



Universal
UMEI

MARKET ENABLING INTERFACE TO UNLOCK FLEXIBILITY SOLUTIONS FOR COST-EFFECTIVE MANAGEMENT OF SMARTER DISTRIBUTION GRIDS

Deliverable: D11.2

Website creation



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 864334

H2020 – LC-ES-1-2019

Document

D11.2 Website creation

Dissemination level

PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

Author(s)	Institution	Contact (e-mail, phone)
-----------	-------------	-------------------------

Rita Piteira	EDP Distribuição	Rita.Piteira@edp.pt
--------------	------------------	---------------------

Key word	Website creation
----------	------------------

Due Delivery Date	2020/07/31
-------------------	------------

Date of Delivery	2020/07/20
------------------	------------

Document version	Date	Change
------------------	------	--------

1.0	2020/07/06	1st draft
-----	------------	-----------

1.1	2020/07/16	1 ST draft reviewed
1.2	2020/07/20	Final draft

Reviewers		email	Validation date
VITO	Kris Kessels	kris.kessels@vito.be	2020/07/17
E.DSO	Katarzyna Zawadzka	Katarzyna.Zawadzka@edsoforsmartgrids.eu	2020/07/17

Table of contents

1	TABLE OF FIGURES.....	5
2	EXECUTIVE SUMMARY.....	6
3	INTRODUCTION.....	7
3.1	EUNIVERSAL PROJECT.....	7
3.2	OBJECTIVES AND STRUCTURE OF THE DELIVERABLE.....	7
4	WEBSITE STRATEGY.....	8
4.1	MAIN GOALS.....	8
4.2	WEBSITE TYPE.....	8
4.3	KEY MESSAGES TO VISITORS.....	9
4.4	WEBSITE REFERENCE.....	10
4.5	MONITORING.....	11
4.6	STYLE GUIDE.....	11
5	WEBSITE STRUCTURE.....	13
5.1	HOMEPAGE.....	13
5.2	PROJECT.....	14
5.3	CONSORTIUM.....	14
5.4	DEMOS.....	14
5.5	MEDIA CENTER.....	15
5.6	KNOWLEDGE SHARING.....	17
5.7	DOWNLOAD CENTER.....	17
5.8	AGENDA.....	18
5.9	CROSS-SECTIONAL:.....	18
6	WEBSITE TARGET.....	21

1 Table of figures

FIGURE 1- DIGITAL STYLE GUIDE OVERVIEW.....	12
FIGURE 2 - WEBSITE STRUCTURE OVERVIEW.....	13
FIGURE 3 - HOMEPAGE OVERVIEW	13
FIGURE 4 - DEMO PAGE OVERVIEW	15
FIGURE 5 - MEDIA CENTER OVERVIEW.....	16
FIGURE 6 - NEWS PAGE OVERVIEW	17
FIGURE 7 - WEBSITE EVENT TEMPLATE	18
FIGURE 8 - WEBSITE SEARCH BOX	19
FIGURE 9 - WEBSITE SOCIAL MEDIA SHARING BUTTONS.....	19
FIGURE 10 - WEBSITE CONTACT FORM	19
FIGURE 11 - WEBSITE QUICK LINKS	20

2 Executive Summary

EUniversal Project will enable the transformation of the electricity grid by overcoming existing limitations in the use of flexibility by DSOs through the implementation of a Universal Market Enabling Interface (UMEI). Based on this transformative concept, grids will become capable of accommodating future scenarios through the active use of grid services, fostering innovative market mechanisms, and bring additional value to society.

A dissemination strategy and a communication plan will be implemented during the project (Work Package 11). The main goal of deliverable D11.2 is to create a project website which is a key channel to create project visibility and reach all targeted audiences.

The project website will be available online starting from July 2020 (M6) and updated on a regular basis. It will provide key information about the EUniversal, relevant news, current activities carried out during the project and its results. In addition, it will also be used as an information repository of the project resources, publications and public deliverables.

The website will present a dynamic homepage where all new relevant content related to the Euniversal project will be highlighted (news, events, reports, etc.) The demonstrators will also have a specific top menu.

The website has been developed accordingly to the brand book of the project.

3 Introduction

3.1 EUniversal project

The EUniversal project is a response to the call LC-SC3-ES-1-2019, entitled “Flexibility and retail market options for the distribution grid” of the Horizon 2020 programme. It is coordinated by EDP Distribuição and has 18 partners from seven countries - Portugal, Spain, Germany, Poland, Belgium, Norway and the United Kingdom - who will work together until August 2023 to demonstrate a replicable solution for the interaction of the Distribution Network Operator with the new flexibility markets - Universal Market Enabling Interface (UMEI).

Started in February 2020, it has an expected duration of 42 months and foresees the development of solutions that allow the integration of flexibility in the operation and planning of the distribution network, through market mechanisms and innovative services.

The objective of the project is to allow the massive integration of renewable production through services that allow the participation of flexible resources such as storage systems and electric vehicles - V2G, consumers and energy communities.

The solutions developed within the scope of the project will be demonstrated in three heterogeneous pilots (Portugal, Germany and Poland), with different distribution networks and different regulatory frameworks.

3.2 Objectives and structure of the deliverable

The objective of this deliverable is to define a project website that will support all dissemination activities during the project lifecycle. It builds on deliverable D11.1 which described the project’s dissemination plan. Both website strategy and structure are presented in the following chapters.

The Website will provide information on the objectives and deliverables of the project, the progress of the work, project partners, and serve as one of the main tools for disseminating key findings of the project, acting as a communication hub

Moreover, a document repository will be set up in the project’s website in order to upload and keep record of results, deliverables, meetings and scheduled events, offering a workspace for the exchange of information and communication for the consortium.

The purpose of this document is to present the project Website available at:

www.euniversal.eu

4 Website Strategy

The communication strategy, defined on deliverable D11.1 Dissemination Plan, is based on six main goals:

- [1] raise awareness about the importance of new smart grids and flexibility solutions for the future of the energy system;
- [2] promote an understanding about the tools that are being developed;
- [3] reach and inform the stakeholders of the project, especially the ones in the demonstration areas, while the project is being developed;
- [4] ensure a broad visibility of the project;
- [5] contribute to the creation of synergies between H2020 supported actions;
- [6] promote the exploitation of the solutions that are being developed.

Being the EUniversal website a key channel in the project visibility, impacting all targeted audiences, the website strategy was built accordingly these objectives.

Therefore, a briefing was developed stating the objectives of the website: main goals, what kind of website the project needs, what were the key visual and content messages the project aimed to convey, what kind of promotion the consortium partners will do the platform and how it is intended to keep track of its performance.

4.1 All these specifications were structured as it follows. Main goals

Nowadays the web is one of the most effective dissemination channels as people expect to find all information online. The EUniversal website main goals were stated accordingly with the main communication goals of the project and described as follows:

- To promote EUniversal project and raise awareness - objectives, activity, team, results, etc.
- To be the main media hub for dissemination activities
- To provide updated information and be a repository of all the project activities and content produced during the project lifecycle

4.2 Website Type

When developing the website, it was important to define what kind of website would fulfill the project needs and obligations. Therefore, the following features were considered:

- Informative - content driven. The information available on the site is key to its performance
- Searchable – a search feature must be available along the website so that visitors can quickly find what they are looking for (google style).
- Support for Dissemination – the website must be main communication hub of the project, supporting all partners in the dissemination activities and offering a communication workspace for the consortium.
- Repository / History - the website must store all the public project repository, becoming a global resource that will need to be accessed by the project team and visitors. A central place where public data is stored and maintained.
- User friendly – the website should be easily workable and accessible to others.

4.3 Key messages to visitors

When visitor access the website, from the very first glance, they need to understand what the project is about. So, the website homepage and top menu should describe the project in the best possible way. The following key messages were defined to website development:

- Convey the concepts of innovation, dynamism, research, discovery, sustainability, energy
- Source of reliable information and knowledge sharing
- Reflect the European dimension of the project
- Clear explanation of the project's goals
- Updated information on the project, activities and their results
- Agenda of project-related events
- Updated development timeline

Project's target audiences and the main messages intended for them are presented in the table below (Table 1).

Table 1- Project Targeted Audiences

TARGET GROUP	DESCRIPTION	MAIN MESSAGES
A: Industry, Mid-Caps and SMEs	Players belonging to Industry, Mid-Caps and SMEs operating in the energy system domain.	New flexibility-based system paradigm. End user's participation in workshops and main results.
B: EUniversal Stakeholders	Partners and relevant stakeholders in EUniversal and other relevant EU projects.	Importance of new solutions, challenges and outlook. General Stakeholders' participation in workshops and results.
C: Technology Communities	EU initiatives, research communities, industrial associations/platforms.	New flexibility-based system paradigm. End user's participation in workshops and main results.
D: Energy platforms/ Associations	EU initiatives, European Technology Platforms and associations, DSOs, TSOs, Utilities, flexibility providers.	New flexibility-based system paradigm. General Stakeholders participation in workshops and main results.
E: R&D and Academics	Researchers and academics from universities, research organizations and R&D departments of industry.	New flexibility-based system paradigm. Importance of new solutions, challenges and outlook. Experience reports from the demos.
F: Policy Makers	Policy-makers at European, National and Regional level (Governments, Ministries, Agencies, Councils, etc.) to stimulate the additional public investment in grid solutions.	Importance of new solutions, challenges and outlook. General Stakeholders participation in workshops and main results. Policy and regulatory recommendations

G: Regulation/Standardisation Bodies	Regulation bodies (Standardisation bodies, lawyers, certifiers).	Importance of new solutions, challenges and outlook. General Stakeholders participation in workshops and main results. Policy and regulatory recommendations.
H: Consumers and Prosumers	Industrial Customer, Commercial Customer, Residential Customer	Basic facts and outlook; Importance of solutions, goals. End user participation in workshops and main results reports.
I: Environmental and social communities	Environmental Bodies, Municipalities, Organisations/Associations on Social/Economic life in the areas of the energy.	Basic facts and outlook; Importance of solutions, goals. End user participation in workshops and main results reports.
J: General Audience	General Public and Citizen interested in the project	Basic facts and outlook; Importance of solutions, goals. End user participation in workshops and main results reports.
K: Mass media	Specialized journalist in Environment, Energy, Economy, etc.	Basic facts and outlook; Importance of solutions, goals. End user participation in workshops and main results reports.
L: Education	Students: i.- undergraduate and postgraduate university students; and ii.- Doctorate students; for promotion of scientific and technological vocations and for formation of high-level scientists and engineers in energy technological fields.	New flexibility-based system paradigm. Importance of new solutions, challenges and outlook. General Stakeholders participation in workshops and main results reports.

4.4 Website reference

Being the main communication hub of the project, it is expected that all partners will make reference and promote the website link in several ways, namely:

- Making reference to the website in all media, dissemination and communication activities and supports
- Promoting the website content produced on social networks

4.5 Monitoring

To measure the performance of the website and to adjust its content, Google Analytics data report will be used.

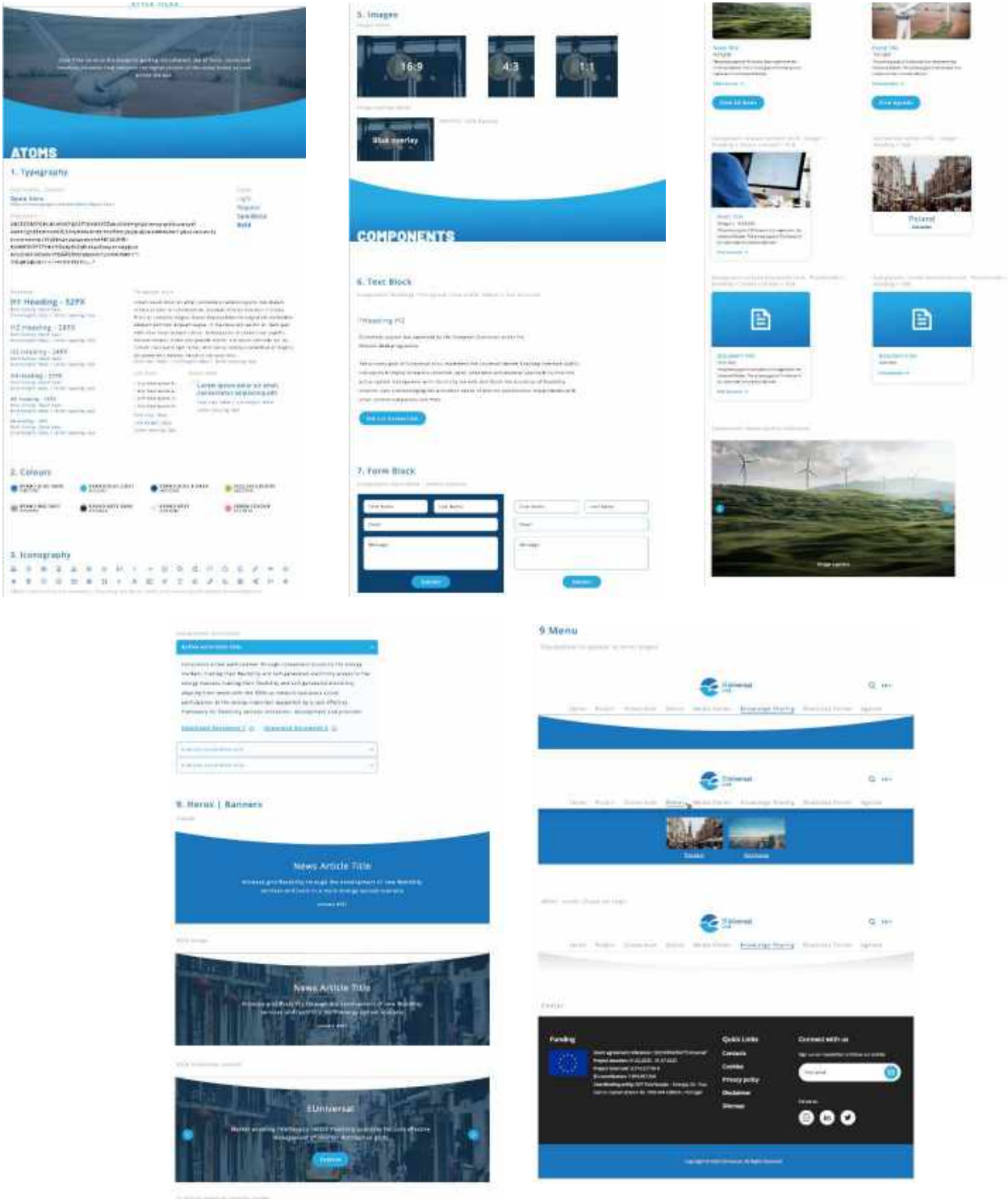
It will provide information like the total number of visitors, most visited pages, level of engagement, etc.

4.6 Style Guide

A style guide was developed serving as a blueprint guiding the coherent use of fonts, colors and interface elements that comprise the digital version of the visual brand as used across the web. The visualizations are presented in figure below (Figure 1).

The style guide is available for download on the project's SharePoint.

Figure 1- Digital Style Guide Overview



5 Website Structure

The website structure presents a dynamic homepage, seven main top menus and cross-sectorial content that will be described in the following subchapters.



Figure 2 - website structure overview

The Website's main language is English. As an exception and to try to reach the local general public audience, in the demo project pages, the visitor will have two languages available: English and the native language of the demonstrator country: Portuguese, German and Polish.

Since news and agenda events from demo countries (Portugal, Germany, Poland) can also be highlighted on their content page, the type of content news and the type of content events will allow the translation into the native language: Portuguese, German or Polish.

On all pages, except for the demo countries pages, language selection is disabled.

5.1 Homepage

The Homepage provides highlights on the project updates and direct access to the main content menu (top of the page).

It also highlights through scroll down:

- Direct access to the three demo subsites
- Project Summary
- Consortium
- Timeline
- News and Agenda

Figure 3 - homepage overview



5.2 Project

In this page visitors can learn more about the project main goals, expected results, project structure (WP name, objectives and Leader). All visitors can share the published content on their social media channels.

5.3 Consortium

In this page the consortium is presented, and a filter can be applied: by country or/and by activity area. By clicking on a partner, visitors can learn more about specific partner.

5.4 Demos

Each demo has its own subsite - Portugal, Germany and Poland. The visualization is presented in Figure 4.

In each subsite visitors can learn about the demo scope (addressing the way each demo will test the UMEI), main goals, participants, area(s), flexibility solutions and timeline. Pages related to demo sites will be available in both English and the native language of the related country. All visitors can share the published content on their social media channels and directly access the other demos sub-pages.

Figure 4 - demo page overview



5.5 Media Center

In the media center the visitor can find all the project news and media clippings.

A filter is available by country and type of media and all visitors can share the published content on their social media channels.

Figure 5 - Media Center overview

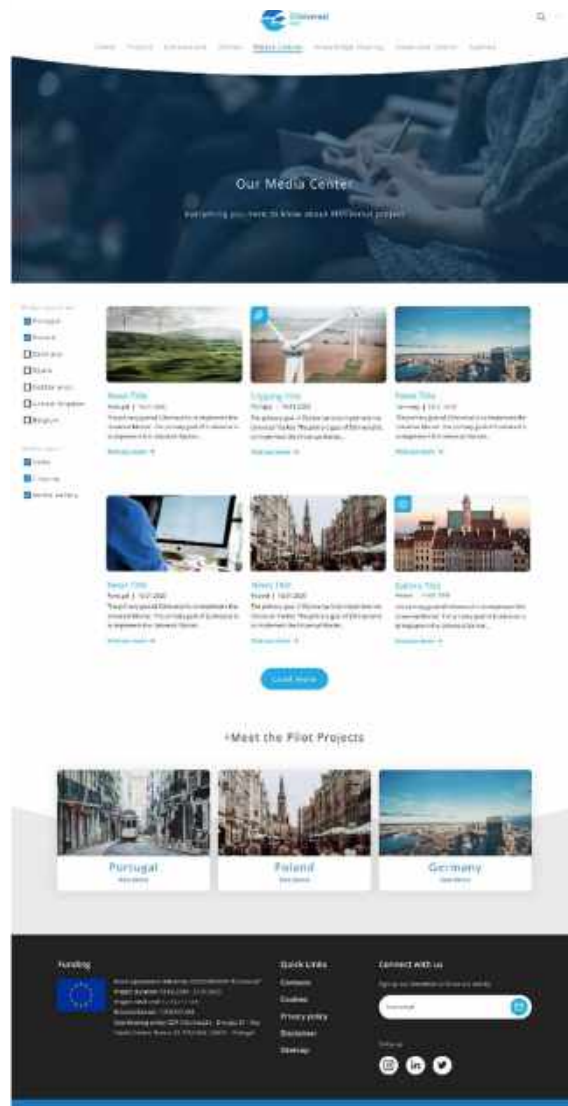
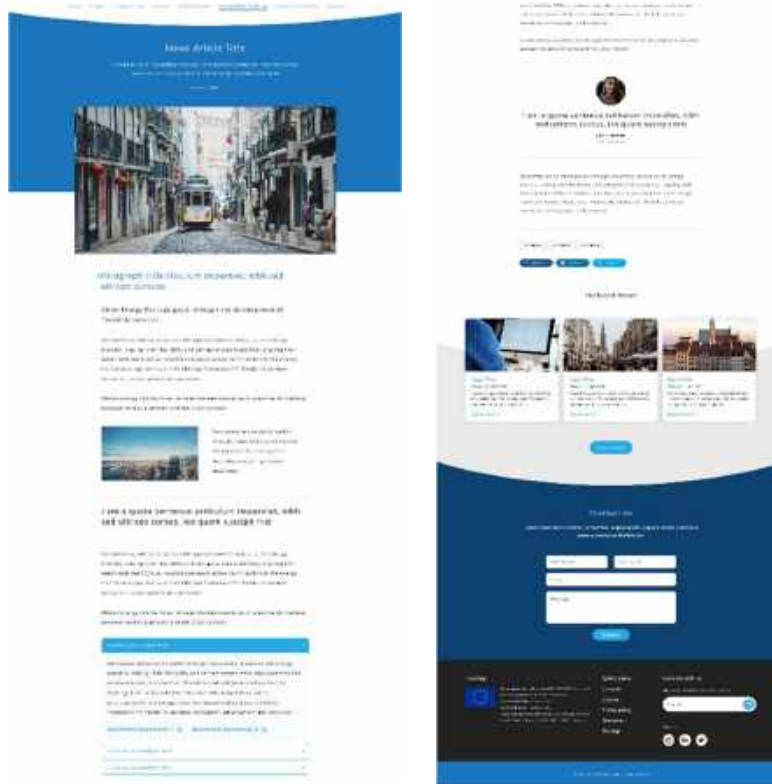


Figure 6 - News page overview



5.6 Knowledge Sharing

In the knowledge sharing menu, the visitor can find a list of articles, scientific publications, and newsletters. All visitors can share the published content on their social media channels.

The project website will also provide access to a ZENODO repository containing the publications as well as the data and meta-data needed to validate the results (green OA). WP leaders will maintain the database.

The visual structure will be very similar to the media center area and will be available as a menu option as soon as it has content to present.

5.7 Download Center

The download center presents the media gallery, the dissemination resources and all public project deliverables for download. The visual structure will be similar to the media center area.

5.8 Agenda

In the agenda menu the visitor can follow all the updates on the project events or activities. All visitors can share the published content on their social media channels as well as add the event to their calendar.



Figure 7 - Website Event template

5.9 Cross-sectional:

In addition to sections presented before, other functionalities are available in a cross-sectorial way along the website:

- Search box



Figure 8 - Website search box

- **Social media follow and share function**

Links to Twitter, LinkedIn and Instagram page are available on the website. Additionally, all content can be easily shared on social media.



Figure 9 - Website social media sharing buttons

- **Contact Us**

This form will allow to contact the project. Information will be sent to the following e-mail - h2020.euniversal@gmail.com – managed by the WP11 leader and the Project Coordinator.

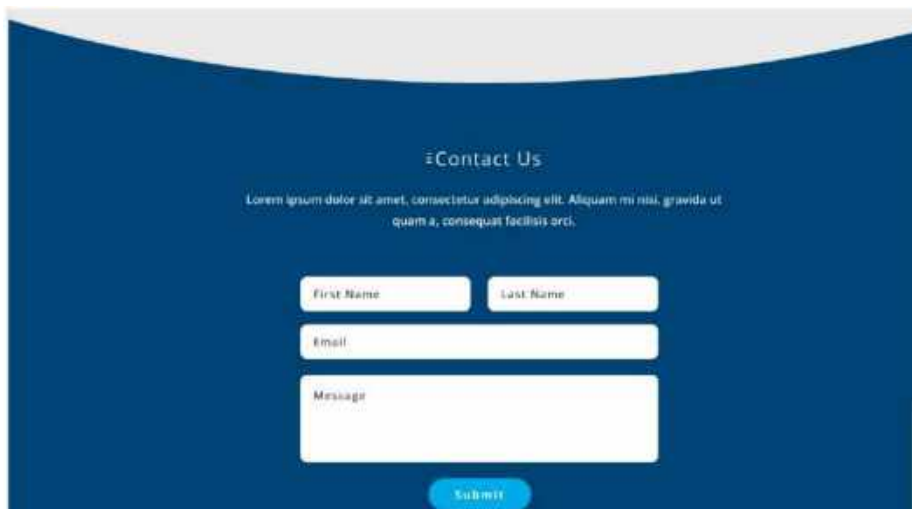


Figure 10 - Website contact form

- **Newsletter and updates subscription (GDPR Compliant)**

- **Quick links:** Contacts, Cookies, Privacy Policy, Disclaimer and site map

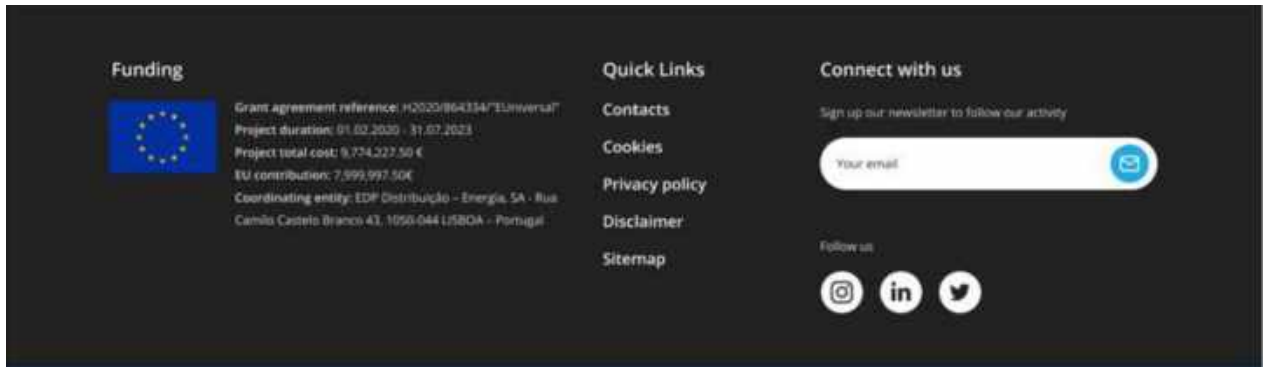


Figure 11 - Website quick links

6 Website target

As stated in the dissemination plan (D11.1) all partners agreed on having KPIs defined for the traffic on the website. For this purpose, we will monitor and give regular feedback on this specific objective.

Table 2- Communication Initiatives KPIs in D11.1

Transversal Initiatives	Initiatives Description	KPIs (at the end of the project)
Logo and presentations	Branding: Project Identity creation: HQ professional logo and presentation template for all partners.	1
Project website and positioning	Project's website, providing information about the project, demos and results, showcasing project's news and acting as a communication hub.	6,000 unique visitors on yearly base
Direct marketing	Project newsletter to inform the subscribers quarterly about the different phases of the project and activities carried out.	Subscribers >500
Videos and multimedia	Several videos presenting the overall project, raising awareness and supporting the dissemination of project goals, activities and results.	5,000 views
News pieces	News pieces published on the international media regarding or referring the project	50 news pieces 3 on Nat. TV
Social media channels	Twitter, LinkedIn and Instagram accounts (sharing information, general domain news and communicating with parties)	1,000 followers
Communication material	Infographics, Posters/Rollups presenting the project; Flyers/Leaflets/Postcards that will contain general project information, best practices and ad-hoc information for events.	13
Written content	Articles and interviews on the project and related themes will be produced and published in specialist press, technology websites and other relevant outlets.	18 publications > 100.000 of readers
Joint events, workshops and networking	Events organized/co-organized by experts, researchers, clients and industry audience. Events where project partners will be invited to present its work and vision. All events will be promoted on the project's website and social media accounts.	200 participants
Training Workshops	Three training workshops will target several stakeholder groups to inform them about the benefits, best practices and specific adaptations for their needs.	200 participants