

D7.3

Project website

Prepared by: KAS

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Project contact	Hanna Talikka, email: hanna.talikka@kaskasmedia.fi



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Executive summary

A project website is at the core of all communication and dissemination activities. It should present project key messages, news, and outputs to various types of audiences. GRETA's project website has an important role in project promotion, dissemination of the project results and stakeholder interaction.

This deliverable has eleven sections that entail a comprehensive account of the project website and its development phases. The deliverable also outlines how the stakeholders of the project can stay in contact with the project through the website. Section 1 defines the objectives of this deliverable. Section 2 introduces the objectives of the website, development phases, website structure and maintenance responsibilities. Sections 3–8 describe the main sections of the project website. Finally, Section 9 describes how the website enables continuous interaction with the project stakeholders.

GRETA's website will be updated regularly and developed further. KAS is the main responsible for updates, but all the project partners contribute by producing content and suggesting alterations to the website.

Project information

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Full title	GRreen Energy Transition Actions
H2020 Topic	H2020-LC-SC3-2020-NZE-RES-CC
Project URL	www.projectgreta.eu

Document information

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Dissemination level	<input checked="" type="checkbox"/> Public <input type="checkbox"/> Confidential
Authors (partners)	Ulla Eronen (KAS), Janika Lähdes (KAS), Elina Palkama (KAS), Hanna Talikka (KAS)
Reviewers (partners)	Sabine Preuß (FhG)
Summary (for dissemination)	This deliverable introduces the project website and its development phases and structure. It also outlines how the website serves as a platform for stakeholder interaction.
Keywords	Project website, communication, dissemination

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0.1	2021-10-06	First draft
0.2	2021-10-15	Second draft for internal review
0.3	2021-10-25	Third (final) draft
1.0	2021-10-30	Final version

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Abbreviations and acronyms

CDE:	Communication, Dissemination and Exploitation
Dx.x:	Deliverable number
E-COM:	Executive Committee
EEAB:	External Expert Advisory Board
e.g.:	For example
EU:	European Union
GRETA:	GR ^e en Energy Transition Actions
NGO:	Non-governmental organisation
OPCE:	GRETA Open Portfolio for Civic Energy Empowerment

1 Introduction

1.1 Project website as a home base for all communication and dissemination

Project GRETA aims to produce and offer information on energy citizenship to multiple audiences across the EU. The project website has an important role in GRETA's communication and dissemination activities. The website supports several of the communication and dissemination goals defined in the deliverable D7.2, Communication, Dissemination and Exploitation Strategy, namely:

C1 to promote and raise awareness and interest in the project, its progress and results as well as themes related to energy citizenship

C2 to create interaction and understanding with the stakeholders of their needs and how they benefit from the project to ensure the usability of the results

D1 to share knowledge and recommendations to policymakers on energy citizenship and how it can be promoted to support the energy transition

D2 to provide citizens and communities with information to help them evaluate and compare their current energy behaviours, and thus to find the most suitable and sustainable behaviour

D4 to make the project results available for exploitation beyond the lifetime of the project

A project website should convey a clear picture of the project and its key developments to external audiences. It should be updated regularly and offer ways for interaction. These points were kept in mind when GRETA's project website was designed.

The design process for GRETA's project website begun in M1, and the finalised website was published in M5. The website URL is projectgreta.eu.

This deliverable describes the development phases of the website and introduces each section of the published site. The project website and this deliverable were created by KAS. All project partners contributed to different phases of the website design process.

1.2 Objectives of this deliverable

The purpose of this deliverable is:

- to describe the development phases and the final structure of the project website
- to define how the project website is used to communicate and disseminate project news, developments, and outcomes
- to describe how continuous stakeholder interaction is encouraged through the website
- to define responsibilities concerning the administration of the website

2 Website concept

2.1 Objectives and technical requirements

When the website development process begun, objectives were defined for the website. The objectives outlined that the project website:

- includes concise and understandable information about the project, its developments, and outputs
- gives a clear and approachable appearance of the project
- is a platform for interaction and dissemination.

Technical requirements for the website were also recognized. The project website:

- includes both more permanent information (e.g., contact details) but also sections where contents (e.g., deliverables, policy briefs and news) can be updated regularly
- includes links to GRETA OPCE (Open Portfolio for Civic Energy Empowerment) and GRETA community (Facebook group for case study participants)
- offers content in different languages if needed
- is designed using GRETA's visual identity
- is easy to use and administer
- is as accessible as possible
- will be public and updated up to four years after the end of the project.

2.2 Development phases

The project website's design process can be divided into six separate phases.

Phase 1: Benchmarking

The design process for GRETA's website begun in M1 with benchmarking other project websites. In this phase, the objectives for the website were defined and discussed with the Project Coordinator. WordPress was chosen as the website software because it matched the technical requirements.

Phase 2: Website structure and one-pager

The website structure was created by KAS in M2. The structure included descriptions of each section of the website and its function. The structure is described in this deliverable in Section 2.3.

A one-pager website was published in M2 to act as a replacement website while the

final one was being designed. The one-pager included the project's key message, the visual identity and contact details.

Phase 3: Layout

The layout that followed the website structure was created by KAS in M2 and was commented by all project partners in M3–M4. The layout was designed using the project's visual identity. The visual identity is introduced in D7.2, Communication, Dissemination and Exploitation Strategy.

Phase 4: Content production

The website texts were produced by KAS in M2 and M4. These included, for example, project and partner descriptions. The case study descriptions were co-written by KAS and the project partners.

Phase 5: Technical design

The website was technically built by the digital design agency 'Agenda Helsinki' in M4–M5 after careful instruction by KAS. Agenda Helsinki was chosen among three service providers based on the "best value for money" principle.

Phase 6: Testing and publishing

The website was tested by KAS in M5. In the testing phase, the project partners had an opportunity to comment on the website contents and suggest corrections. The finalized website was published in M5.

2.3 Structure

The project website structure was designed to match the most important objectives defined for the website. Table 1 introduces the website structure. The next sections of this deliverable describe each main section of the website.

Table 1: Website structure.

Website section	Description of contents
Header	<ul style="list-style-type: none"> page navigation will include the link to GRETA OPCE when the OPCE has been set up
Front page	<ul style="list-style-type: none"> short description of the project and energy citizenship introducing case studies short introduction of the project partners latest news and events
"Project"	<ul style="list-style-type: none"> project's context, objectives, and description of planned outputs

Subsection: "Contact"	<ul style="list-style-type: none"> • contact information of project coordinator and communication lead
Subsection: "Partners"	<ul style="list-style-type: none"> • presentation of project partners
"Energy citizenship"	<ul style="list-style-type: none"> • understandable and concise description of the concept "energy citizenship"
"Case studies"	<ul style="list-style-type: none"> • overview of all GRETA case studies
Subsection: "Italy"	<ul style="list-style-type: none"> • description of case study
Subsection: "Netherlands"	<ul style="list-style-type: none"> • description of case study
Subsection: "Portugal"	<ul style="list-style-type: none"> • description of case study
Subsection: "Spain"	<ul style="list-style-type: none"> • description of case study
Subsection: "Germany"	<ul style="list-style-type: none"> • description of case study
Subsection: "EU-wide"	<ul style="list-style-type: none"> • description of case study
"News & events"	<ul style="list-style-type: none"> • project news and developments in the form of blog posts • event invitations
"Resources"	<ul style="list-style-type: none"> • project outputs: e.g., deliverables, policy briefs, scientific publications
Footer	<ul style="list-style-type: none"> • subscription option for GRETA e-newsletter • links to social media channels • contact information • privacy policy

2.4 Website maintenance

KAS is in charge of keeping the website updated with correct information. The project partners contribute by producing blog posts, event invitations and outputs to the website.

The website is technically maintained and hosted by 'Agenda Helsinki' until the end of the project. The hosting contract will be renewed, or a new hosting service will be acquired in 2023 to ensure that the project results are available even if the project ends.

3 Front page

The front page (Figure 1) provides a short summary of all sections of the GRETA’s website. It includes the project slogan, key messages, list of case studies and project partners. The front page also lists all the latest blog posts under heading “News & events”. Visitors can subscribe to GRETA’s mailing list under the heading “Stay tuned!”. Visitors can subscribe to GRETA’s mailing list under the heading “Stay tuned!”.



Figure 1: Front page.

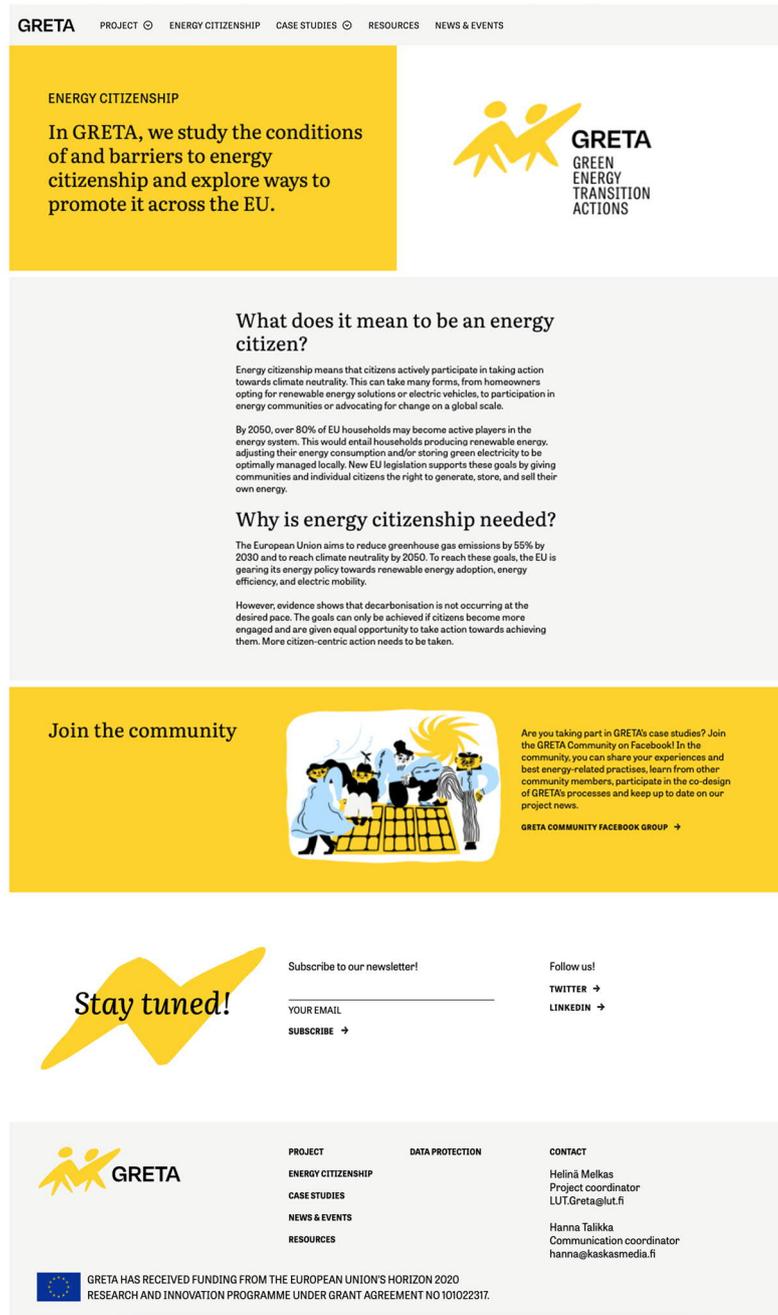
4 Section: "Project"

The "Project" section (Figure 2) offers a brief overview of the whole project. This section has subsections "Partners" and "Contact". The "Partners" section includes short descriptions of each partner organization and its role in the project.

Figure 2: Project section.

5 Section: "Energy citizenship"

The "Energy citizenship" section (Figure 3) introduces the term and concept "energy citizenship" in a very concise and understandable way. If needed, the content in this section will be updated as the project advances.



GRETA PROJECT ENERGY CITIZENSHIP CASE STUDIES RESOURCES NEWS & EVENTS

ENERGY CITIZENSHIP
In GRETA, we study the conditions of and barriers to energy citizenship and explore ways to promote it across the EU.

GRETA
GREEN ENERGY TRANSITION ACTIONS

What does it mean to be an energy citizen?

Energy citizenship means that citizens actively participate in taking action towards climate neutrality. This can take many forms, from homeowners opting for renewable energy solutions or electric vehicles, to participation in energy communities or advocating for change on a global scale.

By 2050, over 80% of EU households may become active players in the energy system. This would entail households producing renewable energy, adjusting their energy consumption and/or storing green electricity to be optimally managed locally. New EU legislation supports these goals by giving communities and individual citizens the right to generate, store, and sell their own energy.

Why is energy citizenship needed?

The European Union aims to reduce greenhouse gas emissions by 55% by 2030 and to reach climate neutrality by 2050. To reach these goals, the EU is gearing its energy policy towards renewable energy adoption, energy efficiency, and electric mobility.

However, evidence shows that decarbonisation is not occurring at the desired pace. The goals can only be achieved if citizens become more engaged and are given equal opportunity to take action towards achieving them. More citizen-centric action needs to be taken.

Join the community

Are you taking part in GRETA's case studies? Join the GRETA Community on Facebook! In the community, you can share your experiences and best energy-related practices, learn from other community members, participate in the co-design of GRETA's processes and keep up to date on our project news.

[GRETA COMMUNITY FACEBOOK GROUP](#)

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CONTACT
Helinä Melkas
Project coordinator
LUT.Greta@lut.fi
Hanna Talikka
Communication coordinator
hanna@kaskasmedia.fi

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Figure 3: Energy citizenship section.

6 Section: "Case studies"

The "Case studies" section (Figure 4) lists all the GRETA case studies and includes individual case study articles in subsections. Each case study article introduces the objectives of the case study and offers contact details for the case study contact persons. The case study articles can be translated into different languages if needed.

Figure 4: Case study sections.

7 Section: “News & events”

The “News & events” section (Figure 5) includes blog posts and event invitations written by the project partners and stakeholders. There are further details on the interaction of stakeholders in Section 9 of this deliverable. KAS will send a regular “call for blog posts” to the project partners and maintain an internal communications calendar to coordinate updates to this section. Website visitors can filter news and events by different categories. Multiple categories will appear in this section as more content is being produced in the course of GRETA.

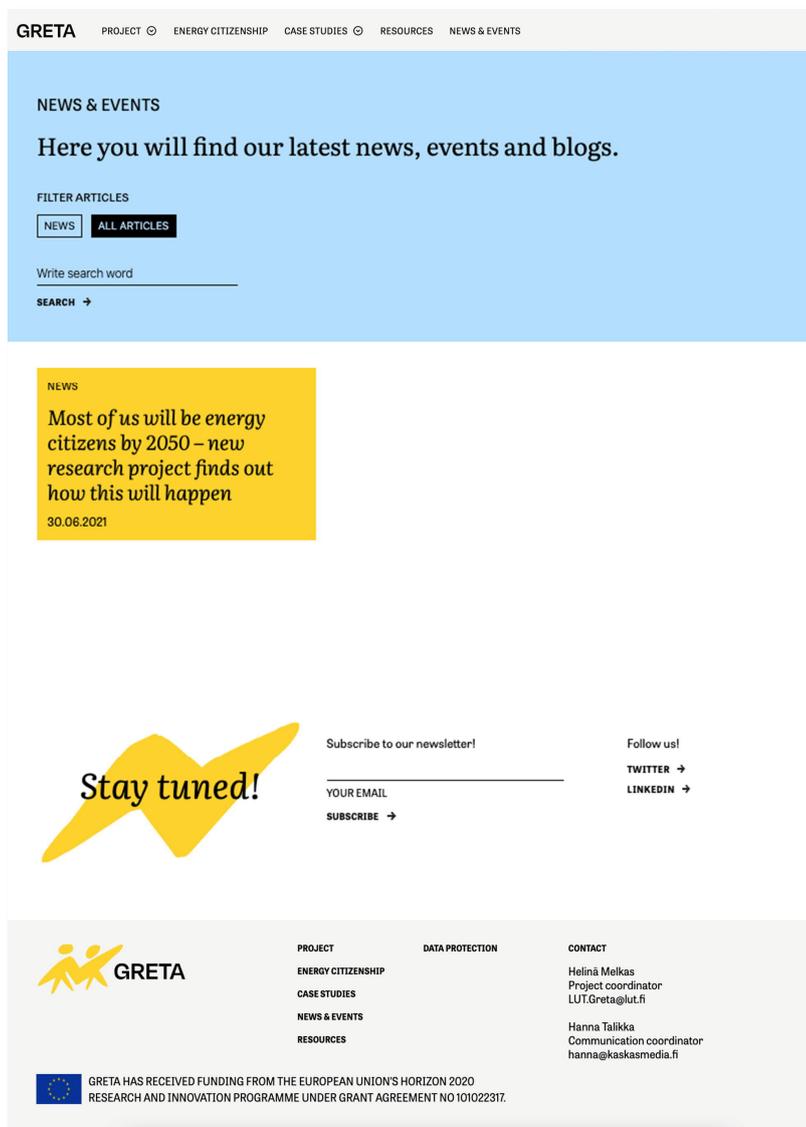


Figure 5: News & events section.

8 Section: "Resources"

The "Resources" section (Figure 6) gathers all public outputs created in the project. Thus, website visitors will find links to project deliverables, scientific publications, policy briefs and other reports. Website visitors can search for different types of outputs with the search function. New categories will be added to the search function as more outputs are published. All the other outputs will be published in GRETA OPCE which will be linked in the header of the website when the OPCE has been set up.

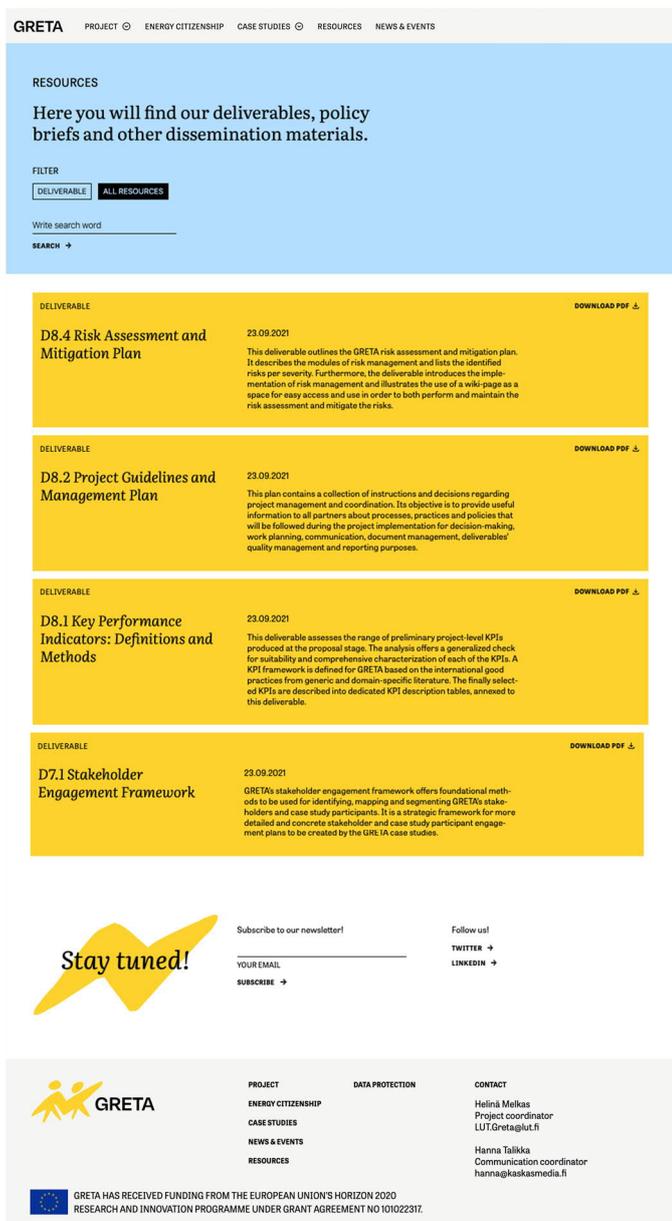


Figure 6: Resources section.

9 Platform for stakeholder interaction

GRETA’s website includes different measures for stakeholder interaction to keep them in the loop of important project news. The website offers interesting and valuable information to the stakeholders, and it encourages them to get in touch with the project. Importantly, two of these measures (“Join the community” and “Stay tuned!”) are accessible on each website section in the footer to ensure high visibility. In the following, we present the visible methods used on the website to reach out to the stakeholders:

Join the community

The website includes a block titled “Join the community” (Figure 7). This encourages all case study participants to join the GRETA community Facebook group.



Figure 7: Join the community.

Stay tuned!

The block titled “Stay tuned!” (Figure 8) includes links to GRETA’s social media channels and a subscribe link to GRETA’s newsletter mailing list.



Figure 8: Stay tuned.

News & events

“News & events” section will include blog posts by the project partners but also by stakeholders. GRETA will invite different stakeholders to write or co-write blog posts about energy citizenship. These blog posts are shared in GRETA’s social media channels and newsletters.

Testimonials

The website and social media will include content called “Testimonials”. These are short citations and pictures from the key stakeholders. The testimonials will be produced by KAS who will interview case study participants together with the project

partners. These testimonials increase the approachability of the project and bring forward the stakeholders' point of view.

10 Conclusions

This deliverable presented the website of project GRETA. It defined the objectives, development phases, structure, and maintenance responsibilities of the website. It introduced each website section and its function. The deliverable also included a separate section on how stakeholder interaction is fostered through the project website.

GRETA's project website has six main sections including the front page. The front page introduces the project and all the latest news in one glance. The "Project" section gives a brief overview of the whole project. The "Energy citizenship" section offers a concise and understandable description of the term. The "Case studies" section introduces all GRETA case studies one by one. The "News & events" section is used to publish blog posts, news, and event invitations. The "Resources" section includes links to project outputs.

The website will be updated and further developed throughout the project lifetime. News sections will be added if project partners find them useful. KAS will make sure that the website will be accessible and updated for a suitable period after the end of the project.