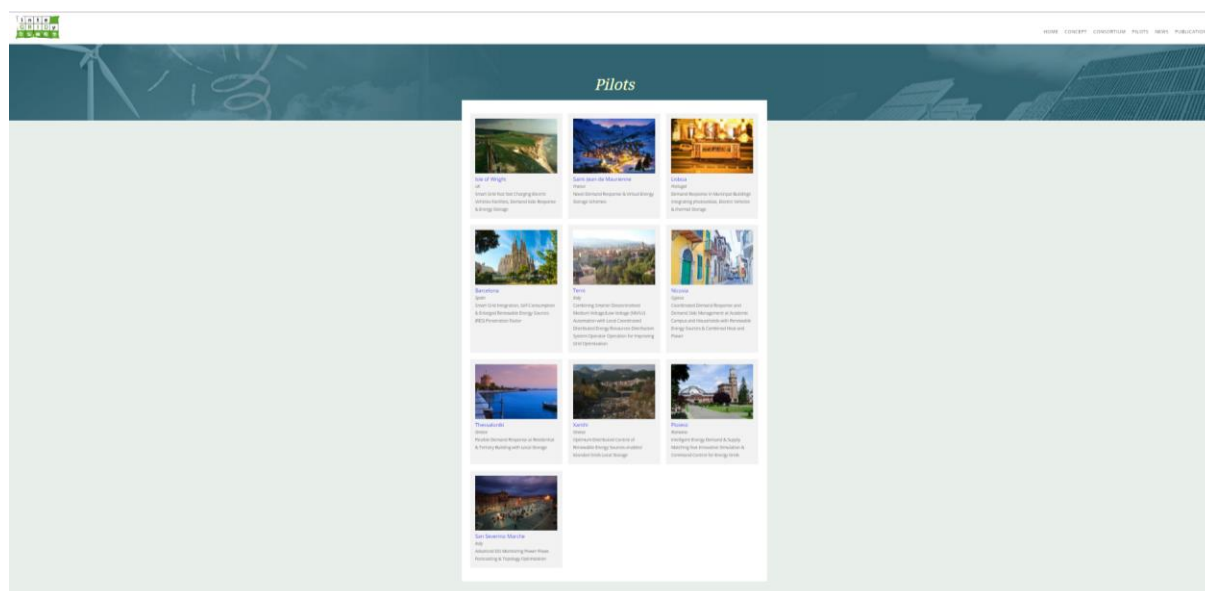

Figure 5. InteGRIDy website - Pilots section

The extended information about pilots includes currently just the main goal as described at project proposal. It is important to note that pilot activities are not envisaged to start until the second half of 2018. Therefore, the information available for the moment is limited.

On future interactions, this content is envisaged to grow both on descriptions and interactive material, such as extended information, relevant achievements, video and illustrative figures.
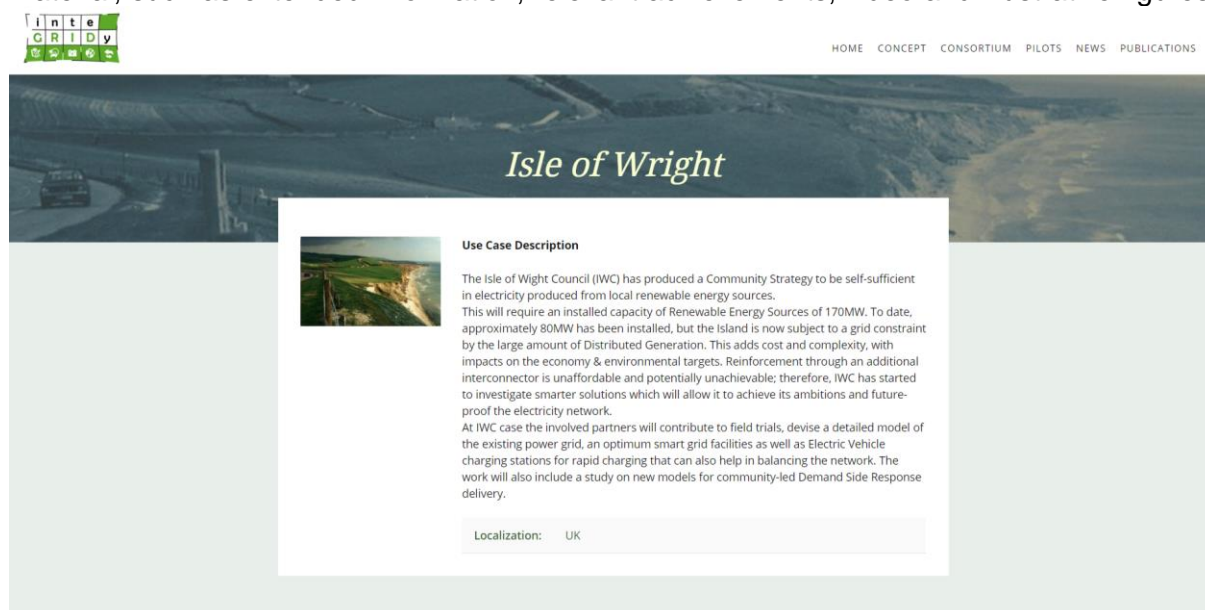

Figure 6. InteGRIDy website - Pilots Example, Isle of Wright

1.5 News

The news page is intended to act as a content broker, aggregating all relevant pieces of information. The source provider of this information might be, on the one hand, inteGRIDy project itself (referencing maintained meetings or participation/organization of events) or, on the other hand, energy stakeholders (relevant energy-related news impacting inteGRIDy scope will be also included).

Three items are listed so far, being the first and the last the two face-to-face meetings held so far by the project (Kick-off meeting in Barcelona and Business model common vision meeting in Lisbon), and the other one a joint BRIDGE meeting attended by our Project Coordinator (Andrea Rossi) on behalf of inteGRIDy.
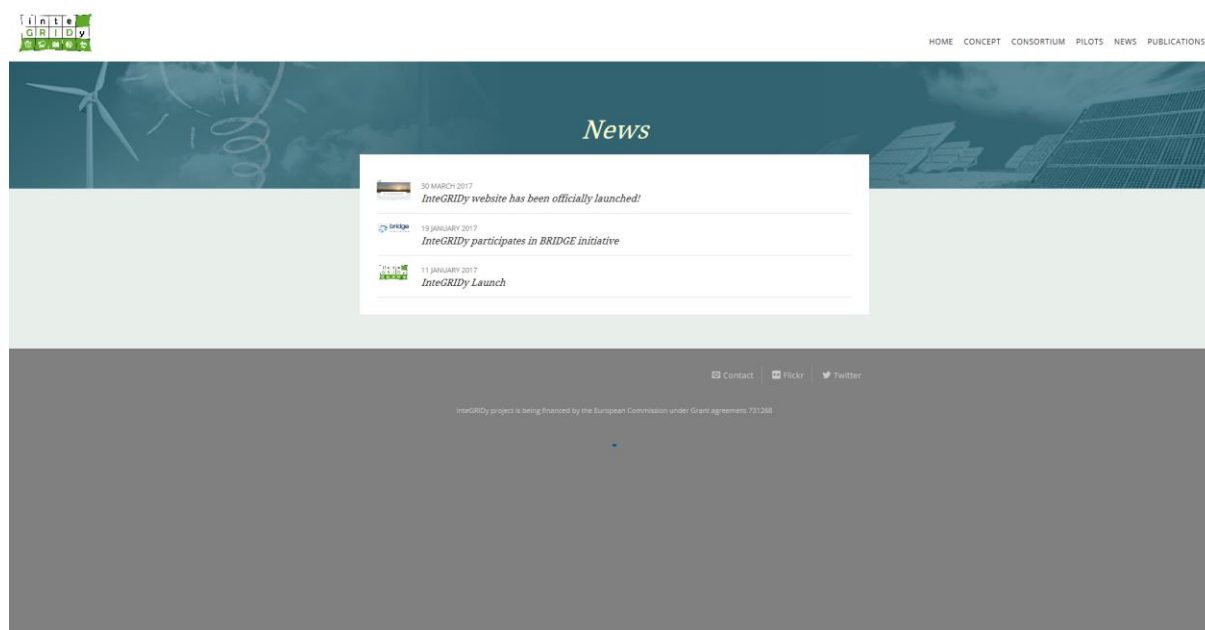

Figure 7. InteGRIDy website - News section

Extended information regarding each listed new is available through clicking on each entry. This additional material includes, depending on each entry, photos, videos, presentations and/or relevant links to other webpages or documents.
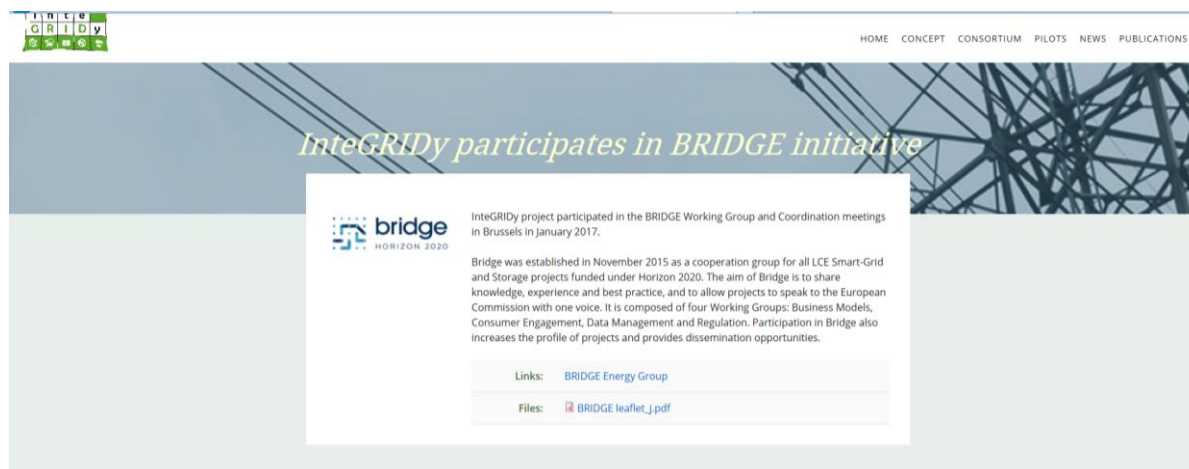

Figure 8. InteGRIDy website – News entry example

1.6 Publications

Publications page has a prominent role inside the webpage. All former sections are informative, just content coming from the project is displayed for the potential audience. In this case, the goal is acting as a repository for all relevant information related to inteGRIDy.

Pursuing this objective, a navigation panel is introduced as a new element on the page to guide users through five different topics, namely Deliverables, Dissemination material, Media, Newsletters and papers, all downloadable (in case they are marked as public material) and described in the following chapters.

It is important to note that, being inteGRIDy inside the EC Data Management Pilot, all the material listed here is in compliance with the requests and guidelines of this particular programme.

1.6.1 Deliverables

This subsection is devoted to list, explain and contain (whenever they are ready, and in case they are public documents) all inteGRIDy due deliverables.
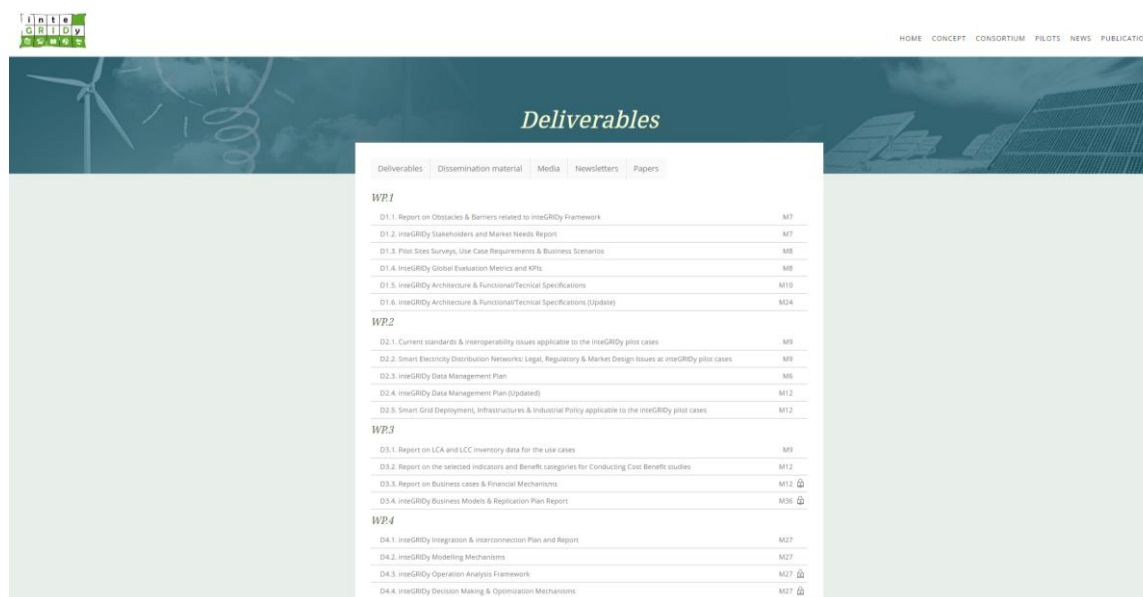

Figure 9. InteGRIDy website - Deliverables subsection

The whole list of reports is available to be consulted. The deadline and availability of content is also indicated by the list itself. Available deliverables would be ready to download (on its PDF version), being this PDF file the whole document for public deliverables, and just and abstract in case they are considered confidential.

1.6.2   Dissemination material

The dissemination material section covers the supporting files made by project partners to present inteGRIDy on the various events they are attending either directly on behalf of the project or to energy-related events where they are willing to introduce their work inside the project. These files range from brochures, posters, factsheet, presentations to logos and leaflets.

The section is populated currently just with the project factsheet, used to be included on the EC communications. Additional material is expected to be ready by M6, including the project poster, general slide set presentation and leaflet.
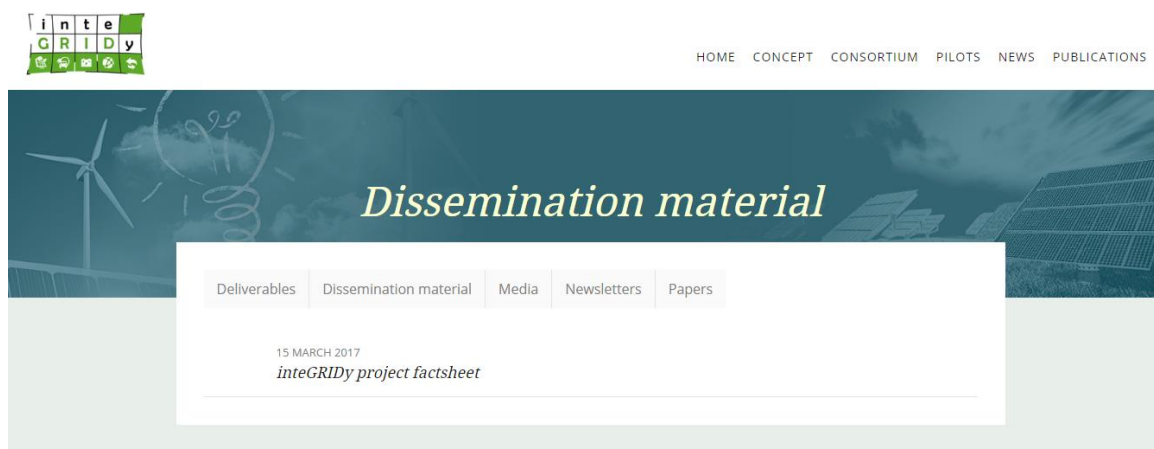

Figure 10. InteGRIDy website – Dissemination material

1.6.3   Media

This section includes non-scientific information appearing in various media on the inteGRIDy project. It will also include videos and other mass media information related with the project aimed at a general audience.

It is important to note that this part of the website differs from the news section in the sense that it is not content directly forecasted by the project but referenced on other means of communication.
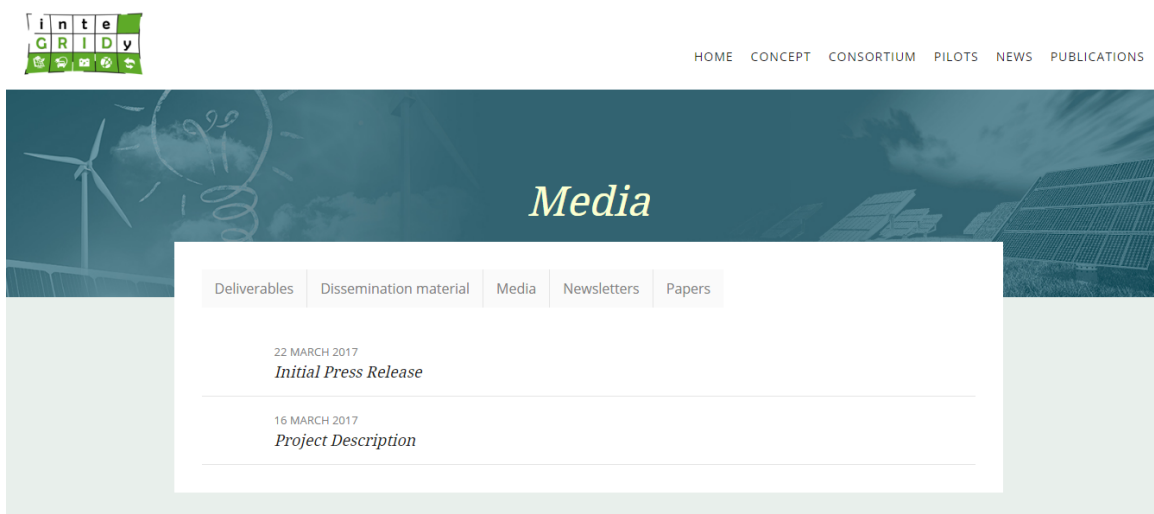

Figure 11. InteGRIDy website – Media

The section contains, for the time being, the initial press release published in a number of newspapers and magazines across Europe and available in all languages represented by inteGRIDy partner nationalities.

1.6.4 Newsletters

This section includes electronic newsletters focused on briefing the project, addressing the general scientific community but also the general public.

In the course of the project one newsletter will be released every six months. Through this subsection, interested users can also subscribe to receive them periodically.

As inteGRIDy is just on its fourth month, no content (and, thus, no meaningful figure for this report) is included so far.

1.6.5 Papers

As a major objective of a European research project, publications will be issued by InteGRIDy partners collaboratively and individually. These publications will play an important role to make the project visible to external parties. This includes both public reports as well as scientific papers. This section of the website will contain a list of literature and references to digital copies of the reports/papers

Again, as we are in an early phase of inteGRIDy, no publications have been made so far, so the section remains empty.

2. Social Media

Lately, social networks have become a powerful mean of communication. User engagement through these networks is almost infinitive and spontaneous. In this sense, the project presence on social network platforms has been established to reach a greater number of stakeholders from the target audience.

Via social media, different information about the project will be shared, such as:

- Updates on the project status.
- Updates on the publication of InteGRIDy official documents/deliverables.
- News on real-time or upcoming meetings and events, where the project is directly involved (as organiser or as participant).
- Major achievements at specific project activities or milestones.
- Software related with the project.

For that purpose, the following social media resources will be used by the project, presented in relevance order with respect to planned focus.

1. **Twitter** (https://twitter.com/inteGRIDy_H2020). Twitter has become a massive network highly active and full of potential stakeholders willing to receive the latest news on their topics of interest. Therefore, it is a huge opportunity for a project such as inteGRIDy to engage potential audience through this platform. The focus here will be linking to the relevant activities of the project (mainly links to our webpage) via short messages. Currently, the account is being followed by more than 80 twitter accounts.

Figure 12. InteGRIDy Social Media - Twitter account

2. **LinkedIn** (https://www.linkedin.com/in/integridy-project-1008a8130/). Being LinkedIn a professional network, the goal here will be to participate on relevant discussion groups on behalf of the project, presenting the core view and achievements. Project partners are encouraged to post on relevant news on behalf of inteGRIDy, but additionally, a project profile and a discussion group is also created.
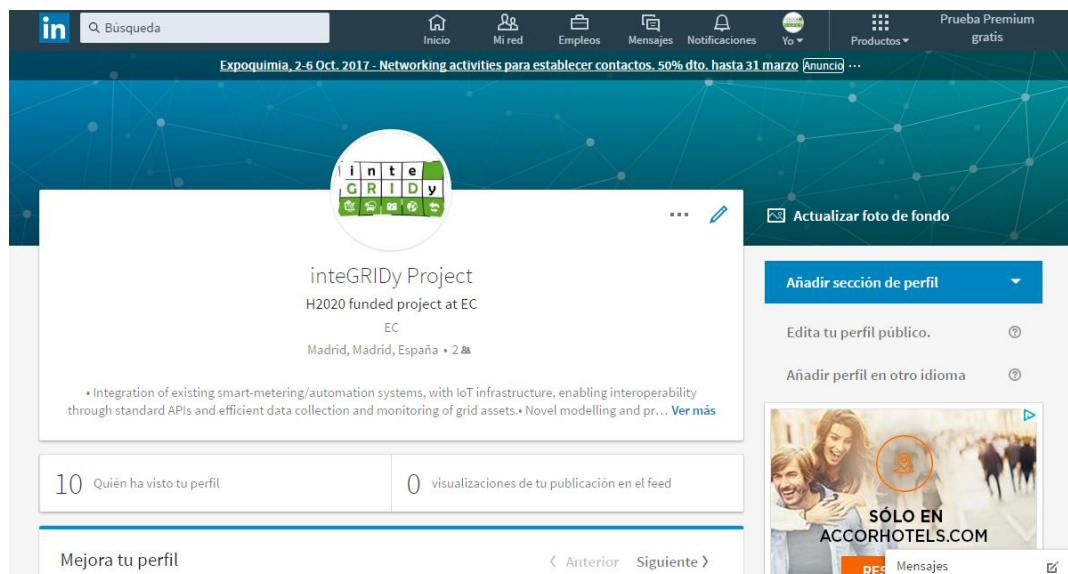
Figure 13. InteGRIDy Social Media -LinkedIn account

3. **Flickr** (https://www.flickr.com/photos/integridy/). Visual content is also relevant for dissemination. In an attempt to aid project internal communication (documentation of project events in terms of pictures taken) and external dissemination (presentation of relevant images to public audience), a Flikr account has been created. More than 200 visits have been received to this page, including currently information about all project members and pictures from all meetings.
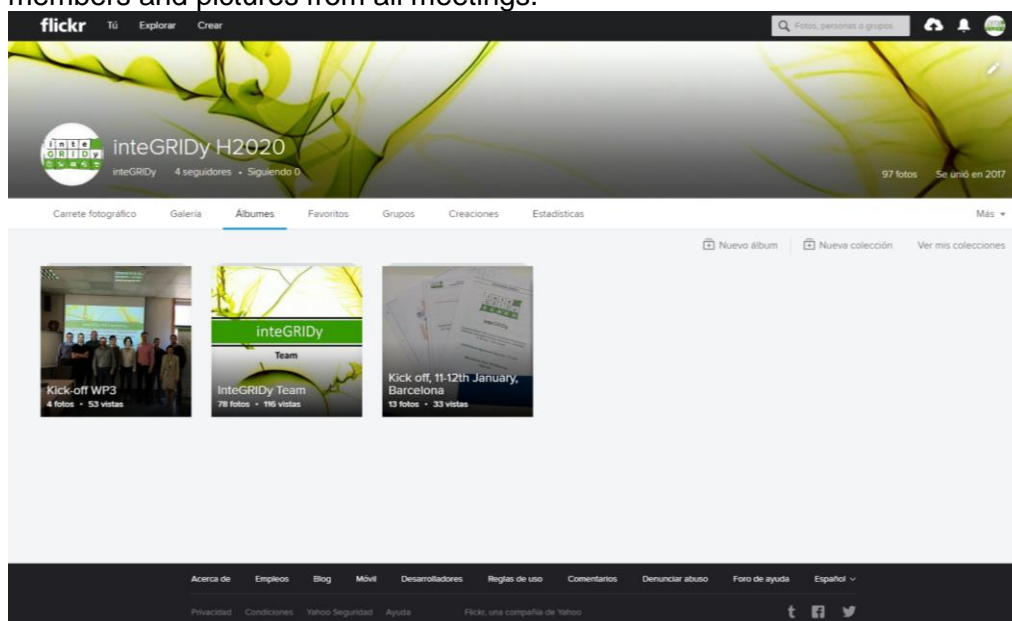

Figure 14. inteGRIDy Social Media -Flickr account

4. **Google Plus** (https://plus.google.com/u/2/117017274725182812172). Finally, as it is very useful to gather analytics for the webpage and other statistics, inteGRIDy has also created a Google+ account. The main goal, as already stated, will not be actively disseminating material but enable the use of google apps.
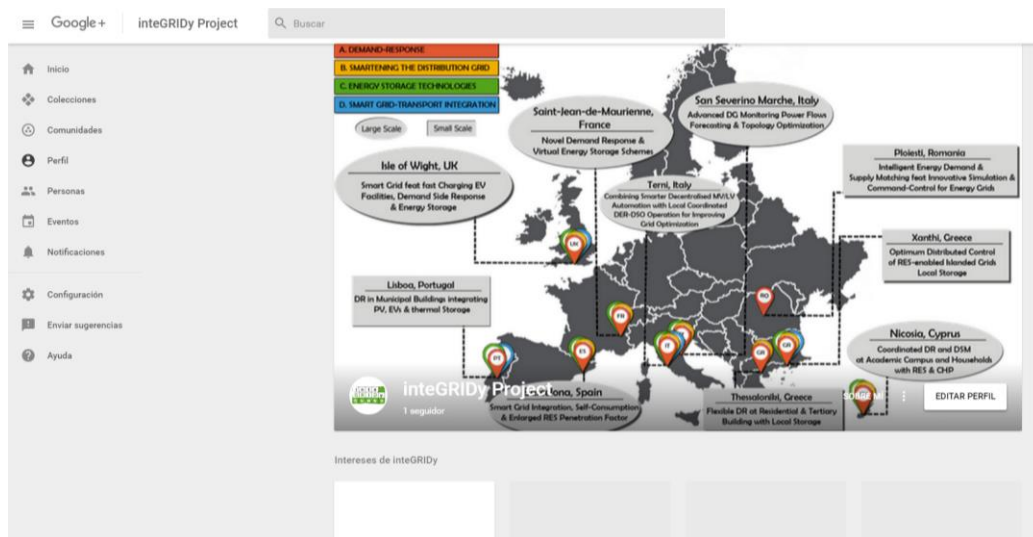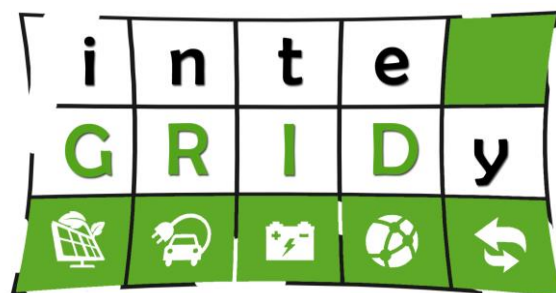
Figure 15. inteGRIDy Social Media -Google Plus account

3.Conclusions

All starting dissemination activities promised by inteGRIDy are already put in place. The website is currently online and referenced in several early dissemination events addressed by the project, so the number of visits is expected to be growing in the near future. The content will be further refined, coinciding con project milestones outputting relevant data, to also engage a wider audience.

All these updates and outcomes will be also promoted by making use of the targeted social media activities. First interactions have been already initiated with promising results. Twitter, LinkedIn, Flikr and Google+ networks will be of great use during the project lifetime.

In order to stay updated to project news, please refer to any of the aforementioned channels.

http://www.integridy.eu