RE4INDUSTRY

100% Renewable Energies

for Energy Intensive Industries

Grant Agreement Nº 952936

D7.5 - Project Website

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Executive summary

In EU-funded projects, websites represent the main source of information and dissemination of the project news and outcomes, acting as one of the platforms where project partners and website users can get in touch. They support the innovative breakthroughs of EU-funded projects by providing the “field” on which partners communicate about them all the while fostering exploitation opportunities for innovation.

This deliverable describes RE4Industry website, both from the content and from the technical point of view. Beyond providing the objectives of the document and of the website itself, its structure is described and displayed, with specific attention to both landing and secondary pages. In addition, the technicalities are considered, thus content updates, website maintenance and technical implementation.

Abbreviations

Abbreviation	Definition
CC	Communication Committee
CCPA	California Consumers Privacy Act
CMS	Content Management System
CO	Confidential
D	Deliverable
DE	Germany
EC-GA	European Commission - Grant Agreement
ES	Spain
EU	European Union
FAQs	Frequently Asked Questions
GDPR	General Data Protection Regulation
GR	Greece
IPR	Intellectual Property Rights
M	Month
NL	Netherlands
PU	Public
RE	Renewable Energy
SEO	Search Engine Optimization
SMPT	Simple Mail Transfer Protocol
T	Task
URL	Uniform Resource Locator

V	Version
WP	Working Package
WPress	WordPress

1 Introduction and objectives

1.1 Introduction

As part of the communication and dissemination actions, in EU-funded projects, websites represent one of the most relevant sources of information for external stakeholders interested in the project.

For RE4Industry, deliverable D7.5 is the project website and represents the main point for content, communication and dissemination channels and actions for the whole duration of the project.

RE4Industry website – under URL www.re4industry.eu online since end November 2020 - provides an interactive environment that gives access to all publishable developments of RE4Industry including videos, deliverables and useful information regarding project actors, progresses and results.

1.2 Interested parties

The main partner, responsible for the creation, delivery and maintenance of the website, is the WP7 leader, EEIP. The web page was then revised by the Communication Committee (CC) partners (CIRCE, White Research, ESEIA) before the official submission.

A first structure of the website was made available to the project coordinator 4th November 2020, who was asked to provide feedback (09.11.2020). Afterwards, an updated version of the website structure and content was developed on 25th November 2020, followed by a second review provided by the project coordinator and CC. An updated version was then created followed by the final version of the website, approved and delivered on 30th November 2020 to project coordinator, responsible for the official submission before 30th November 2020.

1.3 Objectives

The main objective of this document is the provision of an overview of RE4Industry website, its structure, content and technicalities. The website, in fact, represents one of the main communication and dissemination channels, whose objectives are twofold:

- representing a one-stop source of information and engagement among and beyond target groups;
- supporting communication and dissemination efforts of project partners and stakeholders.

RE4Industry website follows EU requirements in terms of communication and dissemination activities, regarding usability and accessibility, and it includes the EU flag and the information regarding EU funding.

The chosen domain www.re4industry.eu has been selected thanks to its direct and clear link to the name of the project and to its geographical scope (.eu).

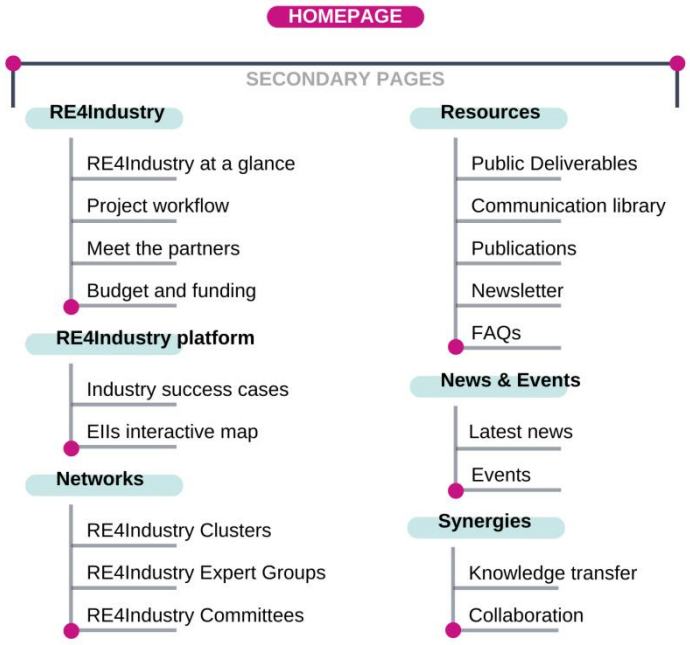
2 Structure of the website

The structure of the website is clear and user-friendly. The following site-map showcases (Figure 1) showcases the pages of the website. Below that, a detailed description of each section of the website is provided.

2.1 Website map

The following figure (Figure 1) showcases the structure of the website, displaying the landing page ("Homepage"), the secondary pages and their subsections.

Figure 1 - RE4Industry website map



2.2 Outline of the sections: homepage

The homepage (Figure 2) is the landing page of the website. It displays the logo and the menu of the website, the project in brief ("What is RE4Industry?" with five main concepts related to the project scope) and a clear link to the four different stakeholders groups of the project (RE4Industry national clusters, RE4Industry expert groups, RE4Industry committees, both at national and at EU level).

In addition, the homepage showcases the consortium members and the section "highlights from the RE world" that will display news both related to the project itself (in different forms, such as press releases, blog posts, videos, public deliverables, etc) and external (hence, connected to the

topic of the project).

Below this, a clear link to the project social channels (in this case, Twitter posts are showcased), the possibility to subscribe to the project newsletter and contact information (email, social media and a 'contact us' form).

From the navigation bar, users have the possibility to access every page of the website. At the footer of the homepage, the EU-funding information (EU flag and disclaimer) are showcased, together with the project logo, privacy policy link and a footer menu.

The different sections link to the secondary pages of the website.

Figure 2 - RE4Industry website homepage

2.3 Outline of the sections: secondary pages

Secondary sections of the website are available through a drop-down menu at the top and at the bottom of the homepage.

2.3.1 RE4Industry

The main aim of this section is to present the project, who is involved in it, the main goals, methodology and workplan, and how the project is funded.

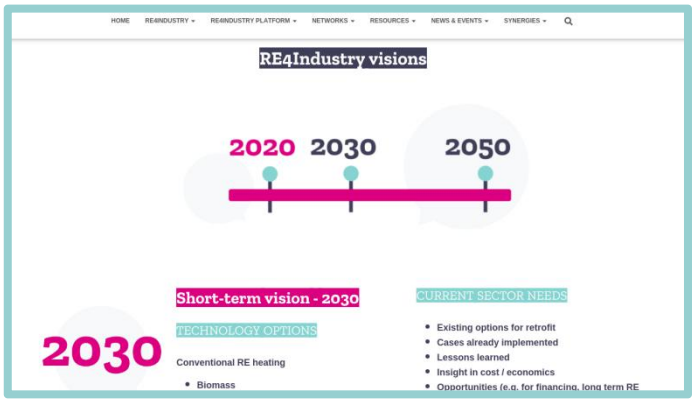
2.3.1.1 RE4Industry at a glance

This section of the website describes the main objective of the project, the goals (Figure 3) and gives a visual overview of the project vision, towards 2030 and 2050, highlighting the technology

options, the achievable rates of such visions and the sector needs (Figure 4).

Figure 3 - RE4Industry website objective and goals

Figure 4 - RE4Industry website visions



2.3.1.2 *Project workflow*

The section “project workflow” showcases the RE4Industry methodology (Figure 5), some concepts related to the approaches and to the methodology, and the project work plan (Figure 6). This section’s main aim is the description of how the project work is being carried out, mentioning all working packages and main activities related to them.

Figure 5 - RE4Industry website methodology

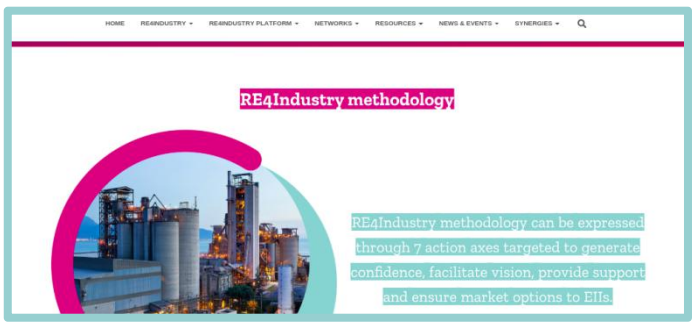
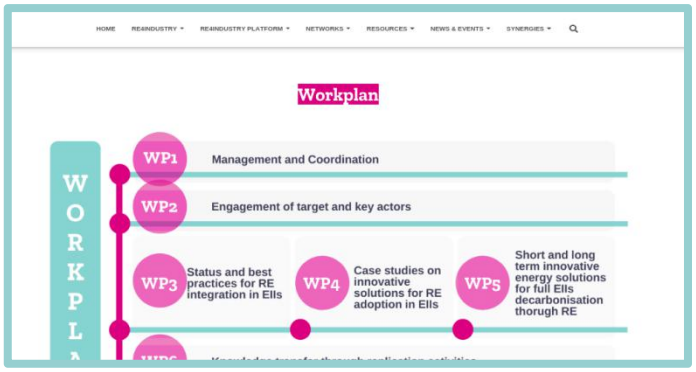


Figure 6 - RE4Industry website workplan



2.3.1.3 *Meet the partners*

This section visually shows where partners are located on a map (Figure 7) and present them based on their general role (1. technological and social expert, 2. renewable energy-oriented associations, 3. energy intensive industries), together with their activities in the project, company logo, main contact and social profiles (Figure 8).

Figure 7 - RE4Industry website partners map

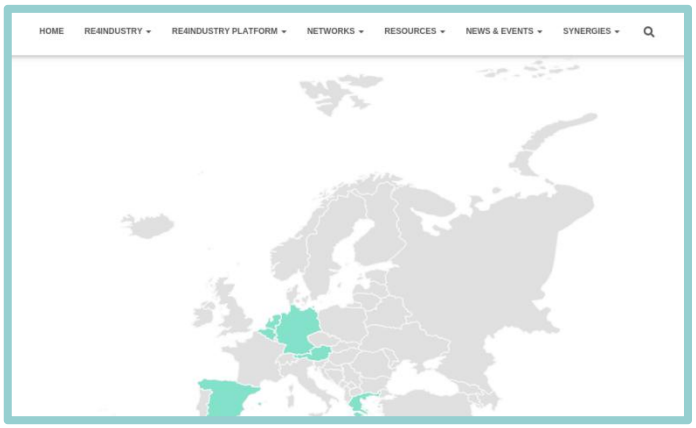
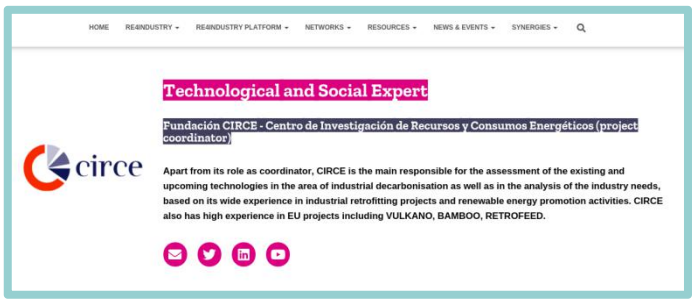


Figure 8 - RE4Industry website partners



2.3.1.4 Budget and funding

The “budget and funding” section (Figure 9) describes the project funding scheme, total costs and budget and programme under which the project was funded.

Figure 9 - RE4Industry website funding and costs

2.3.2 RE4Industry platform

The RE4Industry platform is a section on the website where industrial success cases are presented, both involving the industrial partners that are part of the consortium, and external success cases. From M12 onwards, it will include an interactive map of energy intensive industries that adopted renewable energy technologies in their facilities.

2.3.2.1 Industrial success cases

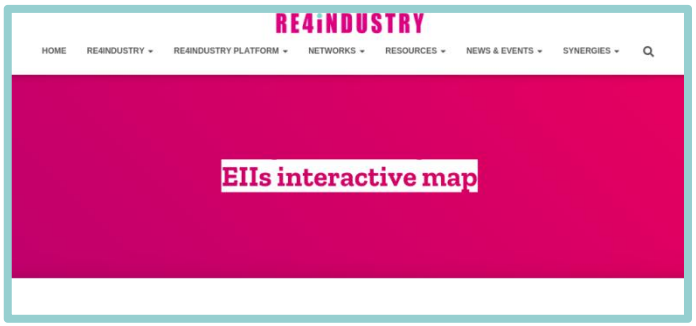
This section (Figure 10) showcases industrial success cases coming from two different sources: from the project itself, hence the success cases and related materials linked to the industrial partners involved in the project as consortium members, and from external industries. Different materials will be part of this section, e.g. factsheets, blogs.

Figure 10 - RE4Industry website industry success cases

2.3.2.2 *EIIs interactive map*

From M12 onwards, this section (Figure 11) will showcase an interactive map of energy intensive industries adopting renewable energy technologies in their facilities.

Figure 11 - RE4Industry website EII interactive map



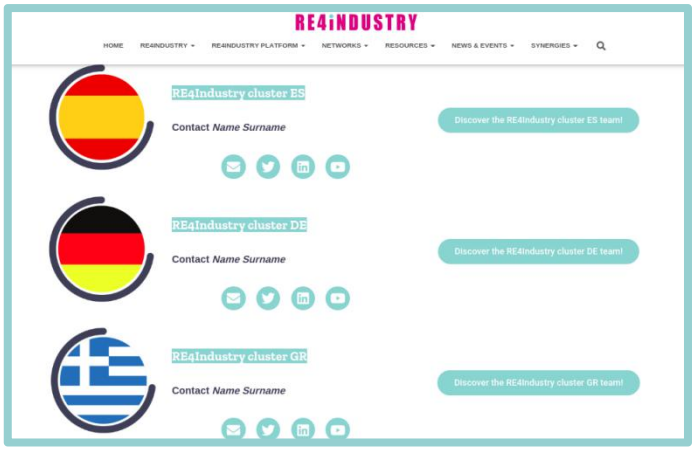
2.3.3 Networks

The section “networks” is the part of the website where users can find information about the four different groups: national clusters, expert groups, national committees and European committee.

2.3.3.1 *RE4Industry Clusters*

RE4Industry clusters (Figure 12) are the four multi-thematic national groups of external stakeholders working on a national level (Spain, Germany, Netherlands, Greece). The page describes the role that the stakeholders would have in such groups, together with the linked benefits, how to join and some information related to the main contact people. In addition, each cluster is linked to an external page where visibility is given to the stakeholders joining the teams.

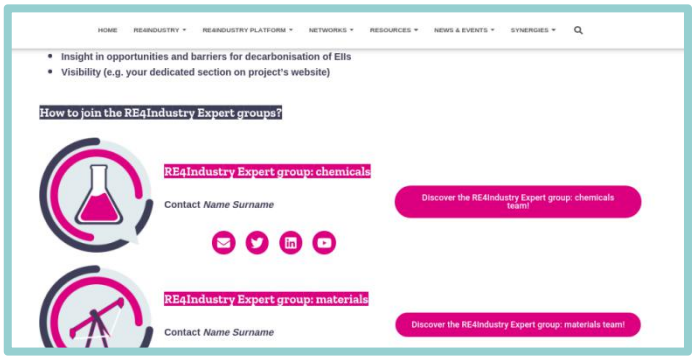
Figure 12 - RE4Industry website national clusters



2.3.3.2 RE4Industry Expert Groups

Similar to the RE4Industry four national clusters, RE4Industry Expert groups (Figure 13) are sector-oriented expert groups focusing on different aspects: chemicals, renewables, materials, metals, regulations and society. The page describes the role that the stakeholders would have in such groups, together with the linked benefits, how to join and some information related to the main contact people. In addition, each expert group is linked to an external page where visibility is given to the stakeholders joining the teams.

Figure 13 - RE4Industry expert groups



2.3.3.3 RE4Industry Committees

RE4Industry Committees are split into two groups: national ones and European. The national ones (Figure 14) focus on the four target countries (ES/GR/DE/NL) while the European one (Figure 15) targets the European level. All committees are policy and advocacy-oriented groups, built on project results and on the knowledge transferred by the clusters. They will provide advice on improvements, re-orientation of project actions. Also here, the page describes the role that the stakeholders would have in such groups, together with the linked benefits, how to join and some information related to the main contact people. In addition, each committee group is linked to an external page where visibility is given to the stakeholders joining the teams.

Figure 14 - RE4Industry website national committees

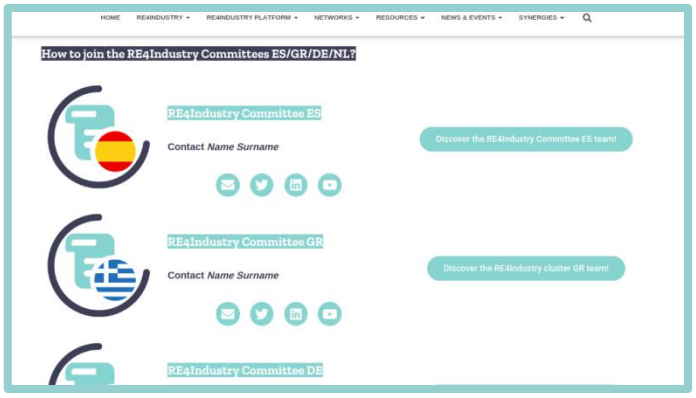
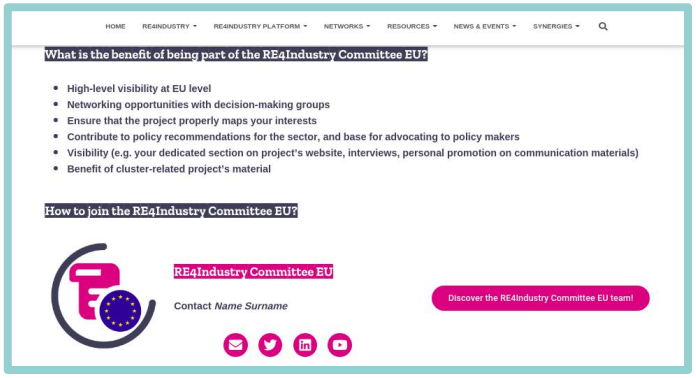


Figure 15 - RE4Industry website EU Committee



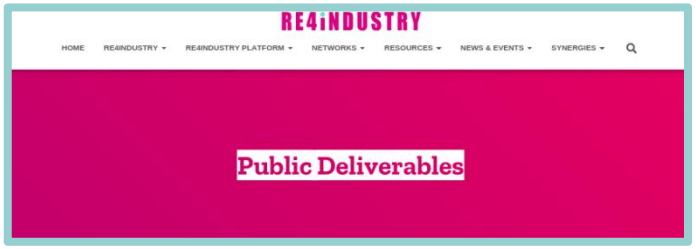
2.3.4 Resources

This section provides both project partners and website users with useful information that can be used for communication and dissemination (public deliverables, communication library with communication outputs, publications), newsletter registration option and FAQs section to better understand the project.

2.3.4.1 Public Deliverables

This section (Figure 16) will include a downloadable version of all public deliverables developed during the project.

Figure 16 - RE4Industry website public deliverables



2.3.4.2 Communication library

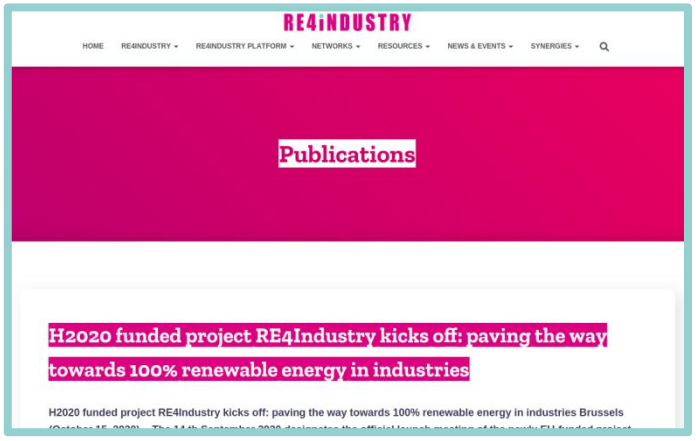
The communication library section (Figure 17) will include all materials useful for communication on different channels, developed mostly by WP7 but also by other WPs, such as handbooks. They will be available for both project partners and external ones and will include materials such as logos, project visual and written identity, presentations, leaflets, etc.

Figure 17 - RE4Industry website communication library

2.3.4.3 Publications

This section (Figure 18) of the website will include all scientific and general publications, published both in EIIs specialised and general media. This page will also include all press releases published by the project.

Figure 18 - RE4Industry website publications



2.3.4.4 Newsletter

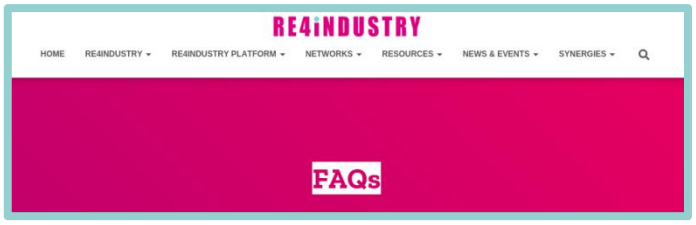
The newsletter sections (Figure 19) will provide users both with the possibility to register to the project newsletter (released every six months) and to read and download past newsletters.

Figure 19 - RE4Industry website newsletter

2.3.4.5 FAQs

The Frequently Asked Questions section (Figure 20) will give users an overview of the most common questions and their answer, in order to better understand the project, its processes and activities.

Figure 20 - RE4Industry website FAQs



2.3.5 News & Events

2.3.5.1 Latest news

The “Latest news” section (Figure 21) will provide users with two kinds of news: internal, such as project progresses highlighted in press releases and all project-related publications, and external, such as news related to the renewable energy in industries sphere.

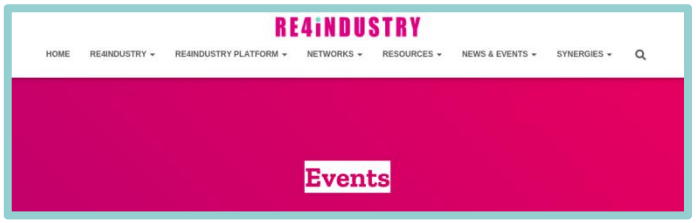
Figure 21 - RE4Industry website latest news

2.3.5.2 Events

The “events” section (Figure 22) will showcase different types of events: a) project-related and own events, such as RE4Industry fora and events, b) external events in which project partners will

present the project or participate as RE4Industry partners, and c) external relevant events, related to the project scope. Events will include EU-events, info-days, conferences, webinars, trade fairs, etc., both online and in person.

Figure 22 - RE4Industry website events

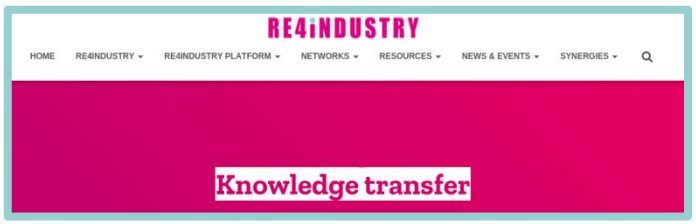


2.3.6 Synergies

2.3.6.1 Knowledge transfer

The "Knowledge transfer" section (Figure 23) of the website will provide the main results and outcomes of the work related to WP6 ("Knowledge transfer through replication activities"), including in-house/cross-border knowledge transfer.

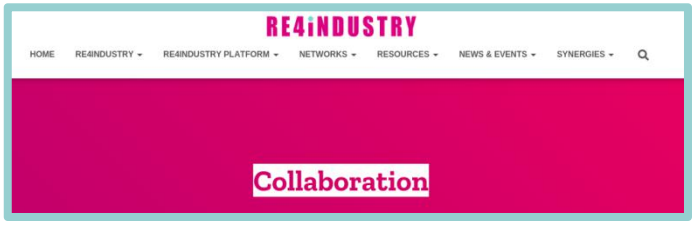
Figure 23 - RE4Industry website knowledge transfer



2.3.6.2 Collaboration

This page (Figure 24) showcases projects and initiatives (both at national and European level) related to the RE4Industry scope and objectives, and collaboration activities.

Figure 24 - RE4Industry website collaboration



3 Website implementation and management

3.1 Technical overview

3.1.1 Domain and hosting

For accessing to the project web page, the WP7 leader has purchased the following domain: www.re4industry.eu, provided by Key System, one of the European Internet Solutions providers.

3.1.2 Implementation

For the hosting of the website, RAIDBOXES was chosen, considered as High-Performance WordPress-Hosting & Management (https://raidboxes.io/) and a powerful WordPress management solution. Among the options offered by the company, the “fully managed” packet has been chosen since considered the most complete one. It offered a Europe-based (Germany) and secure hosting platform, a live customer assistance (support reaction time within minutes) and backup, hacking and malware protection. It supports the creation of a website on the WordPress (WPress) platform, with access to all its templates and plugins.

The RE4Industry website has thus been developed using WordPress, one of the best platforms where to build a website and one of the top CMS - Content Management System in the world with its 58.55% of the CMS market share.

The theme used for the website is Hestia. Being a complete and fully customisable template, it allowed for major flexibility in comparison to the other templates available.

In addition to the core elements of the webpage, the developers have included in the website the use of plugins which improve the usability, the visual identity and prevent from unwanted messages.

For the selection of plugins and themes for the system, it has been considered the security, the usability, the rating and the popularity of each of them, selecting only those that are regularly updated, that have the most users and the highest reviews. When needed, more plugins will be used.

The following plugins have been activated:

- *Cookie notice* - Cookie Notice allows to inform users that the site uses cookies and helps comply with the EU GDPR cookie law and CCPA regulations.

- *Download Manager* - the plug-in to manage, protect and track file downloads.
- *Elementor* - The plugin to drag and drop page building blocks.
- *Elementor - Header, Footer & Blocks* - This plugin allows creating a custom header, footer with Elementor and display them on selected locations.
- *ElementsKit Lite* - The addons for Elementor with widgets, header builder, footer builder, menu builder, layout pack and custom controls.
- *Essential Addons for Elementor* - The plugin allows the use of certain elements including advanced data table, event calendar, filterable gallery, etc.
- *Interactive Geo Maps* - The plugin to create interactive geographic vector maps of the world, continents or any country in the world.
- *Newsletter, SMTP, Email marketing and Subscribe forms by Sendinblue* - The plugin of the project newsletter, to manage contact lists, subscription forms and all email and marketing-related topics.
- *Orbit Fox Companion* - This plugin provides with a template library, menu/sharing icons modules, Gutenberg blocks, and additional Elementor/BeaverBuilder page builder widgets.
- *WP Statistics* - The plugin to track analytics and statistic of the website.
- *WPForms Lite* - The plugin for the contact form.

3.1.3 SEO

SEO – Search Engine Optimization is a process that increases both quality and quantity of website traffic and brand exposure, and it has been considered relevant for RE4Industry. A SEO positioning analysis will thus be performed during the first months following Go-Live to ensure high visibility in web search engines. This analysis will be frequently updated and will also include SEO competitor analysis (e.g. other EU project websites) to identify opportunities to increase SEO ranking.

The analysis will take into account aspects such as content, image optimization, tags, readability and page organization.

3.1.4 Data

The privacy policy section, accessible from the bottom of every page of the website, explains which personal data are collected and how they are used. This information ensures that the website, its

use and content are GDPR compliant and follow EU requirements.

As explained in the privacy section, some data are collected by the website operator (e.g. technical data or operating system), which help the good functioning of the website, while other data are collected by the plugin operators (e.g. Sendinblue newsletter). Unless clearly mentioned or specified, all these data are anonymous and serve statistical purposes.

In regard to the content of the website, the information published follows the Consortium Agreement and Grant Agreement in terms of IPR. Specifications are explained in the project handbook.

3.2 Management

Content updates and maintenance of the project website will be periodically performed by EEIP, WP7 leader. This action will take place as a result of the two following reasons:

- General periodical update.
- When new materials have to be added to the website (e.g. events, publications, videos).

4 Conclusion

RE4Industry website acts as a strong tool to communicate and disseminate project information. Project website is in line with the European Commission's Horizon Research and Innovation programme guidelines in order to reach industrial stakeholders and public audience. It will be of utmost importance for external stakeholders engagement, through the dedicated sections.

The website will be accessible as of the end of November 2020, and will be periodically updated, considering the progress of the project activities and updates from consortium partners will be implemented to the website.