This Project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N. 957752

Smart integRation Of local energy sources and innovative storage for flexiBle, secure and cost-efficIent eNergy Supply ON industrialized islands

D 7.1 – Public website

Lead partner: ETN

M3

Project Contractual Details

Project Title	Smart integration of local energy sources and innovative storage for flexible, secure and cost-efficient energy supply on industrialized islands
Project Acronym	ROBINSON
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Project Start Date	01-10-2020
Project End Date	30-09-2024
Duration	48 months
Website	www.robinson-h2020.eu

Deliverable Details

Number	7.1		
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Dissemination level[1]	**PU**		
Due date (M)	M3	**Submission date (M)**	M3
Deliverable responsible	**ETN**		
Contributing Author(s)	Elisa Todesco		
Reviewer(s)	Ugo Simeoni		
Final review and quality approval			

Document History

Version	Date	Name	Comments[2]
0	30/11/2020	D 7.1 Public Website v0	Creation
1	14/12/2020	D 7.1 Public Website v1	Modification
2	21/12/2020	D 7.1 Public Website v2	Modification

[1] Dissemination level: **PU** = Public, PP = Restricted to other programme participants (including the JU), **RE** = Restricted to a group specified by the consortium (including the JU), **CO** = Confidential, only for members of the consortium (including the JU)
[2] Creation, modification, final version for evaluation, revised version following evaluation, final

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Executive summary

The present document is a deliverable of the ROBINSON project, funded under the European Union's Horizon 2020 research and innovation programme (Grant Agreement No 957752).

It reports on the creation and launch of the ROBINSON official website. The document presents the sections, features and technical specifications of the ROBINSON website.

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List of abbreviations

ETN: European Turbine Network
EU: European Union
GDPR: General Data Protection Regulation
SEO: Search Engine Optimization
ToU: Terms of Use

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Introduction

The current deliverable (7.1) is entitled “Public Website”. It is a public document produced within Task 7.1 “Dissemination and communication activities” (WP7) of the ROBINSON project.

The main objective of WP7 is to conduct targeted, effective and high impact dissemination and communication activities, and the public website described in this document is a structural pillar to achieve optimal communication and dissemination results throughout the entirety of the project and beyond.

This report describes the structure and the main features of the project website, which has been designed to provide detailed technical information for the scientific community while remaining accessible and self-explanatory for the general public.

The website will be regularly updated with the latest information on the project. It will also feature news on policy and projects related to islands decarbonization, as well as on active collaborations between the project and existing initiatives such as the Clean Energy for EU Islands initiative. It features a repository for articles, press releases and scientific publications. The website will be responsive, SEO optimised and GDPR compliant.

The official project website (www.robinson-h2020.eu) will be available just after M3 (January 2021). The present report aims at explaining the structure, the visual elements, the content and the decision process behind the website’s concept. The project website is integral part of the ROBINSON communication and dissemination strategy, which will be detailed in the D 7.2 – Masterplan for communication & dissemination.

Next to its captivating design, the website is structured to provide plenty of information to the reader. Built as a Russian doll, the website offers opportunity to discover more and dig into the details of the project without compromising its general readability.

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Technical details

The ROBINSON website is accessible via http://www.robinson-h2020.eu. ETN, as project coordinator and as leader of dissemination and communication activities, has secured the registration of this specific URL name. The popularity of the name "Robinson" and its assimilation with the literature character of Robinson Crusoe made crucial to secure an URL that would identify unequivocally the project funded under the Horizon 2020 research and innovation programme, thus the choice to insert the specification "h2020" after the name ROBINSON. This added layer increases clarity and ensures that the project is easily findable. For the sake of uniformity, all the social media handles related to the project will feature the same structure (name of the project and reference to H2020 programme).

The ROBINSON website has been built by a professional creative and communication agency using Wordpress 5.6. WordPress is a free and open-source content management system (CMS) based on PHP and MySQL. WordPress features include plugin architecture and a template system.
The website features specific plugins that allow full customization of each page, allowing to reach the best results in term of communication. It is responsive, adaptable to the different devices used by the audience, and GDPR compliant.

To ensure necessary updates, ETN staff members are listed as administrator on the website and have full access to the administration panel. The communication agency that built the website will support ETN with their technical expertise and offering quick support in case the website is down and/or technical patches are required.

Finally, ETN 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 ROBINSON's website, it is ensured that the contents of the website are highly visible on search engines, such as Google, and that relevant traffic is channelled to the website.

Website's structure

The website has been structured and designed with the goal of disseminating the key information about the ROBINSON project, targeting different technical and not-technical audiences. The website's design is captivating and appealing, while its journalistic and explanatory style of the content ensure that a broad audience can be reached and well informed. Furthermore, the website is structured in such a way that more information is available for the interested reader, satisfying in this way all the different targeted audiences. The website's structure is based on an easy to navigate and intuitive sitemap; the different pages will cross-reference to each other, thus increasing dwell time on the website and user-friendliness.

The sitemap, analysed more in details further in this report, is structured as follow:

- **HOMEPAGE**: highly graphic, it features all the key information to gain an exhaustive overview of the project.
- **ABOUT THE PROJECT**: divided in thematic subsections, this section will guide the reader into the most technical details about ROBINSON. The subsections are:
    - Concept of the project;

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- Objectives;
- Expected impacts;
- Technologies;
- Structure;
- Consortium.

- **THE ISLANDS:** overview on the energy challenges of the islands, featuring a subsection for each island involved in the project:
  - Why islands?
  - Eigerøy;
  - Crete;
  - Western Isles.
- **RESULTS and PUBLICATIONS:** online repository of the ROBINSON's public deliverables, communication materials (e.g. leaflet, roll-up banner, etc.) accessible to the partners and to the general public. The subsections are:
  - Project Deliverables;
  - Scientific Publications;
  - Dissemination material.
- **NEWS AND EVENTS:** online repository of press releases, articles, and events related to ROBINSON. The subsections are:
  - News;
  - Press;
  - Events;
  - Newsletter.
- **CONTACTS**

Website's homepage

The website's homepage offers a clear overview of all the key information to familiarize with the project (the concept and key numerical facts on the project, overview on the islands, the consortium, the latest news and event, and the twitter feed linked to the official project's twitter handle) and serves as entry point for visitors. Its appealing design invites the visitor to remain on the website and "keep scrolling"; strategic cross-references within the website will guide the visitor experience on the website.

The front page is vertically split in four conceptual parts: top "header" section, central "main" section, third "news" section, bottom "footer" section.

The top part of the homepage is the header of the website (figure 1):

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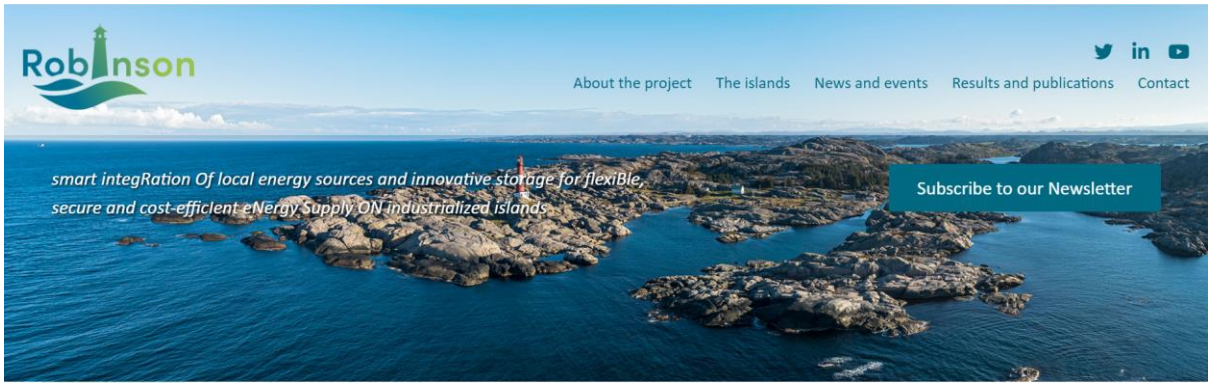

Figure 1: ROBINSON website header

The header is the first "impression" of the website, so its design is vital in retaining the audience. The header is clean, concise, but complete: next to the logo and the full title of the project, a captivating picture of the Eigerøy island, showing the same lighthouse that inspired the ROBINSON's logo, showcase at a glance that the project will rotate around islands and remote geographical locations. The top menu bar provides navigation to all the public sections of the project website. On the top right corner, the Twitter, LinkedIn and YouTube icons will link the visitor directly to the project's social media channels. Their placement on the upper part of the page and close to the top menu bar has been chosen for enhancing their visibility to the visitor and for making it easy to navigate to the project's social media websites right after visiting the ROBINSON project website.

The "subscribe" button allows visitors of the website to subscribe to the newsletter and be updated on the outcomes of the project.

The central, and main, part of the ROBINSON's homepage features all the key information needed to acquire a comprehensive overview of the project. Divided in the main sub-section, the central part of the homepage features an overview on the ROBINSON's concept and key facts about it, the demo island and the follower islands, and the consortium (figure 3). Each sub-section has been designed with the aim to catch the attention of the visitor with icons representing key relevant information of the project.

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Figure 3: Central part ROBINSON's homepage

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The third part of the homepage features an overview on the latest news and events related to ROBINSON, as well as the twitter feed of the ROBINSON's official social media channel.

The fourth and last section is the footer of the website. The footer features the acknowledgement of the funding received from the EU Horizon 2020 programme, the disclaimer excluding the agency responsibility, the privacy policy and the terms of use, as well the links to the project's social media channels, the link to subscribe to the project's newsletter, and the official ROBINSON info email account.

Figure 4: Footer

Section "About the project"

The section "About the project" is the richest in information. Its aim is to guide the visitor in discovering the project and its (technical) details.

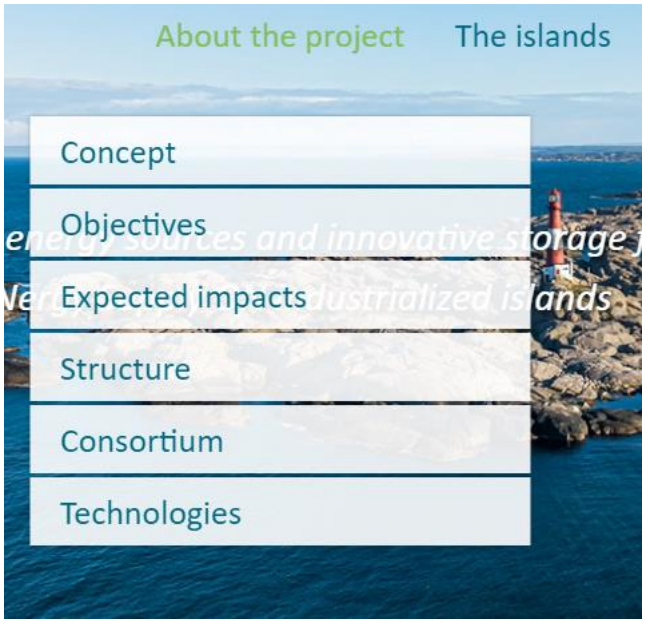

Figure 5: Subsections under About the project

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- About the project: When clicking on “About the project”, the reader can find an overview of the ROBINSON concept, including a schematic drawing of the ROBINSON energy system across different energy vectors.
- Objectives: This sub-page contains all the objectives of ROBINSON project. In this section, the visitor can find an high level overview of ROBINSON’s objective, complemented by more a detailed description and KPIs featured in specific drop-down menus.
- Expected impacts: this page features the main expected impacts of the project; the page offers a general overview on the main impacts, while featuring as well the opportunity to dig more into details and explore the actual target for each expected impact.
- Structure: This sub-section is focussed mainly on describing the structure of the ROBINSON, with a clear focus on the different Work Packages and the five phases of the project.
- Consortium: the sub-section consortium will offer great visibility to the ROBINSON’s partners. A “showcase” page has been developed for each partner, featuring the logo, a short description of the organisation, the role in the project, contact persons, and the link to the website of the organisation.
- Technologies: this page features the main technologies developed and tested in the ROBINBSON: the EMS, the renewable fuel-based combined heat and power, the anaerobic digestion assisted by bio-electrochemical system, the innovative wind turbine, the hydrogen energy storage.

Figure 6: Section objectives

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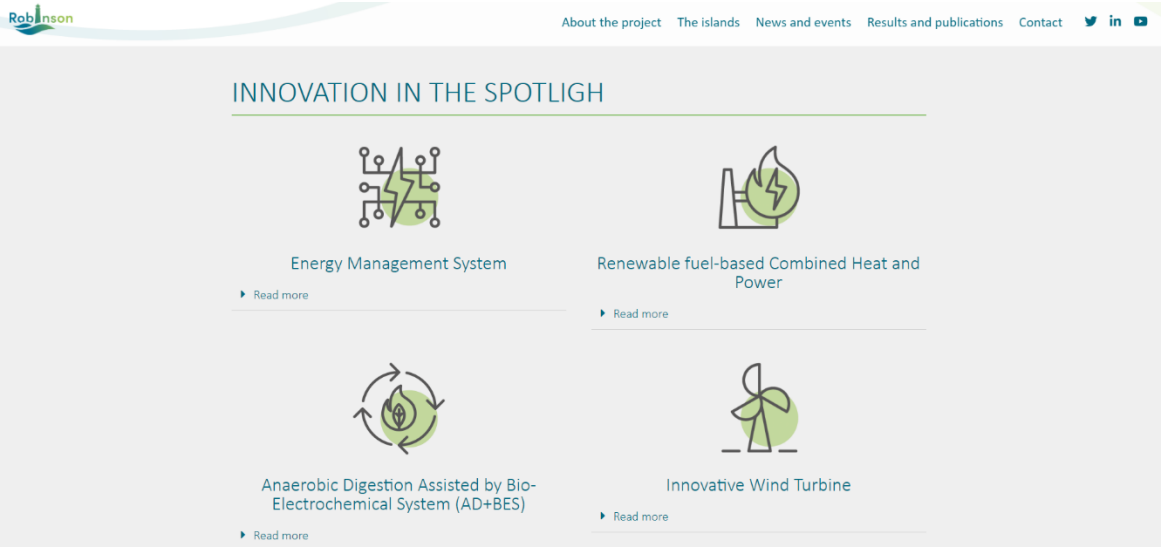

Figure 7: Section technologies

Section "Results and publications"

The section "Documentation" has been designed with the aim to provide to the visitor material related to the project. The section is constituted by the following sub-sections:

- Project Deliverables: In this sub-page all the public deliverables of the ROBINSON will be shared and downloadable for visitors.
- Scientific Publications: this subpage will be the main publicly accessible repository of the scientific publications produced by the ROBINSON's consortium. All the publications will be listed and linked to easy the access to the public.
- Dissemination Materials: this specific subsection will feature a downloadable e-files of the project's communication materials developed in the framework of D7.3 (e.g. leaflet, poster, public presentation, etc.). This material will be openly accessible to and downloadable by the visitors.

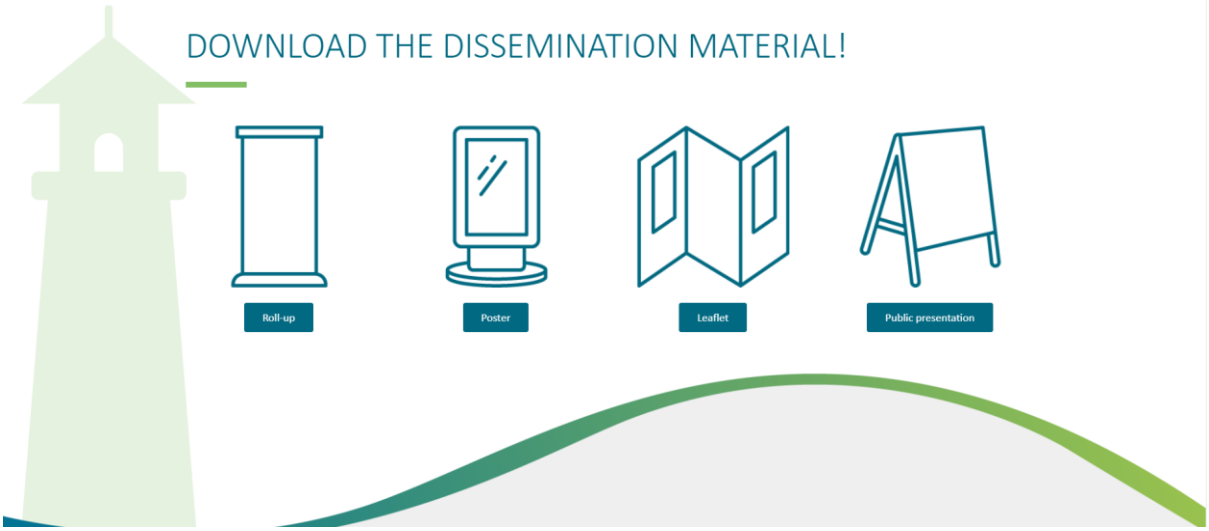

Figure 8: Section dissemination materials

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Section “The Islands”

This section will offer a preliminary overview of the energy challenges that specifically burden islands and remote regions, as well as of the particular needs that those unique environments require. Furthermore, the reader can discover more in details the profile of the ROBINSON’s demo island (Eigerøy – Norway) and of the two follower islands (Crete – Greece, and the Western Isles – United Kingdom). The thematic subsections on each island will feature a general profile of the island, its energy profile and ROBINSON’s expected contribution.

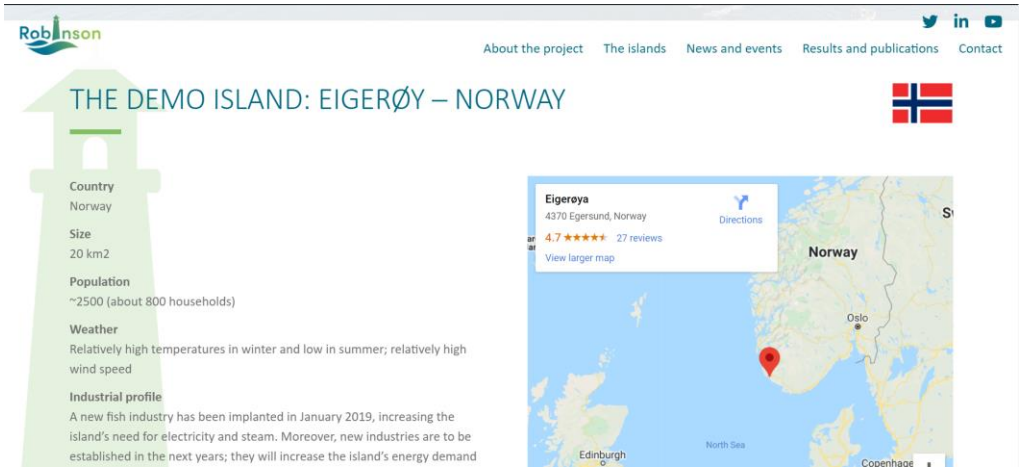

Figure 9: Section on the demo island

Section “News and events”

The section “News & Events” will provide a comprehensive overview on all the communication and dissemination activities of the project, including blog posts, articles (original and published by third parties) and external events (e.g. dissemination events, stakeholders workshop, conferences, fairs etc.). More specifically, this section will feature updates and articles on the activities carried out by the consortium (section “News”), a repository of articles on the project published by trade magazine and newspapers (section Press); a repository of press releases (section Press), an overview of events where ROBINSON is featured/presented, and a repository of the project’s newsletter issues.

Section “Contacts”

In this section it is possible to retrieve information on how to contact the coordinator of the project, contact details of the project (i.e. specific info email account) and the contact details of the project secretariat (ETN), including physical address of the association. A contact form has been created to directly address specific questions on the project. The contact form is optimised with Captcha technology to avoid spam, phishing emails and, generally, lower the risks of cyberattacks.

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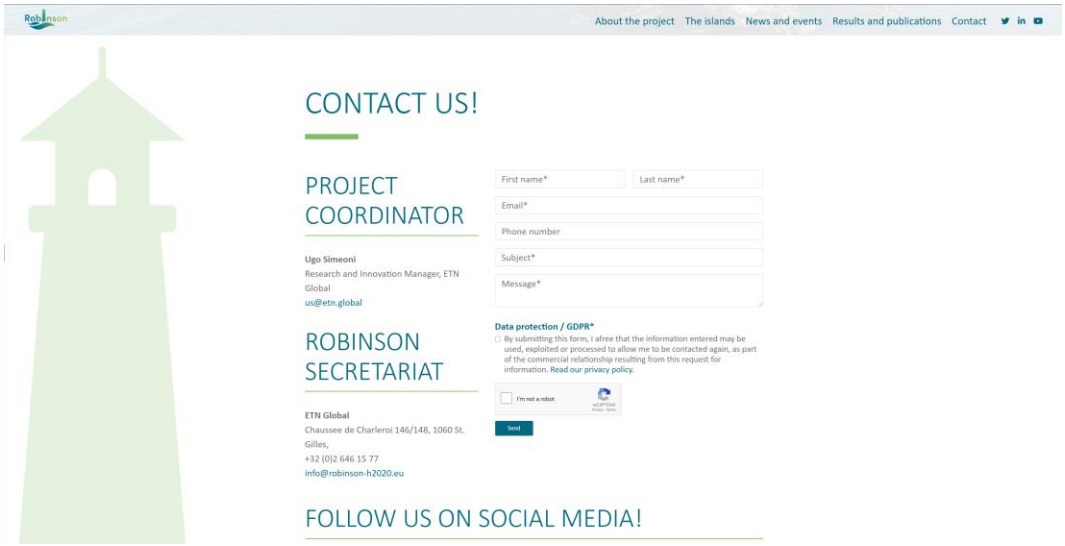

Figure 10: Section contact

Privacy policy and GDPR compliancy

ROBINSON's website is GDPR compliant. A website section has been dedicated to description of the website's terms of utilization with a precise legal disclaimer about the website's Terms of Use (ToU) and one section has been dedicated to privacy policy: both these sections describe and guarantee how personal data and cookies are used by the project website manager (ETN).

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Regular updates

ROBINSON's website will be updated regularly to reflect the current state of the project's progress.

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

The texts for the 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.

In order to keep the website up-to-date and relevant, all the partners will deliver without delays every piece of information that should be featured on/added to the website.

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Data and analytics

ETN will track the performances of the website through tolls such as Google Analytics or any other comparable tracking tool. Performance review will be based on the set project's KPIs regarding website visits and public deliverable downloads (over the lifespan of the project).

Channel	KPI	Target
Project website	visits	10 000
	PU deliverable downloads	500 downloads 1 year after the end

Table 1: ROBINSON website KPIs

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Conclusions

The ROBINSON's website has been designed to be a versatile and useful tool in the communication and dissemination efforts of the project. Not only it will work as a public repository, but it also featured key information to gain a comprehensive overview on ROBINSON and its goals.

Finally, the integration between the website and the project official social media channels will guarantee an interactive and all-round communication, aligned with the communication and dissemination strategy described in D7.2.

ETN will regularly update the pages of the website, upload relevant material and publish new items (such as news and public deliverables) as well as external events and project events.

Next steps on the website include:

- Populating the news, articles, publications, and events section;
- Regular upload of public project deliverables;
- Create a database for the distribution of the newsletter;
- Regular update of the information featured on the website.

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