Multi Utilities Smart Energy GRIDS

WP 8 – "Dissemination, Communication and Policy promotion"
D8.1 – "MUSE GRIDS project website"

Due date of deliverable: **28/02/2019**
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Dissemination Level (Specify with "X" the appropriate level)		
CO	Confidential	
PU	Public	x

Project Contractual Details

Project Title	Multi Utilities Smart Energy GRIDS
Project Acronym	MUSE GRIDS
Grant Agreement No.	824441
Project Start Date	01-11-2018
Project End Date	31-10-2022
Duration	48 months
Supplementary notes:	
This document is only for use among the Partners of MUSE GRIDS	

Table of Contents

1 Introduction

The current deliverable (8.1) is entitled "MUSE GRIDS Project website" and is a public document of the MUSE GRIDS project, produced in the context of WP8 "Dissemination, Communication and Policy promotion"". The objective of WP8 is to maximise MUSE GRIDS's impact by connecting research and innovation activities to the public and professional audience.

The project website is one of the fundamental tool that will be used throughout the entire project duration to disseminate and communicate its plan. Although it includes several technical documents and information, it is organized in such a way so that it is easily accessed by a wide range of stakeholders and other interested parties. Together with the Website social media profiles will be another relevant mean of dissemination and communication of the project aiming to achieve a wide audience.

It is important to highlight that the official project website (http://www.muse-grids.eu) has been available online just after M4 (February 2018) and the following pages explain more about the website, its visual elements, its structure, the contents and the decision process behind its concept. The Coordinator, RINA-C, has developed website specifications prior to the website development and EASE as dissemination and WP8 leader had the chance to comment on them.

The MUSE GRIDS website is the central dissemination channel and it will ensure the largest possible project impact and dissemination. It is part of the bigger communication strategy that is carried out in the framework of WP8 under EASE Guidance. Website and project updates will be constantly promoted via Project social network which will be the quickest and most direct way of dissemination/communication of the project.

2   Website Characteristics

2.1   URL and technical specifications

The MUSE GRIDS website is accessible on http://muse-grids.eu and http:///www.muse-grids.eu. The coordinator, RINA-C, has registered this URL name in the very beginning of the project and reserved the URL for 5 years, well beyond the whole project lifetime (see illustration 1). Since all the promotion, communication and dissemination will be centred around the brand name 'MUSE GRIDS', 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 NEXT CLOUD 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.

Furthermore, RINA-C ensured that Search Engine Optimisation, including proper referencing and specification of key words for each subpage, news item and event item, was carried out before the website went online. Together with cross-referencing from partners' websites to the Muse Grids website, it is ensured that the contents of the website are highly visible on search engines, such as Google, and that relevant traffic is driven to the website. It also allows to find dedicated content when searching: e.g. the search term 'Muse Grids demonstration" would list the corresponding calendar item in a privileged position.

The website was set up in a WordPress CMS, which makes it responsive and compatible with a big number of devices, browsers and screen sizes.

In particular, Wordpress CMS was chosen because it is used by more than 60 million websites, including 30.6% of the top 10 million websites as of April 2018, which makes it the most popular website management system in use. [1]

Moreover, it has standard features that are functional and easy to use, such as content authoring, reliable performance, and excellent security.

The MUSE GRIDS project website, is designed and maintained by RINA-C and EASE having as its main objectives the following:

- To **describe capabilities and benefits** provided by the MUSE GRIDS technologies and integrated technology packages to audiences beyond the project's communities, comprising the media and the public, in order to **raise general awareness** and **achieve societal acceptance**, releasing MUSE GRIDS results through all of the website's features.
- To **disseminate** project results included in articles, reports and other relevant dissemination material, to the academic and industrial community.
- To **attract** stakeholders (energy utilities, building owners and managers, industrial manufacturers) potentially interested in building-up strategic partnerships and stimulate interaction with the consortium.

The site is developed in PHP programming language in collaboration with MySQL database. It is fully responsive and adapts to all screen analyses of any device (Figure 1).

In fact, in 2017 almost half of internet users spent five or more hours on their smartphones daily[2], so MUSE GRIDS website is responsive in order to make sure that all the results achieved in the framework of the project can be easily accessed through different devices (laptops, tablets and smartphones). In fact, responsive web design make web pages look good on all devices and offers the best experience for all users.

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[1] Coalo, J.J (September 5, 2012). "With 60 Million Websites, WordPress Rules The Web. So Where's The Money?". Forbes. Retrieved February 3, 2016.

[2] https://www.statista.com/statistics/781692/worldwide-daily-time-spent-on-smartphone/

Moreover, sophisticated techniques for appearing and displaying the various elements of the website have been used, particularly in the partners' sub-page where the details of each appear in a modern way. Due to the fact that in some sub-pages the content may be long enough, a special item is automatically displayed on the right side of the web page, whereby the user will be taken to the top of the web page automatically by gently scrolling effect. The text font selected is a Google Font to provide a uniform display of the content regardless of the device used to visit the website. The particular Google Font selection provides a user friendly and easy-to-ready font suitable for all devices (computer monitors, tablets, smartphones).
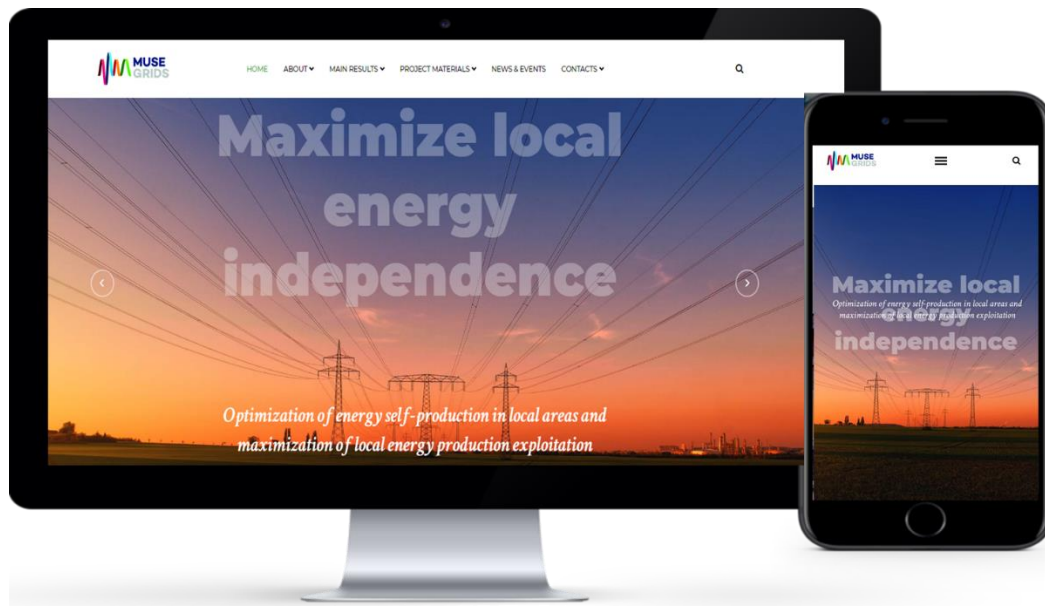
Figure 1 - Website adaptation to every screen analysis

The web server hosts all the security requirements and its operating systems are currently the latest versions of PHP and MySQL. The public section of the website describes the project and its partners in detail, and will be updated with various news and announcements to be posted on the relevant sections.

2.2 Project logo

MUSE GRIDS aims to demonstrate how local energy grids can interact together to maximize local energy independency and reduce operation costs. Physical networks (electricity, natural gas, district heating and cooling, water) and non-physical networks (mobility and citizens/communities) participate to the development of Local Energy Communities.
The following technologies are involved: Electricity networks, Hydrogen system, Gas networks, Heat networks, Cooling networks, Water network.

Figure 2 - Website adaptation to every screen analysis

In the project's logo every technology is matched with a colour. They are all united in a single flow to convey an idea of cooperation and seamless movement. The two letters of the project are on the right in capital letters, clearly designed and easy to recognise. The font used for the letters is Campton.

MUSE GRIDS website has been designed in consistency with the project logo and using the same colour palette.

2.3 Website structure

The structure of the website has been developed in such a way in order to quickly address the key questions that external users of the website are expected to have, such as:

SECTION "ABOUT":
- What is the importance of the project and what specific challenges does it address?
- Who is behind the project?

SECTION "MAIN RESULTS":
- What are the objectives of the project?
- What are the relevant test facilities/experiments conducted/computational results?
- What are the demosites where MUSE GRIDS concepts will be demonstrated

SECTION "NEWS&EVENTS":
- What is currently being done in the project?
- Which project events are planned and have been organized?

SECTION "PROJECT MATERIALS":
- Public available project material to have more information about it

SECTION "CONTACTS":
- How to follow the project?
- How to receive information?

The website is structured in such a way so that it addresses the abovementioned questions. Hence, it consists of the following main elements:

- The **homepage** (Figure 6) that communicates to the user the main aspects of the project. The home page is organized in seven subsections: i. The header menu; ii. A slider section that includes an attractive three-image formation; iii. Highlights of the project; iv. Newsletter; v. Latest news; vi. consortium. vii. footer

- The **header** which composes of the main navigation menu (Figure 3). This allows for a navigation through the various subsections and will be described in greater detail in the following chapters.

- The **footer** which appears in all pages, home or content pages and contains links to the social media and funding acknowledgment (Figure 4).

In particular, the homepage is designed to convey the three fundamental messages of the project via three sliders present just in the front page of the homepage:

- Maximize local energy independence: optimization of energy self-production in local areas and maximization of local energy production exploitation

- Empowering local energy communities: citizens' cooperation allows to obtain reliable and cheap energy while reducing energy carbon footprint
- Development of a participatory approach for a broader scale promotion in virtual demosites in India, Israel and Spain

The website homepage represents an attractive showcase for the project and a tool for the effective dissemination of the latest project news, events and public reports.

After a slider containing three captivating images, users can navigate a section that links to 3 key-pages of MUSE GRIDS website: "The Project", "The Demosites" and "The Technologies".

Figure 3 - Website adaptation to every screen analysis
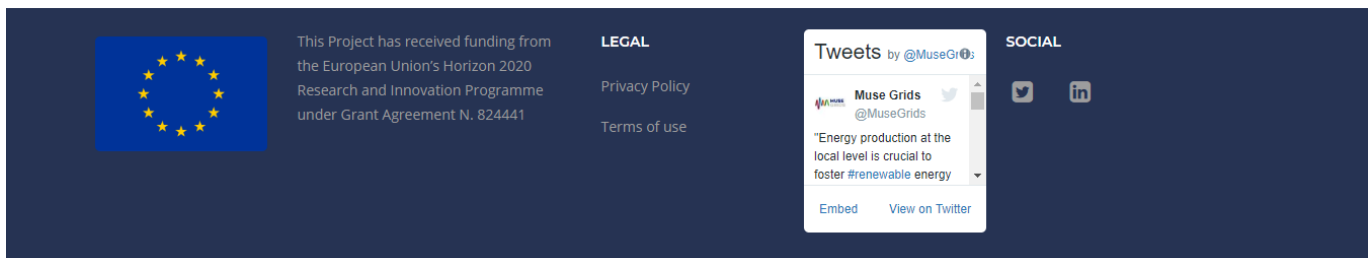
Figure 4 - Website adaptation to every screen analysis

It should be noted here that the latest press and events field is an interactive section in the website's homepage that contains all the news of the website including: events, articles and publications of the project, newsletters, conference special sessions, public deliverables etc.

This information is presented in a chronological order with the newest being presented first. Clicking on the title of the desired article will direct the user to the full content of the respective subject.

In this section, there are some useful short cut icons, which show the relevant information of the website (Figure 5).
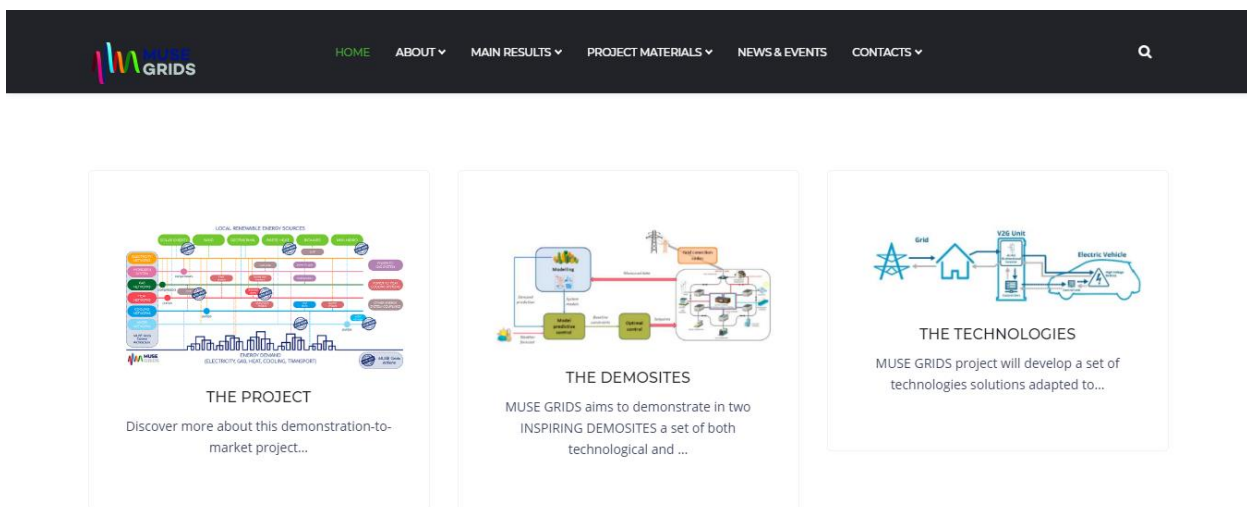
Figure 5 - Short cut icons

Finally, an invitation banner is added in the center of the homepage, indicating to the interested website visitors to stay in touch with the project, by registering to the project's newsletter (Figure 6).
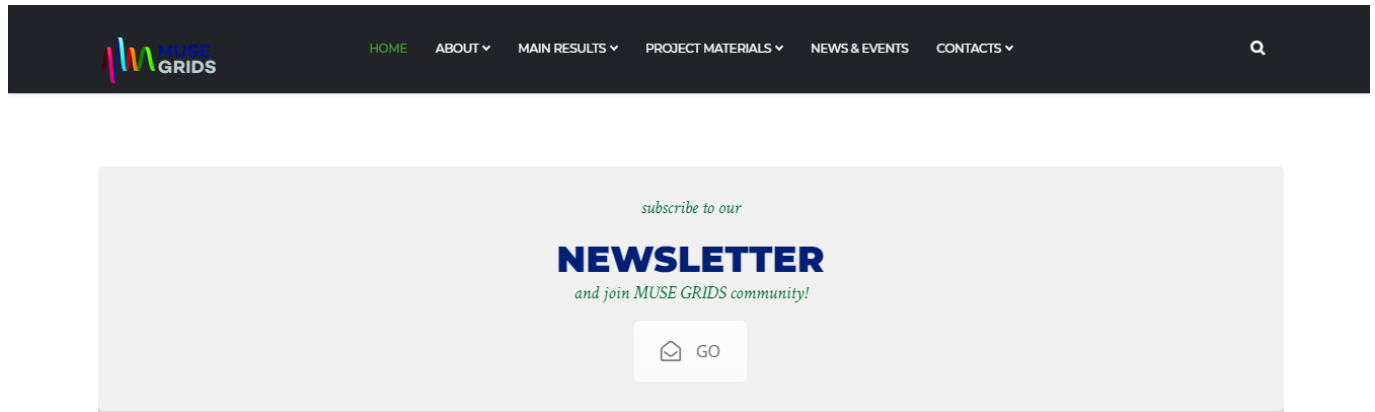
Figure 6 - Sign Up to Follow MUSE GRIDS button is well visible also in the centre of the homepage
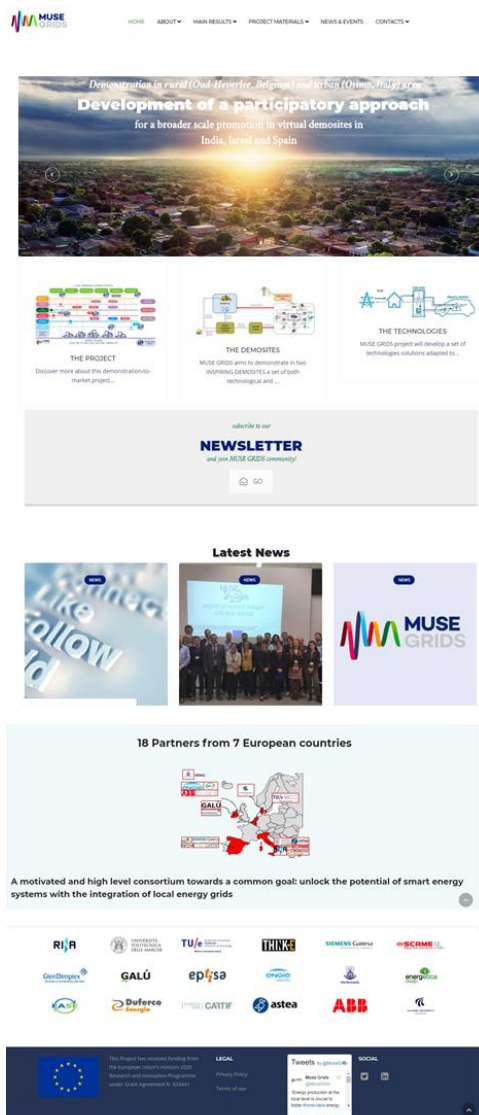
Header

Slider

Project highlights

Newsletter

Latest news

Consortium and partners logos

Footer

Figure 7 -

3 Navigation menu

The website navigation menu is located in the website header. It includes five important sections the purpose of which is described below. Additionally, a "Home icon" is provided to allow the user to return to the homepage whenever it is desired. Moreover, a search field is added in every page to allow for quick search of every interested user, regarding the project's related information.

The website structure results very attractive and user-friendly.

3.1 Section "About"

The main data of the project are usuefully available directly click the button of the "About".

3.1.1 Project in brief

The scope of this section is to inform the public about the features of the MUSE GRIDS project by introducing its key-points and answer some of the fundamental questions that an interested visitor may have. A synoptic figure with the different possible energy grids, their interconnetction and in which sector MUSE GRIDS will work on is provided.
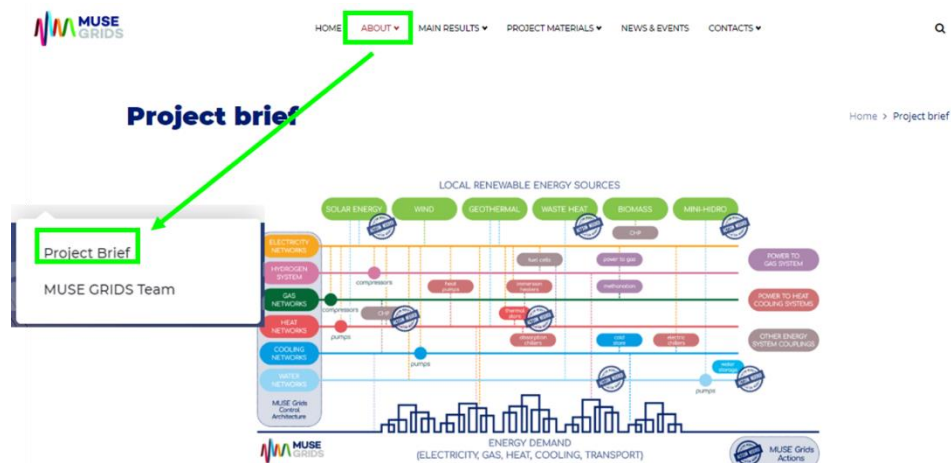
Figure 8 – Project in Brief section at a glance

Furthermore this section provides basic information about the funding of the project. In addition to the funding acknowledgment which appears in all pages.

Additionally, a short description of the main objectives of the project is provided, regarding the submission, approval and beginning dates of the project.

Figure 9 – Objectives section at a glance (second part of Project in Brief section)

3.1.2 MUSE GRIDS team

This second section of the "About" page is related to the 'Partners' list' which contains the list of all the partners involved in the MUSE GRIDS consortium (Figure 10).
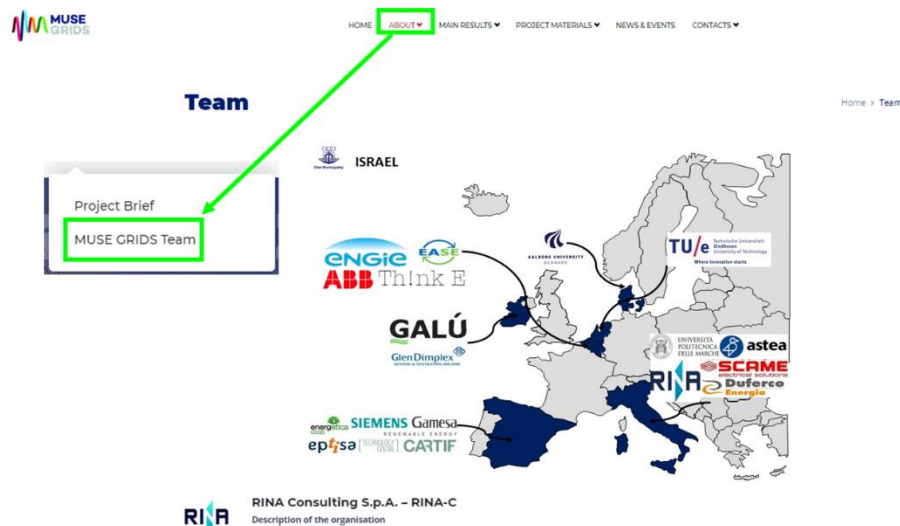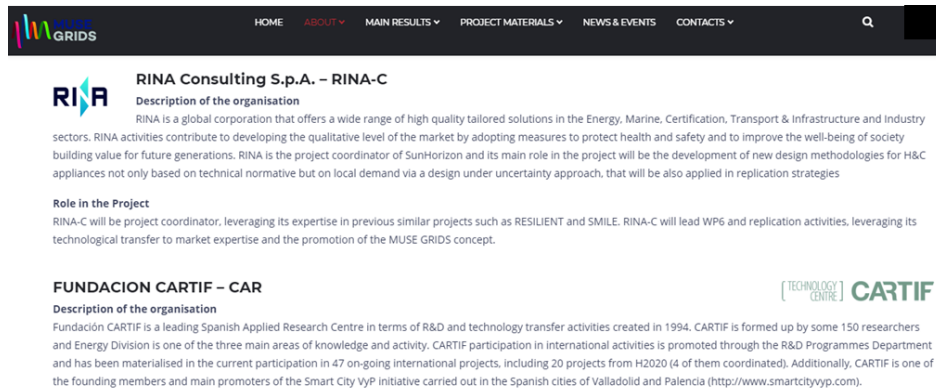
Figure 10 – MUSE GRIDS consortium

Whenever the user clicks on a partner's logo, more details unfold as shown in Figure 11. These details provide further information about each partner, followed by a description of its role in the project and a brief reference on its members that are involved in the project. Additionally, a respective link can be found at the bottom of each partner page which navigates the user to the corresponding, official website of the partner.
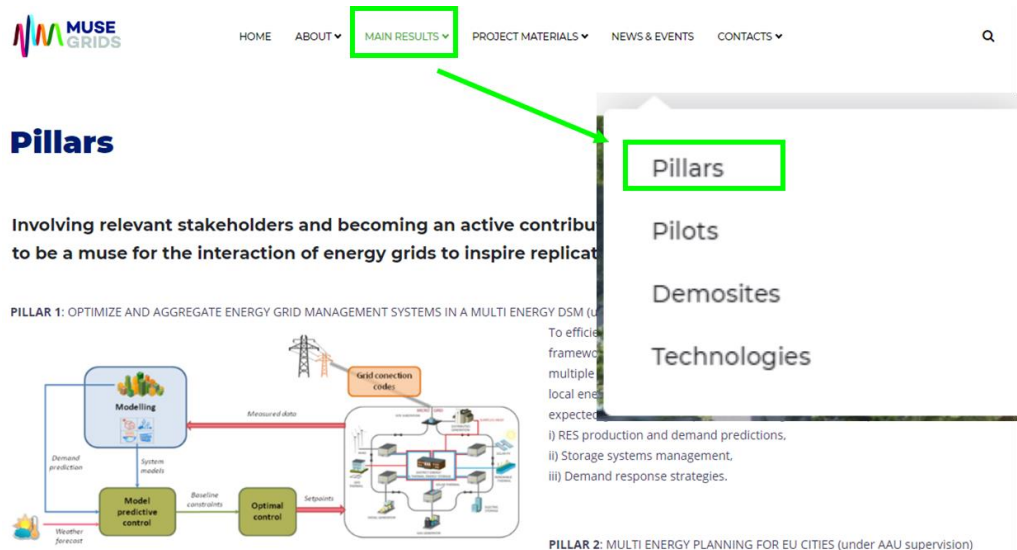
Figure 11 – Description of each single partner and its roles

3.2 Section "Main Results"

The second section of the website header is the 'Main Results' list which contains four sections: i) pillars ii) demosites iii) virtual demosite and iv) technologies

3.2.1 Project pillars

In this section, the four pillars of the project are briefly described. For each pillar, the main responsible partners, the objectives and a figure is provided.

Figure 12 – Project pillars section at a glance

3.2.2 Demosites

In this section project demosites and their challenges are briefly described and constantly updated.
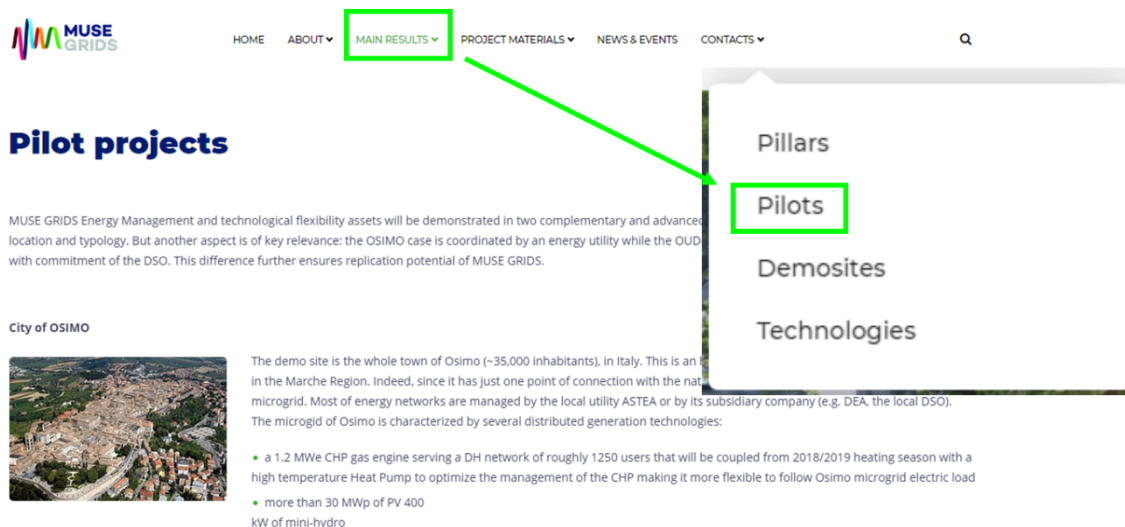
Figure 13 – Project pilots section at a glance

3.2.3 Virtual demosites

Since the replicability of MUSE GRIDS project is one of the main goals, several virtual demosites in India, Spain and Israel are already engagement for pre-feasibility studies. The main characteristics of each virtual demosite is presented and what they can PORT to the project.
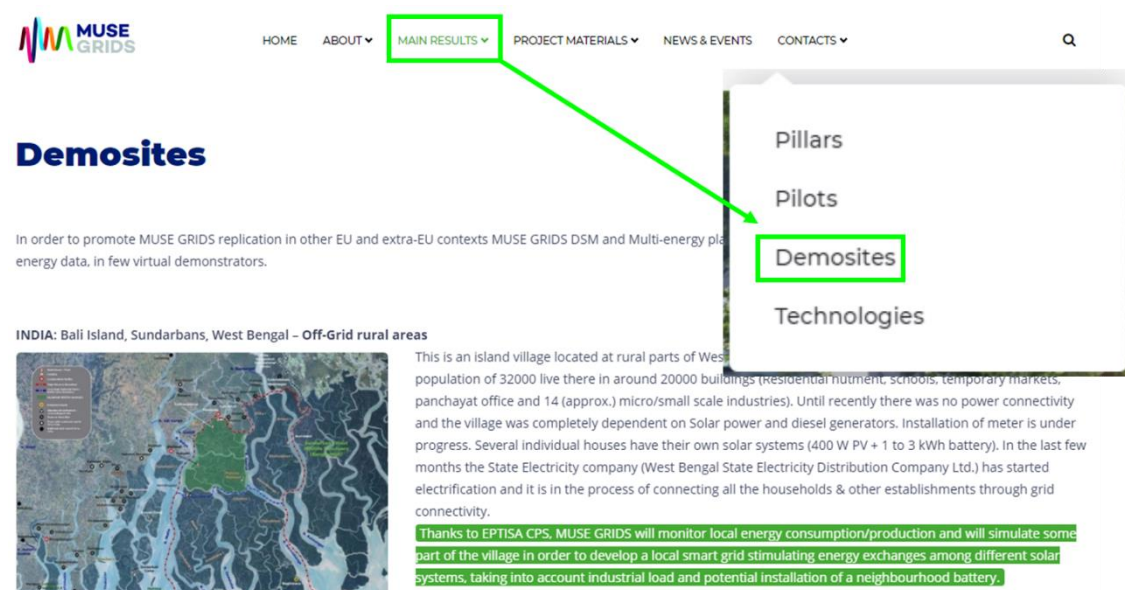

Figure 14 – Project Virtual demosites at a glance

3.2.4 Technologies

The last part of "Main Results" page is related to the different set of technologies that will be implemented in the MUSE GRIDS project.
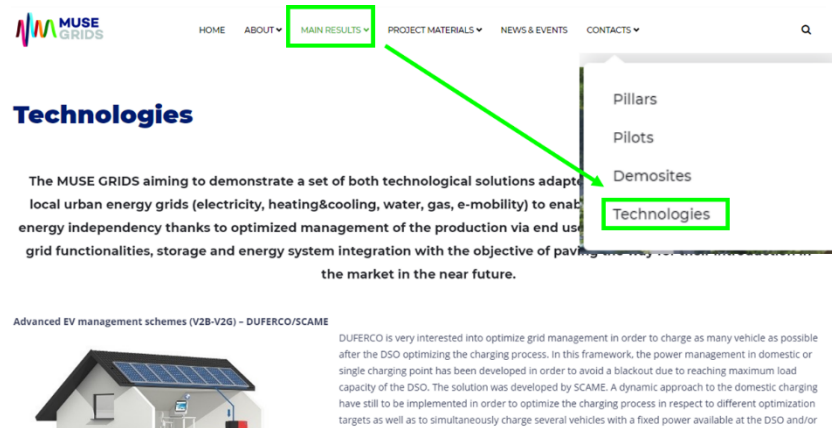
Figure 15 – MUSE GRIDS Technologies section at a glance

3.3 Section "News and Events"

The fourth section of the website header is the 'News & Events" which includes the following items: i. Project news; ii. Project Events.

This section contains all the news and events that are made publicly available during the project's progress. These include meetings, conferences, workshops, special sessions, results, reports, deliverables and even references on the project by significant organizations (Figure 16). The user will be able to look back on older project news as this section will play the role of a news archive file where the most recent will be placed first in the list.
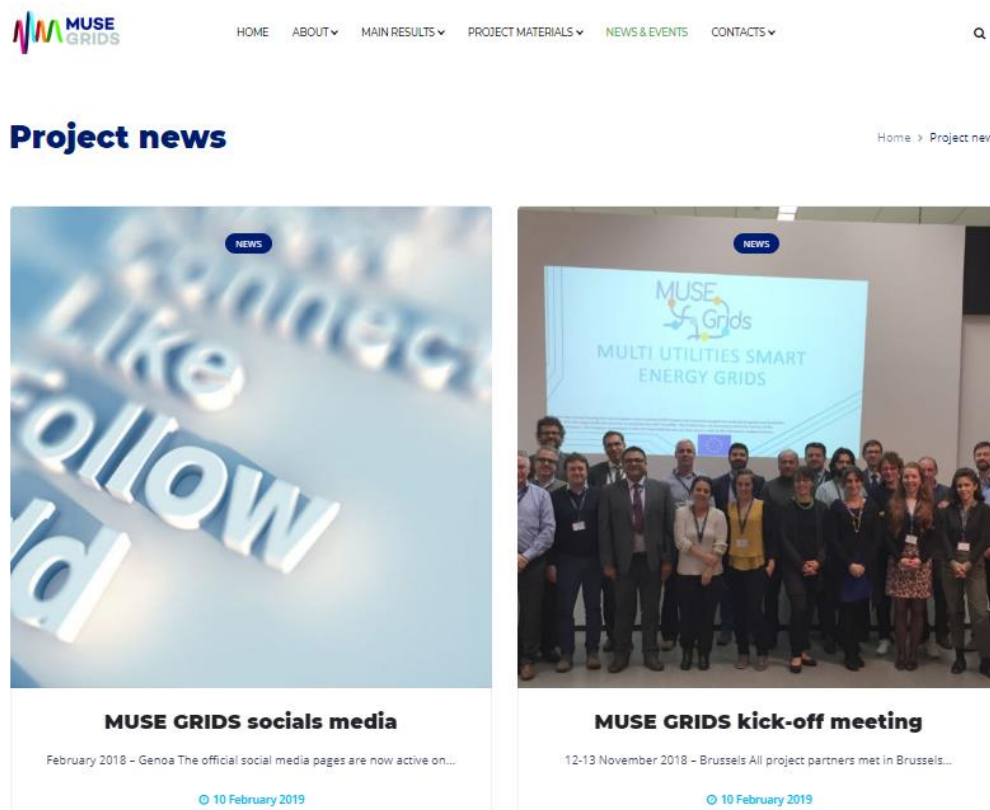

Figure 16 – News & Events webpage

3.4 Section "Project materials"

3.4.1 Promotional materials

In this section public communication and dissemination material (poster, leaflets, promotional videos etc.) will be included during the project.
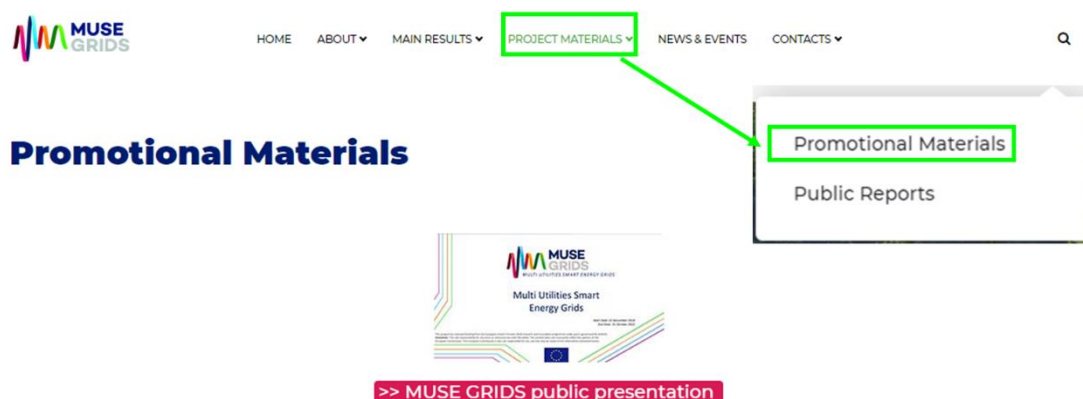

Figure 17 -

3.4.2 Project public deliverables

In this second section of "Project materials", the public deliverables will be uploaded and will be available to the users for download.

3.5 Section "Contact us"

3.5.1 Contacts

The final section is the contact page. It provides all the necessary details so that every interested person may use to directly contact the project coordinators. Additionally, a feedback form with CAPTCHA security can be used both for useful and creative feedback on the project's goals and bring the interested parties into direct contact with the project coordinators.
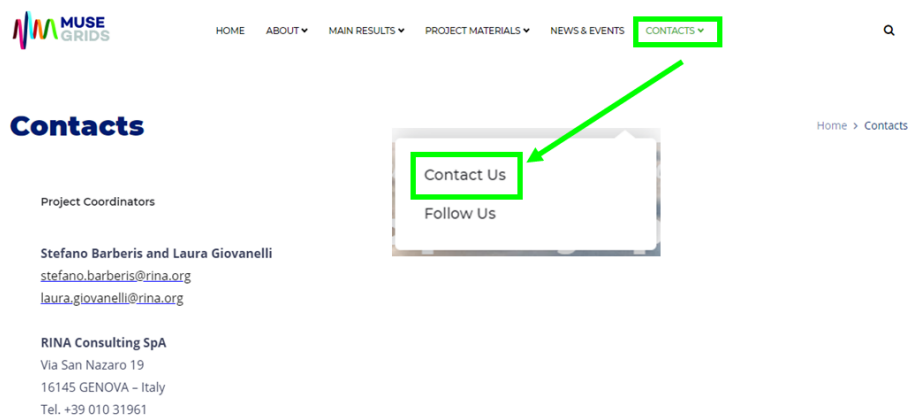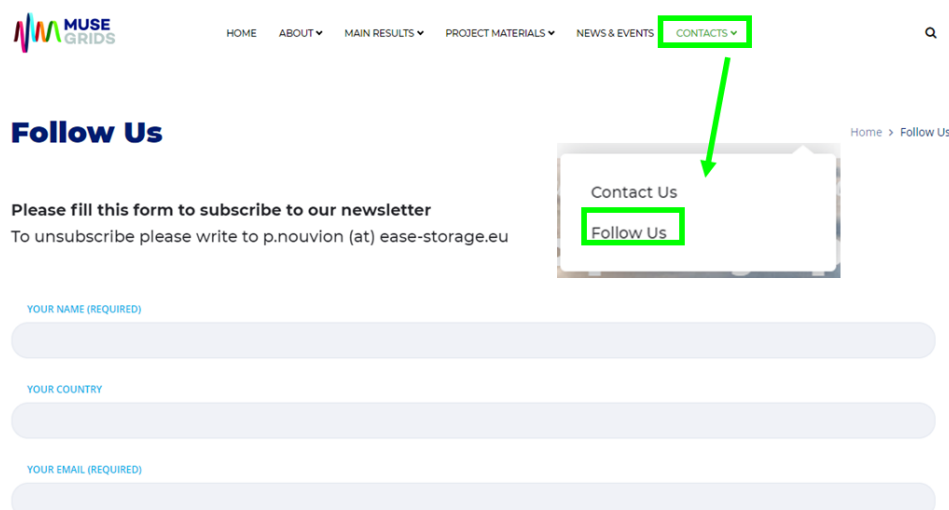

Figure 18 – Contact form

3.5.2   Follow us

This section provides a form, where the visiting user can subscribe and receive the published newsletters, in order to stay tuned with the project's updates via newsletters etc. The newsletters will provide relevant audiences up-to-date information about the project. The subscription's purpose is solely to disseminate the project's results and receive useful feedback from the interested parties (Figure 19) particularly those ones related to Stakeholders' activities.
The newsletters will be sent to relevant stakeholders beyond the project community and to all registered users via email

The data and ID of the registered users will not be shared with anyone and treated according to legal disclaimer issues described in the dedicated website section. The demographics are handled in anonymous way and all the security requirements are met.

Figure 19 – Newsletter form

4 Social media

The social media account of Muse Grids (Twitter and LinkedIn) have been opened on December 2018. It aims to promote news, activities and outcomes of the project by gathering an online community of interested users.

The social media buttons appear on the footer of the website's homepage as indicated in Figure 20.

Figure 20 – Social media links

4.1 Twitter

The Url of the Twitter account is: https://twitter.com/MuseGrids

The Twitter profile is named Muse Grids and can be followed at @MuseGrids (Figure 21).
It will consistently be updated with all MUSE GRIDS related news and initiatives and will additionally follow several profiles of field-specific organizations and companies.
The scope of utilizing the benefits of Twitter is to provide tweets related to all project's news and additionally and re-tweet any subjects that are relevant to the MUSE GRIDS project's research activities.

The project hashtag will be #MuseGrids with the addition of several other hashtags like #h2020, #horizon2020 #energy #EnergyCommunities #microgrid etc. which will also be included in corresponding tweets.

Figure 21 – MUSE GRIDS twitter page

As previously stated, MUSE GRIDS account is active since the project KOM and it has been already populated with several tweets and discussions related to project activities (i.e. reporting about KOM and first demosite visits).

The Twitter profile has already 21 tweets and 52 followers in its first three months of social campaign.

4.2 LinkedIn

The LinkedIn profile is named MUSE GRIDS Project (https://www.linkedin.com/company/muse-grids/) . Its purpose is to allow for engaging of the interested stakeholders in an easy manner.

A corresponding group will be created for researchers and professionals that are not using the two aforementioned social media. The interested users can directly connect to this account and get familiar with the project's updates and fundamental findings (Figure 10). Additionally, groups offer the ability to ask questions when someone joins the group and therefore, provide a forum for discussion and sharing ideas.

All in all, creating a community around the MUSE GRIDS project is a judicious approach to have success on the social media. Success on social media will result in better longevity to the project's brand.
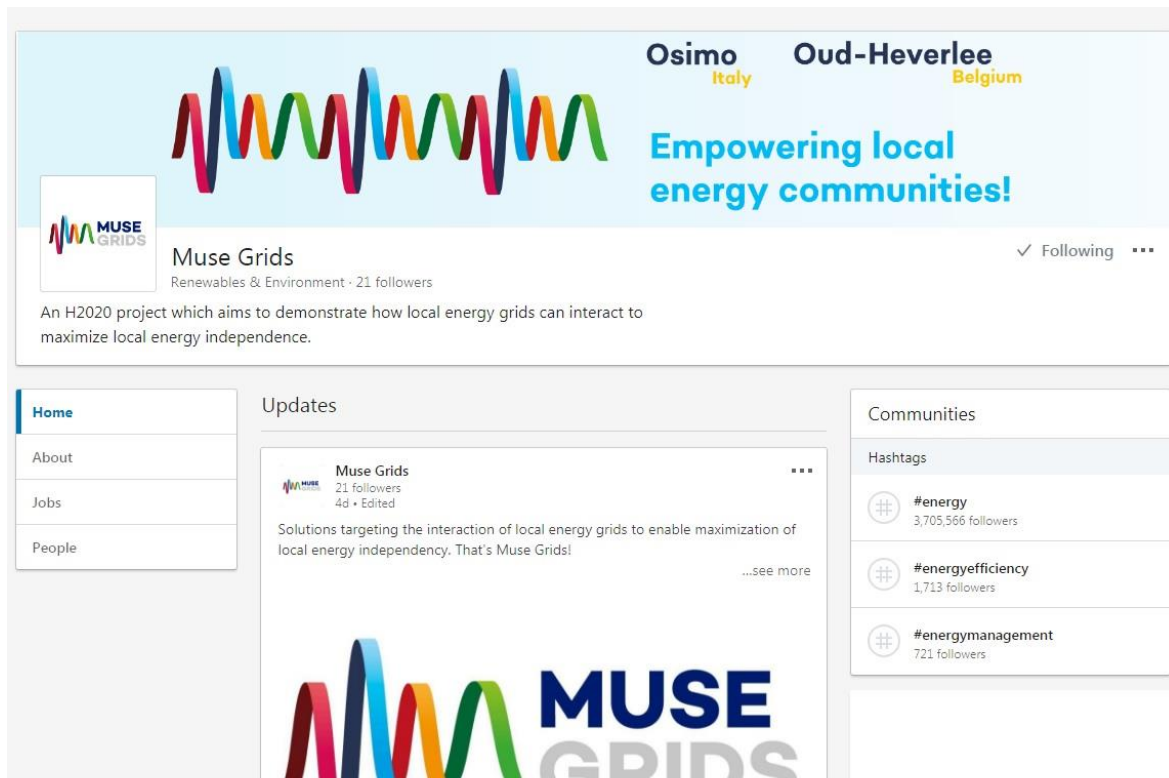

Figure 22 – MUSE GRIDS LinkedIn home page

5 Supplementary information

5.1 Legal disclaimers and Privacy Policy

A website section has been dedicated to description of the website terms of utilization with a precise Legal disclaimer that describes and guarantees how personal data and cookies are used by the project website manager (RINA-C). All website visitors implicitly accept these terms of utilization. The legal aspects can be found from the link in the footer (Figure 23).
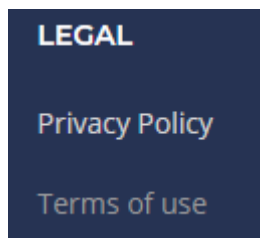

Figure 23 - legal aspects

By accessing and using this website you agree to be bound by the following ToU and all terms and conditions contained and/or referenced herein or any additional terms and conditions set forth on this website and all such terms shall be deemed accepted by you. If you do not agree to all these ToU, you should not use this website. These Terms of Use may be amended by RINA at any time. Such amended ToU shall be effective upon posting on this website. Please check the ToU published on this website regularly to ensure that you are aware of all terms governing your use of this website.

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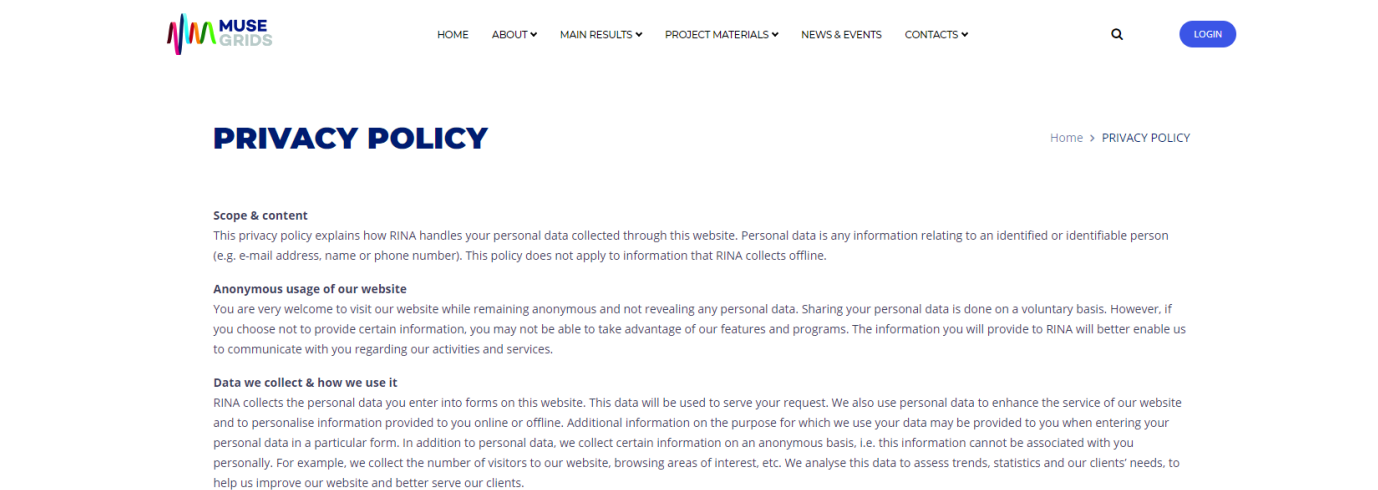
Limitation of liability

In no event shall RINA be liable for any indirect, special, incidental and consequential damages or any damages whatsoever, including but not limited to, damages resulting from loss of use, data or profits, whether in an action of

contract, negligence or other actions resulting from use of this website or arising out of the use or performance of the materials available on this website, regardless of whether RINA has been advised of the possibility of such damages.

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Figure 24 - Website Terms of Use (ToU) disclaimer

Scope & content

This privacy policy explains how RINA handles your personal data collected through this website. Personal data is any information relating to an identified or identifiable person (e.g. e-mail address, name or phone number). This policy does not apply to information that RINA collects offline.

Anonymous usage of our website

You are very welcome to visit our website while remaining anonymous and not revealing any personal data. Sharing your personal data is done on a voluntary basis. However, if you choose not to provide certain information, you may not be able to take advantage of our features and programs. The information you will provide to RINA will better enable us to communicate with you regarding our activities and services.

Data we collect & how we use it

RINA collects the personal data you enter into forms on this website. This data will be used to serve your request. We also use personal data to enhance the service of our website and to personalise information provided to you online or offline. Additional information on the purpose for which we use your data may be provided to you when entering your personal data in a particular form. In addition to personal data, we collect certain information on an anonymous basis, i.e. this information cannot be associated with you personally. For example, we collect the number of visitors to our website, browsing areas of interest, etc. We analyse this data to assess trends, statistics and our clients' needs, to help us improve our website and better serve our clients.

Disclosure to other companies

RINA will not provide your personal data to any third party without your prior consent. Your right to opt out at any time.

You may opt out of the collection and processing of your personal data at any time. If you choose to subscribe to our newsletter and later change your mind, you may unsubscribe at any time. E-mail messages sent to you will contain instructions on how to "unsubscribe" from receiving the e-mail in question Your right to access, correction and deletion of personal data You have the right to ask us which personal data we hold about you. In addition, you have the right to correct or delete personal data we hold about you. You can contact us at the e-mail address listed below to request a change to your data or a copy of the data stored: stefano.barberis@rina.org

Data security

We aim to protect your personal data. RINA uses a variety of commercially available security technologies to protect your personal data.

Figure 25 - Privacy Policy and General Data Protection Regulation (GDPR) disclaimer

5.2 Updates

The MUSE GRIDS Project website will be updated regularly to reflect the current state of its progress.

The website will continue to be updated for the entire duration of the project as well as at least two years after its completion.

Additionally, the updating of the social media profiles will take place regularly by the authorised members of the RINA-C and EASE team and other involved beneficiaries and keep the followers/friends/connections up-to-date regarding the MUSE GRIDS innovations and findings.

The texts for the MUSE GRIDS website were drafted in a journalistic, easy-to-read style so that non-experts can also understand what the project is about. Illustrations and pictures, as well as short texts with bullet points and emphasised text parts were favoured over long descriptions.

Moreover, the website provides downloadable content, such as communication materials and the public project deliverables.

6 Conclusion and Future Plans

With all these measures, including a graphically appealing, easy text formats and well-structured contents, RINA-C, EASE and the other consortium partners have laid the ground for an impactful website that attracts many visitors and will be the main communication channel for the project duration.

The website is effectively connected to all the other social media account of the project to guarantee an interactive and fruitful project communication.

EASE and RINA-C will regularly update the pages and subpages of the website, upload relevant material and publish news items as well as related events and project events. Only by keeping the website up-to-date, it is possible to ensure a maximum outreach potential for the project communication and dissemination. In the coming months it will be crucial to fill the website with even more content and details.

RINA-C has set up monitoring tools to continuously control the website traffic and evaluate the success of the project website also to report its effectiveness to EC and the whole project consortium.