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Deliverable title	Project website

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Author/editor	Miriam Luison, Michele Scotton, Stefano Giulitti (USMART)
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Contributors

Part. No.	Part. short name	Name of the Contributor	E-mail
06	USMART	Miriam Luison	miriam.luison@unismart.it
06	USMART	Michele Scotton	michele.scotton@unismart.it
06	USMART	Giacomo Chiesa	giacomo.chiesa@polito.it

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Abbreviations

CO	Confidential, only for members of the Consortium (including the Commission Services)
D	Deliverable
DEC	Dissemination, Communication, Exploitation
DoA	Description of Action
FOS	Fiber Optic Sensors
FRM	Free Running Mode
H2020	Horizon 2020 Programme
IAQ	Indoor air quality
IPR	Intellectual Property Right
KPI	Key performance indicator
MGT	Management
MS	Milestone
O	Other
OS	Open Source
PM	Predictive Monitoring
RES	Renewable Energy Sources
VRE	Variable Renewable Energy

1 Executive Summary

The present deliverable describes the PRELUDE Project website www.prelude-project.eu, specifies the actions that could be done by using this tool and outlines the expected influence of the spread of the project.

The PRELUDE Project website is intended to be the primary showcase of the project towards external stakeholders. Its main purpose is to provide the visitor with all the necessary information to get a clear and effective overview of PRELUDE. At the same time, it will host all the publishable project results, during its development, as a constantly-updated eye on the project. Finally, it will be the quickest and most effective method to get in touch with project coordinator or partners.

The website will include up-to-date information of project results, specific news and events related to the project (seminars, meetings, webinars etc.), thanks to recurrent management and maintenance activities. Partners, stakeholders and people interested in PRELUDE Project will use the website as a “first contact point” platform.

The conducted activities started from an initial brainstorming concerning the aim of the website, the overall content, the visual identity, the structure and the audience targeted, basing on a deep and careful analysis of PRELUDE’s Grant Agreement.

The Project website represents the first formal deliverable related to Dissemination, Exploitation and Communication activities, and wants to set the basis for promoting the PRELUDE project, its results and all the related activities. It is based on a fresh, eye-catching, clear interface, able to provide an enjoyable navigation to the visitor.

2 Introduction

2.1 About PRELUDE

PRELUDE is a 42-months Horizon 2020 Project with the aim of increasing the smartness of buildings. Nowadays, innovative solutions are needed to address building operation inefficiencies, considering the energy consumption, fossil fuel dependency, CO2 footprint and the wellbeing and economy dimensions. The Project is focused on balancing these aspects of building operation, minimizing energy consumption based on a free-running strategy, maximizing self-consumption and Renewable Energy Sources utilization, while maintaining comfortable and healthy conditions. The approach is scalable from individual building to district level and can be applied across any location, typology and smartness level. In PRELUDE, residential buildings will operate dynamically, capable of demand response and flexibility, regardless of pre-existing infrastructure. PRELUDE will provide the user (occupant/tenant, owner / manager and service provider) with clear and pertinent techno economic information to make the actions and the right investments at the right time.

2.2 Deliverable D9.1 description

The PRELUDE Project website is the first Deliverable related to WP9, namely Dissemination and Communication activities. As it will be diffusely explained in the Plan for the Exploitation and Dissemination of Results (PEDR), the website represents one of the main dissemination channels, able to easily reach a significant number of visitors willing to get a first approach to PRELUDE or be constantly updated.

WP9 has the objective of disseminating the technology developed during project evolution as widely as possible, providing potential end users or stakeholders with solid awareness of the potential of the project and maximizing exploitation opportunities for the partners. Of course, particular relevance is given to the protection of IPR knowledge, with the intent of preserving partners' intellectual property.

Deliverable D9.1 has been accomplished having clearly in mind all these premises. The project website has been intended to be the project's showcase, where informative content about the project finds a spot alongside punctually-updated project results and a contact point towards partners.

3 Project website structure

The implementation and development of the website followed the path traced by an initial analysis concerning website requirements, aims and expectation: with clear awareness about the final objectives, the website took shape, with focused and desired specification.

The project website is characterized by a direct and clear interface, with the intention of providing the visitor with an easily-readable instrument, which goes straight to the point. Web-surfing wants to be pleasant, through intuitive pages and sections.

The structure of the website, reported schematically in Figure 1 and then explained in detail in Table 1, addresses the need of a lean portal able to effectively present PRELUDE project, to provide updated project results and to represent a first point of contact towards project partners.

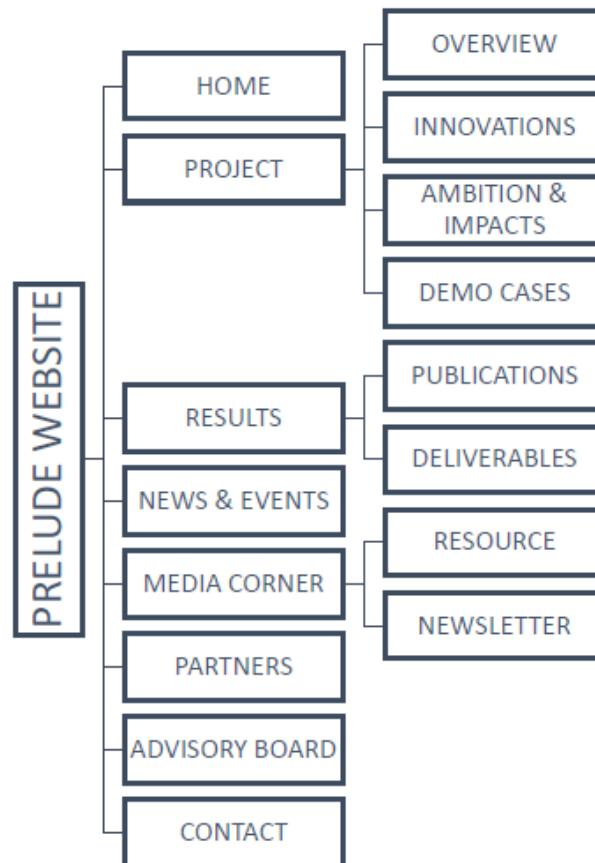


Figure 1 - Schematic representation of the website structure

Table 1: Structure of the website

Homepage	This is the first page and access point to the entire PRELUDE website (see Figure 2). From the Homepage it is possible to get an overview of the project and its key features, main challenges and expected impacts (see Figure 3). It also condenses some content developed more thoroughly in other specific website sections, such as project description, latest news and consortium composition (see Figure 4). Finally, on the bottom part of the page the user will be able to subscribe to the project newsletter and to get in touch with the Consortium through a specific contact form. The footer of the Homepage (and all the other pages) hosts the EU disclaimer, providing the details about the project's call and funding details, and a link to the social media (see Figure 5).	
Project	Overview	This section is aimed at providing the user with an overview of the project, explaining project challenge, need and the solution to be developed.
	Innovations	This page provides a brief overview of all the different innovative solutions that PRELUDE aims to develop and implement.
	Ambition & Impacts	This section briefly describes how the project will try to generate a positive impact for the end user of the developed solution and, more broadly, to positively affect the society (see Figure 6).
	Demo cases	The last page of the Project section presents the demo sites where PRELUDE's solution will be tested on real scale and operating buildings (see Figure 7).

Results	Publicatons	This page of the section “Results” will host scientific papers and partners’ publications, providing the user with the opportunity to download them and/or be redirected towards open access repositories hosting the documents.
	Deliverables	Public deliverables submitted in the framework of PRELUDE project development will be hosted in this section, providing the user with the opportunity to download them and/or be redirected towards open access repositories hosting the documents.
News & Events	The page reports brief indications of upcoming or recently past events related to PRELUDE. It will also contain any news concerning the project in terms of public wide appeal, as well as any partners’ activity related to PRELUDE dissemination.	
Media corner	Resource	This page will answer the demand of a repository of publicly available and downloadable resources related to the PRELUDE project. The page will contain dissemination resources useful both for project partners and for general website users (press, general audience, etc.), for example project leaflet, poster, roll-up, templates, brochure, etc.
	Newsletter	This section will act as a repository of the released project newsletters. It will be possible to download any release of issued newsletters.
Partners	This section is dedicated to present the list of partners involved in PRELUDE project. Each partner’s role and contribution in the project will be presented as well as their main expertise. Every partner’s description goes along with company logo, a “read more” section and a hyperlink to company website (see Figure 8).	
Advisory Board	As soon as the Advisory Board of the project will be established, this section will host the profiles of the people composing it, describing their expertise and how they will contribute in PRELUDE project development. Contact This page contains a contact form and contact details in order	
Contact	This page contains a contact form and contact details in order to provide the web visitor with an easy and straight method to contact project’s coordinator for questions of interest.	

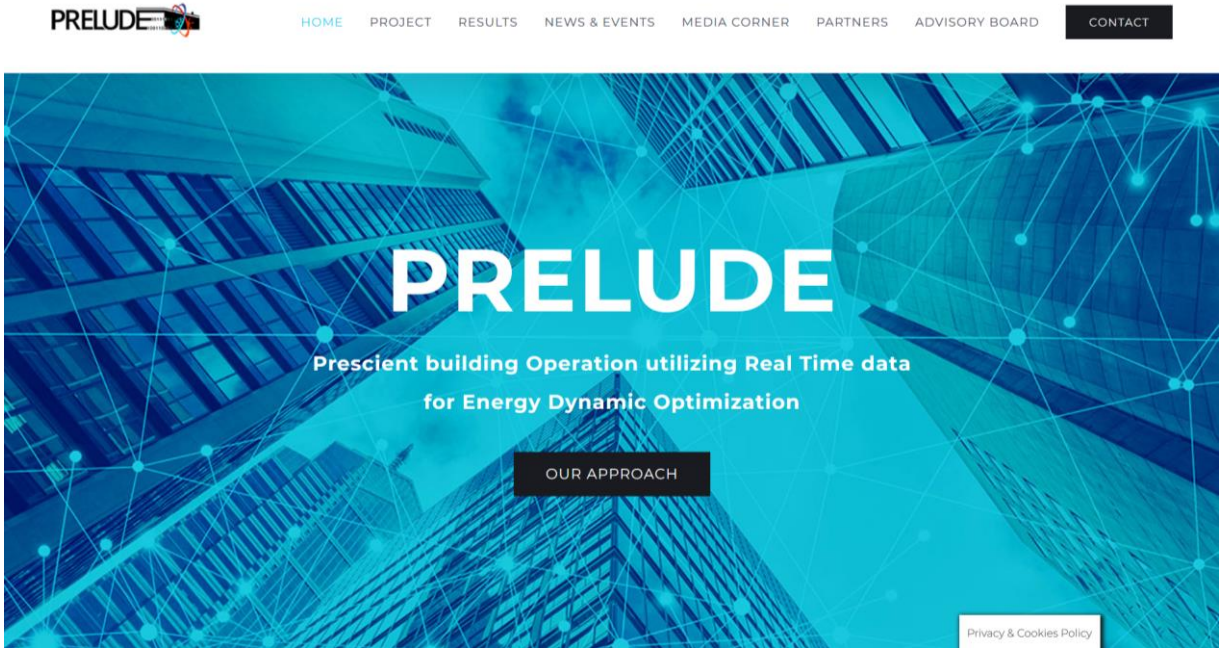


Figure 2 – Homepage 1/4

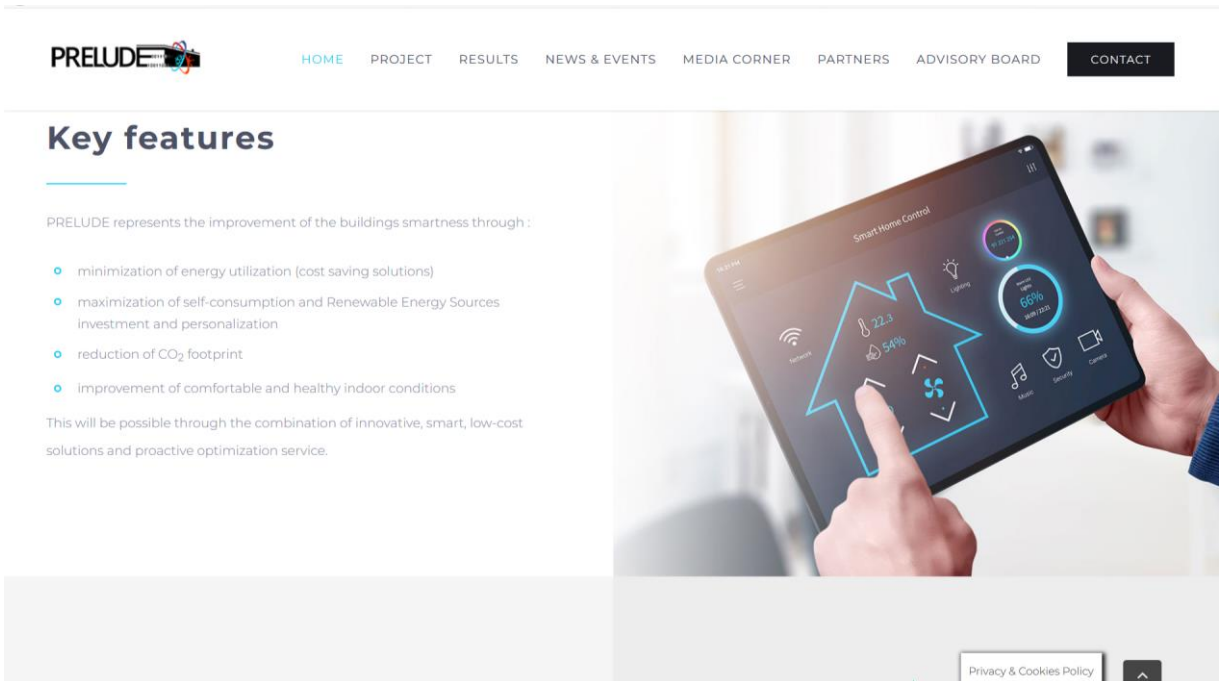


Figure 3 - Homepage 2/4

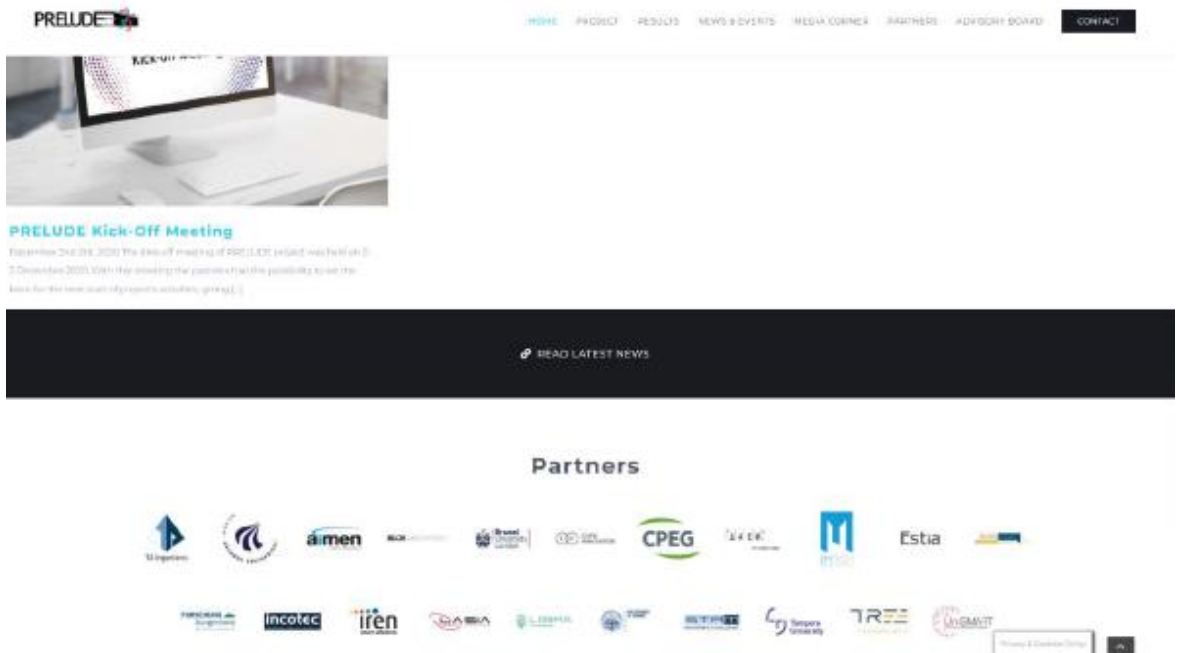


Figure 4 – Homepage 3/4

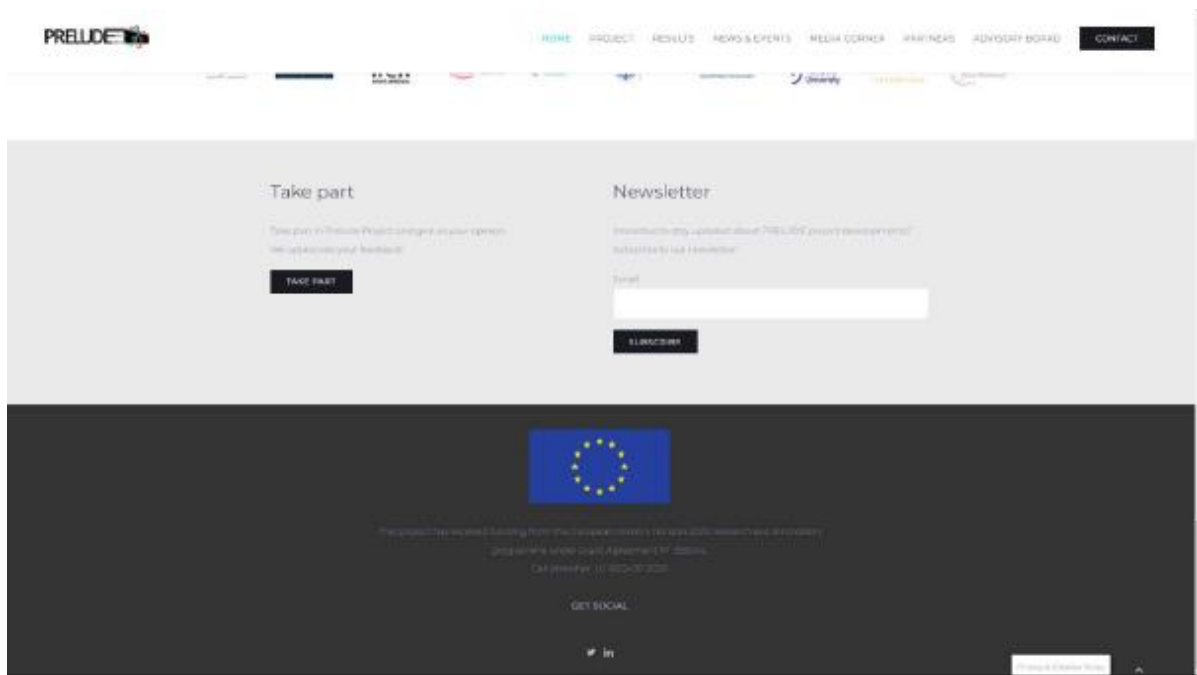


Figure 5 - Homepage 4/4

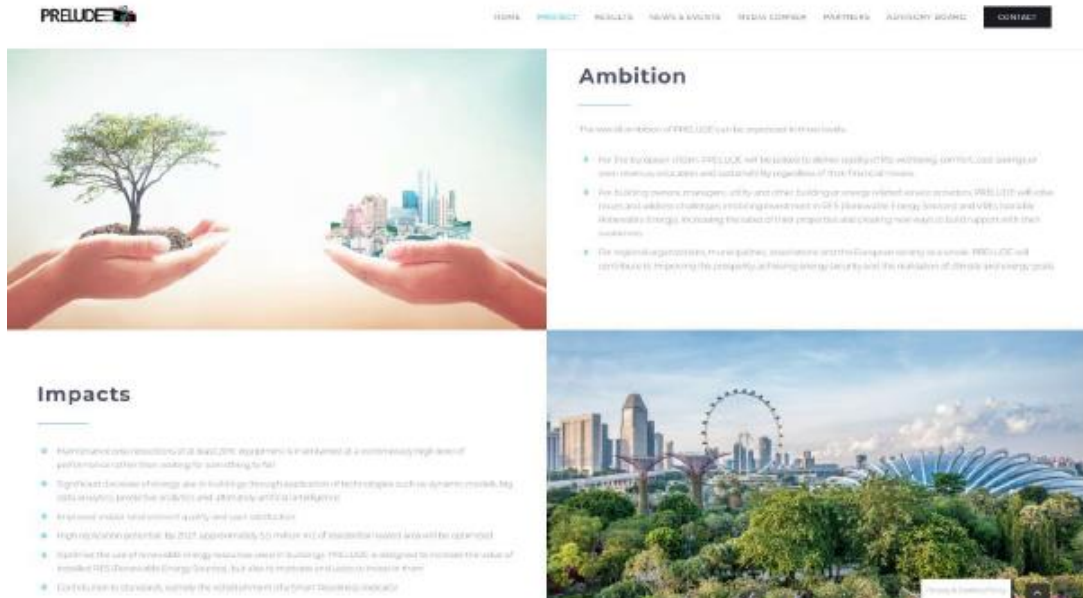


Figure 6 - Ambition & Impacts

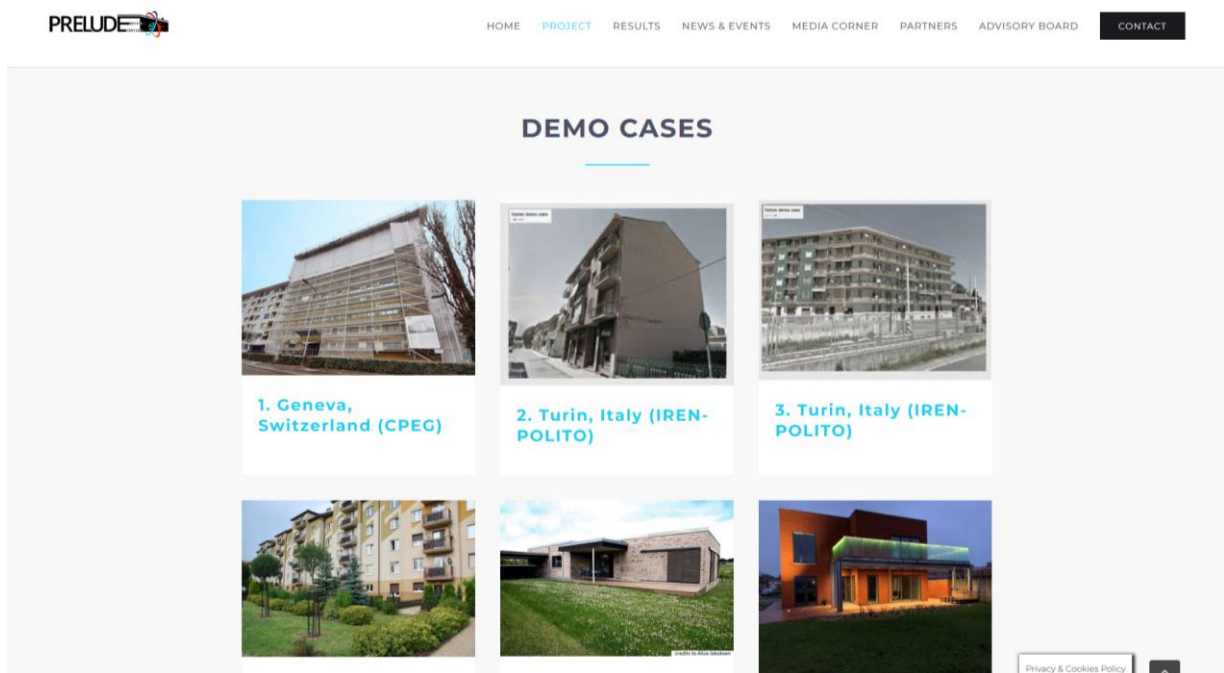


Figure 7 - Demo Cases

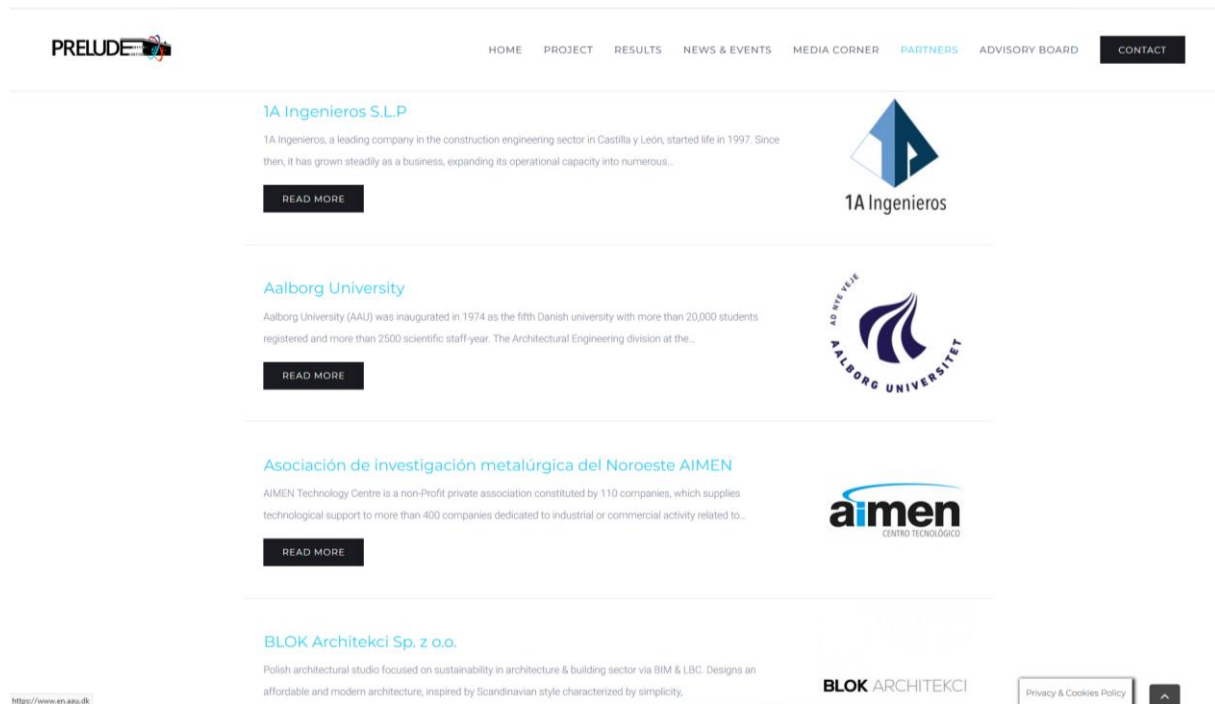


Figure 8 - Partners

3.1 Technical aspects

The website has been designed with WordPress that is a free and open-source content management system (CMS). This decision was driven by the ease of performing content-updating activities and the flexibility the platform provides the website manager with. The result is a modern, user-friendly interface aimed at making the user experience pleasant and effective, in terms of driving key contents.

3.2 SEO and Web analytics

Before publishing the PRELUDE website, a SEO (Search Engine Optimization) study has been implemented in order to optimize the quality and quantity of the activities connected with the project and to answer the search of the users. Through this preliminary activity, search engines should be able effectively access and index-link the project website pages, in relation to the visitor's query. As a direct consequence, the implementation of the website content has kept into account these considerations and specific technical attention has been put in this regard. Moreover, the Project Consortium was actively engaged to maximise the effectiveness of these operations: all the partners were asked to link the project website in their corporate websites. The overall objective of SEO activities is to make the PRELUDE project website more visible and more easily accessible.

Furthermore, a web analytics tool has been associated to the project website, in order to track visitors' activities and interactions. The primary reason is to collect reliable data to be confronted against Dissemination KPIs and evaluate the project's impact and visibility. Secondly, user-profiling activities could be implemented, in order to drive key content to the relevant stakeholders.

3.3 Social media

In parallel with the construction of the website, also social media presence has been implemented for the PRELUDE project. After a preliminary discussion with the consortium, it has been decided to create LinkedIn and Twitter profiles. They will be mainly used to disseminate the project's News & Events and main technical updates or achievements and, to do so, they will be constantly updated.

Social media references have been included in the project website, from which it is possible to directly reach the relevant pages by simply clicking on the social media logos (see Figure 9).

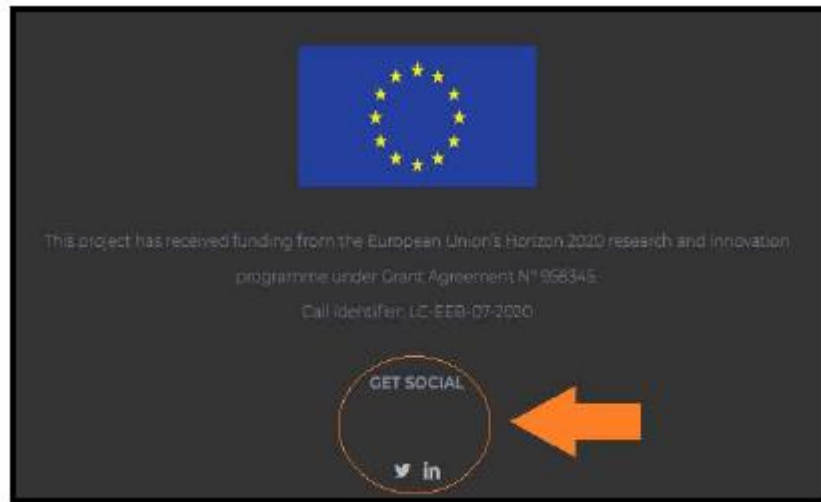


Figure 9 - Footer with link to social media

4 Conclusions

In this document, a brief presentation of PRELUDE Project website was given, with specific concern to its final structure, starting from initial requirements and objectives to be targeted. Periodical feedback from project coordinator and proactive partners involved in DEC activities, had led to the submitted version that (must be pointed out) is not rigid, definitive and invariable: PRELUDE Project website will be constantly updated with new contents, improved and enhanced, with the purpose of representing an effective instrument of dissemination.

The aim of the website is multiple: primary landing place for any user willing to know about PRELUDE; updated showcase for project results; to give indication about PRELUDE related news, events, publication; to host a standard “media kit” for press use and resources for public use; to be the touch point towards project coordinator and partners.

PRELUDE website will hopefully funnel many necessities that finally hark back to one main demand: disseminate project features, potential and results.

Website URL: <http://www.prelude-project.eu>.