Sun coupled innovative Heat pumps
D8.1 – Public Website and Social Media profile Setup

Due date of deliverable: **31/12/2018**
Actual submission date: **16/01/2019**

Organisation name of lead contractor for this deliverable: RINA-C

Dissemination Level (Specify with "X" the appropriate level)	
PU Public	X

History of deliverable	
V1	Submitted on 2/1/2019 – then revision required by PO for minor changes to DLV template
V2	Submitted on 16/1/2019

Project Contractual Details

Project Title	Sun coupled innovative Heat pumps
Project Acronym	SunHorizon
Grant Agreement No.	818329
Project Start Date	01-10-2018
Project End Date	30-09-2022
Duration	48 months
Supplementary notes: This document will be publicly available (on CORDIS and project official websites as soon as approved by EC.	

Table of Contents

1 Introduction

The current deliverable (8.1) is entitled "Public Website and Social Media profile Setup" and is a public document of the SunHorizon project, produced in the context of WP8, Task 8.1 "Communication and Dissemination Activities". The objective of WP8 is to maximise SunHorizon'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.

This deliverable was prepared within the framework of Work Package, "Dissemination, Communication and Capacity Building" and presents the website for the SunHorizon project and the social media profile setup.

It is important to highlight that the official project website (http://www.sunhorizon-project.eu/)   has been available online just after M3 (December 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 EHPA as dissemination and WP8 leader had the chance to comment on them.

The SunHorizon 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 EHPA Guidance.

The whole SunHorizon external communication strategy is built upon the core concepts of the project:

- Sun Coupled Heat Pumps
- Low Emission
- Full year operating solar based Heating and Cooling systems
- Innovative Heat Pump
- PV
- Solar Thermal
- Hybrid PV-T
- Sustainable H&C for Residential Buildings
- Sustainable H&C for Non-Residential Buildings
- Low Carbon H&C
- Data Driven H&C Smart Management
- Data Driven H&C Smart Maintenance
- Optimized Design for H&C thanks to monitored data

2 Website Characteristics

2.1 URL and technical specifications

The SunHorizon website is accessible on http://www.sunhorizon-project.eu and http://sunhorizon-project.eu. The coordinator, RINA-C, has registered this URL name in the very beginning of the project and reserved the URL for 5 years, one year beyond the whole project lifetime. Since all the promotion, communication and dissemination will be centred around the brand name 'SunHorizon', it was crucial to secure this easy-to-find URL.

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 SunHorizon 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 'SunHorizon 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.

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

- To **describe capabilities and benefits** provided by the SunHorizon solar and heat pump 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 SunHorizon 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 (Fig.1).

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

A common public image / branding for the project allows an easier identification by the public and ensures visibility and recognition. SunHorizon adopts a captivating project logo as a common project and graphical visual identity to attract external visitors and increase interest on the website's content (Figure 2).

Figure 2. Project logo

Additionally, the logo symbolises the main objectives that are integrated and investigated throughout the project's life. On one hand, the sun is represented by the first word and drawings and on the other hand its potential use for heating ad cooling is represented in two balloons just upon the second word Horizon. Orange (#F9A21B as WordPress code) and Blue (#0F608B as WordPress code) are the official SunHorizon colours.

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:

2.3.1 SECTION "ABOUT"

•What is the importance of the project and what specific challenges does it address?
•Who is behind the project?

SUBSECTION "Project Brief": this section presents the main objectives of the project, it mission and methodology via text and pictures. It works like a project rationale section on the website where the end-user can find an overview of the whole project and its targets and expected impacts.

SUBSECTION "SunHorizon Team": in this section all SunHorizon project partners are described, highlighting their role in the project and their institutional business/mission. Clicking on their logo, it is possible to surf to partners' official websites.

2.3.2 SECTION "MAIN RESULTS"

•What are the research objectives of the project?
•What are the relevant test facilities/experiments conducted/computational results?
•What are the technologies to be demonstrated in the project?

SUBSECTION "Technologies": in this section Heat Pump and Solar innovative technologies are presented both at single and integrated (Technology package level) in a simple and graphic way, not disclosing industrial confidential information.

SUBSECTION "Demosites": SunHorizon demosites are here described. Details related to the type of building, its purpose and age, which SunHorizon Technology Package to be installed are here presented.

SUBSECTION "Project Pillars": cross-cutting research contents are presented in this section (data driven smart maintenance and management strategies, design under uncertainty techniques, smart monitoring cloud platform etc.)

2.3.3 SECTION "NEWS&EVENTS"

•What is currently being done in the project?
•Which project events are planned and have been organized?

Project news and events are here presented both referring to "internal events" (project meetings, demosite visits, technical meetings etc.) and "external" ones (dissemination events, stakeholders workshop etc.)

2.3.4 SECTION "PROJECT MATERIALS"

•Public available project material to have more information about it

SUBSECTION "Promotional Material": in this section it is possible to download project dissemination material such as leaflet, posters, public presentation etc.

SUBSECTION "Project Public Reports": as soon as Public Deliverables will be approved by EC, these reports will be here available for stakeholders' download.

2.3.5   SECTION "CONTACTS"

• How to follow the project?
• How to receive information?

SUBSECTION "Follow us": in this section it would be possible to sign up to SunHorizon Stakeholders group and mailing list simply filling in a web form.

SUBSECTION "Contact us": project coordinator contacts are here available in order to have a direct contact with project consortium for specific questions and information.

2.3.6   Homepage and webpage structure

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 7) that communicates to the user the main aspects of the project. The home page is organized in six subsections: i. The header menu; ii. A slider section that includes an attractive three-image formation; iii. Highlights of the project and the latest news; iv. SunHorizon demonstration campaign; v. Consortium; vi. 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. All the above described sections can be easily reached via this navigation menu.

→ The **footer** which appears in all pages, home or content pages and contains links to the social media and funding acknowledgment (Figure 4). Clicking on the EC emblem the user can surf to the H2020 site.

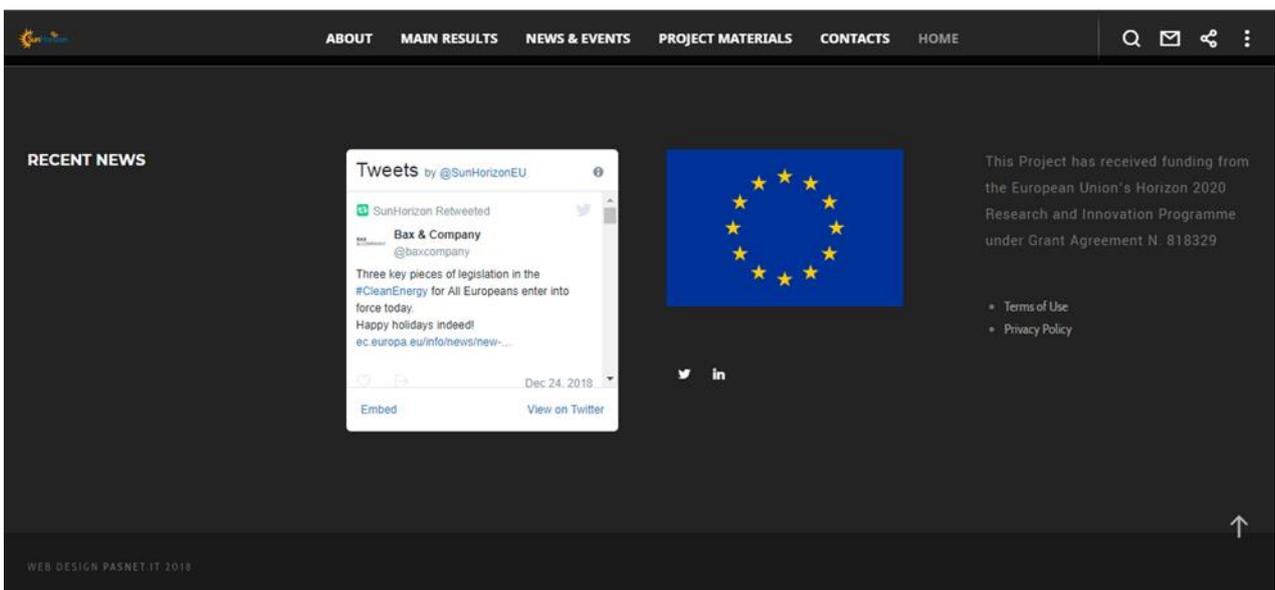**Figure 3 - Website main navigation menu**

Figure 4 - Website footer including acknowledgment and social media, appears in all main and sub-pages

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).
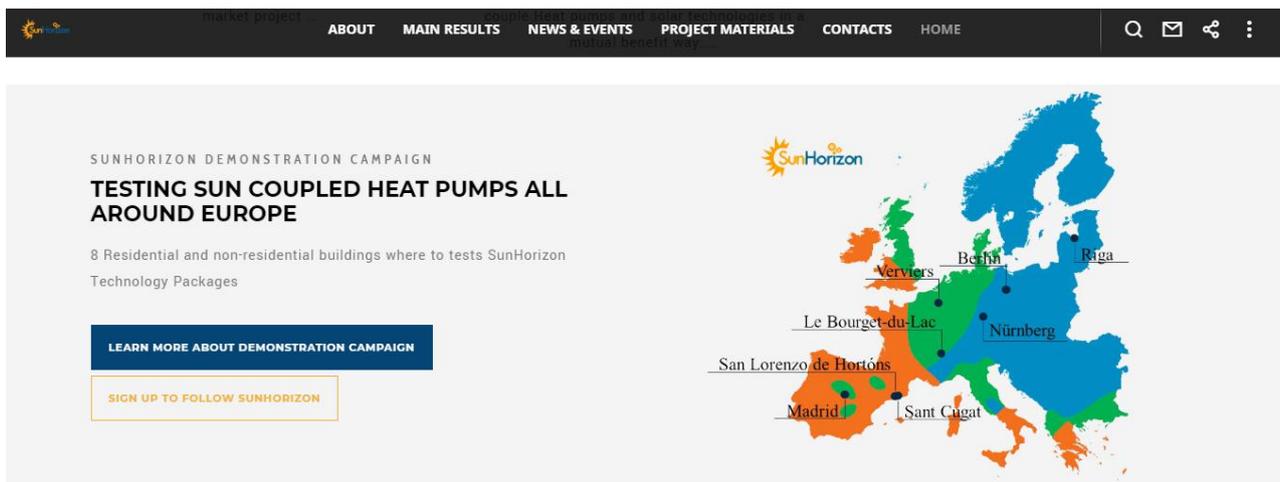

Figure 6 – Sign Up to Follow SunHorizon button is well visible also in the centre of the homepage
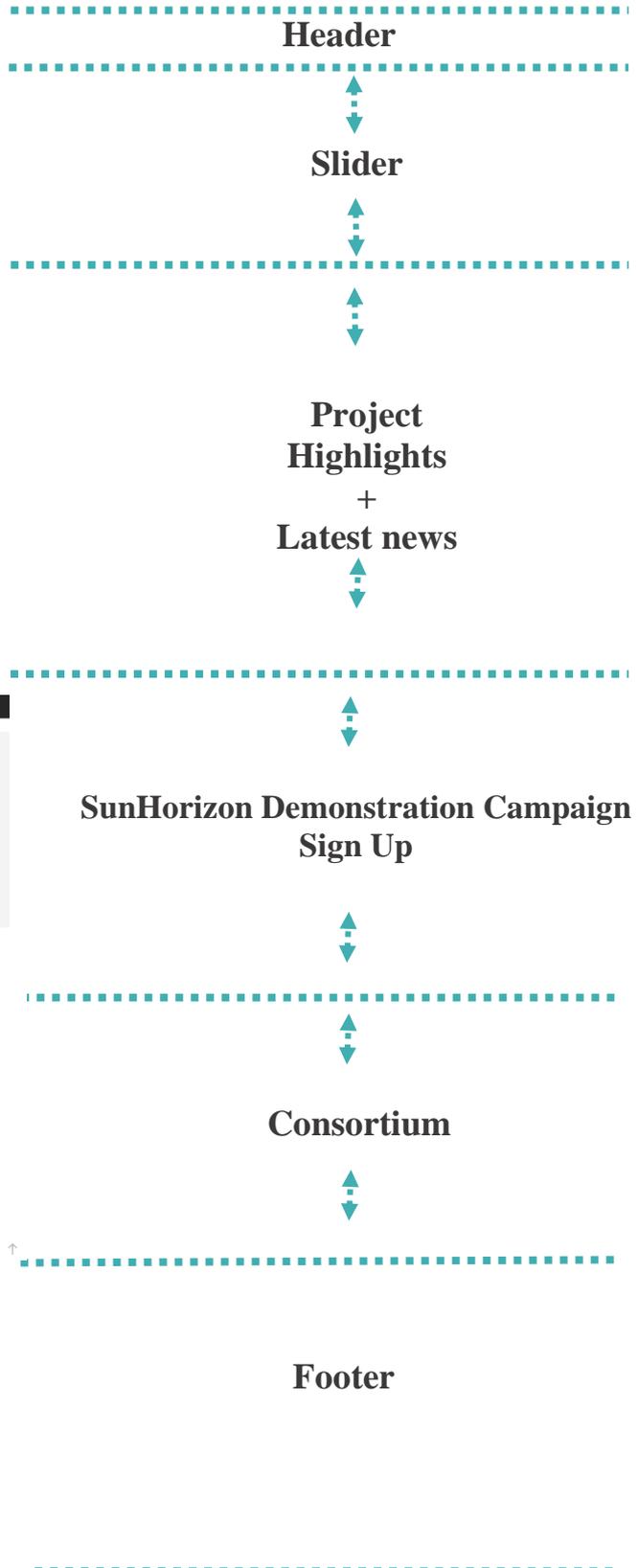
Header

Slider

Project
Highlights
+
Latest news

SunHorizon Demonstration Campaign
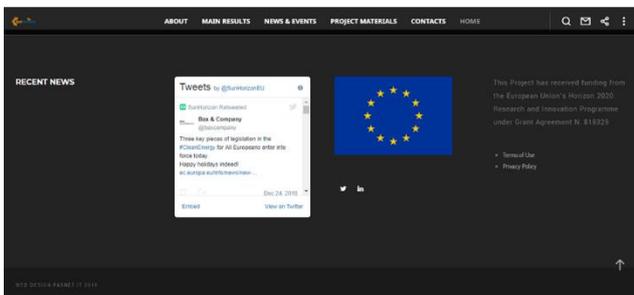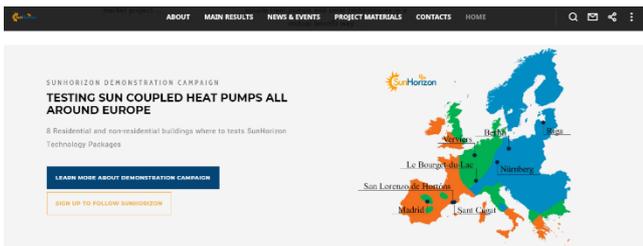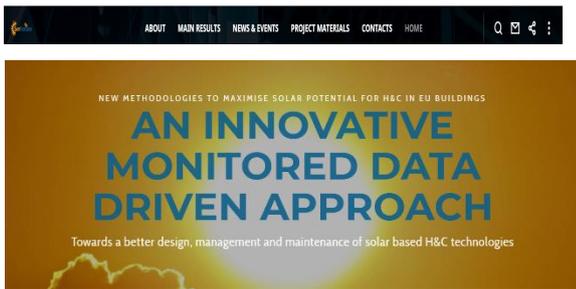Sign Up

Consortium

Footer

Figure 7 - SunHorizon project website homepage

3 Social media

The social media buttons appear on the footer of the website's homepage as indicated in Figure 8.

Figure 8 - Social media links.

3.1 Twitter

The **Twitter** profile is named @SunHorizonEU and can be followed at *@SunHorizonEU* (Figure 9).
It will consistently be updated with all SunHorizon 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 SunHorizon project's research activities.

The project hashtag will be #SunHorizon with the addition of several other hashtags like #h2020, #horizon2020 #heatpump #solar etc. which will also be included in corresponding tweets.
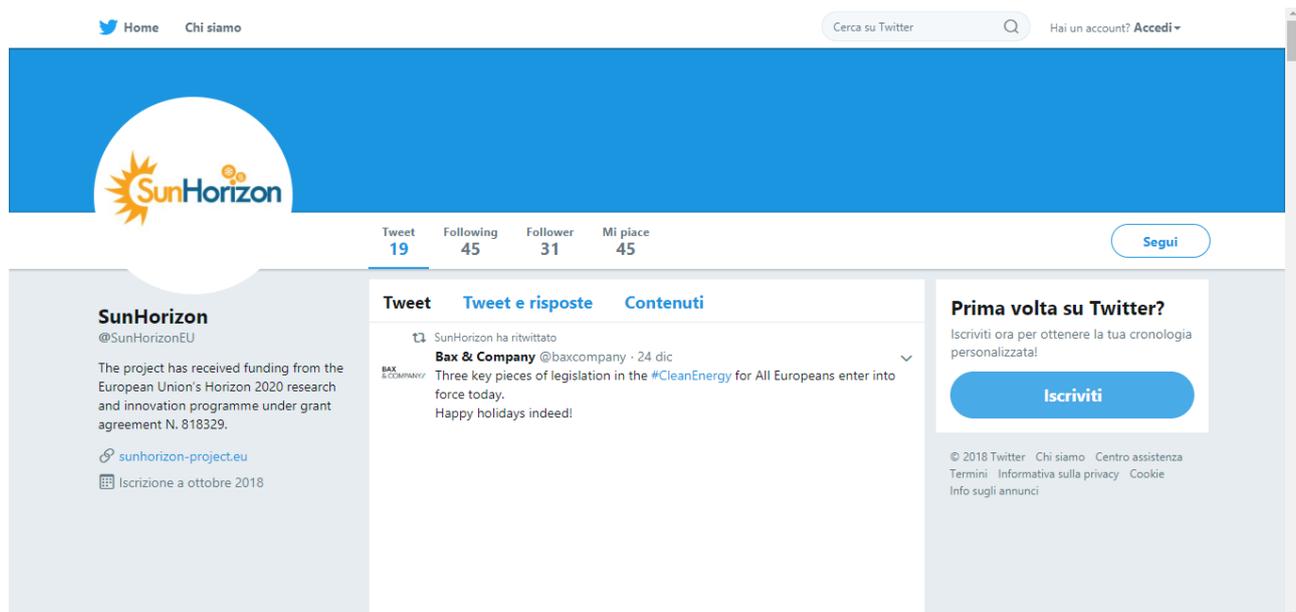

Figure 9 - SunHorizon project: Twitter profile.

As previously stated, SunHorizon 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 as well as project Christmas greetings)

The Twitter profile has already 19 tweets and 31 followers in its first three months of social campaign.

3.2 LinkedIn

The **LinkedIn** profile is named *SunHorizon Project* (https://www.linkedin.com/company/sunhorizon-project) . 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

10

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 SunHorizon 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.
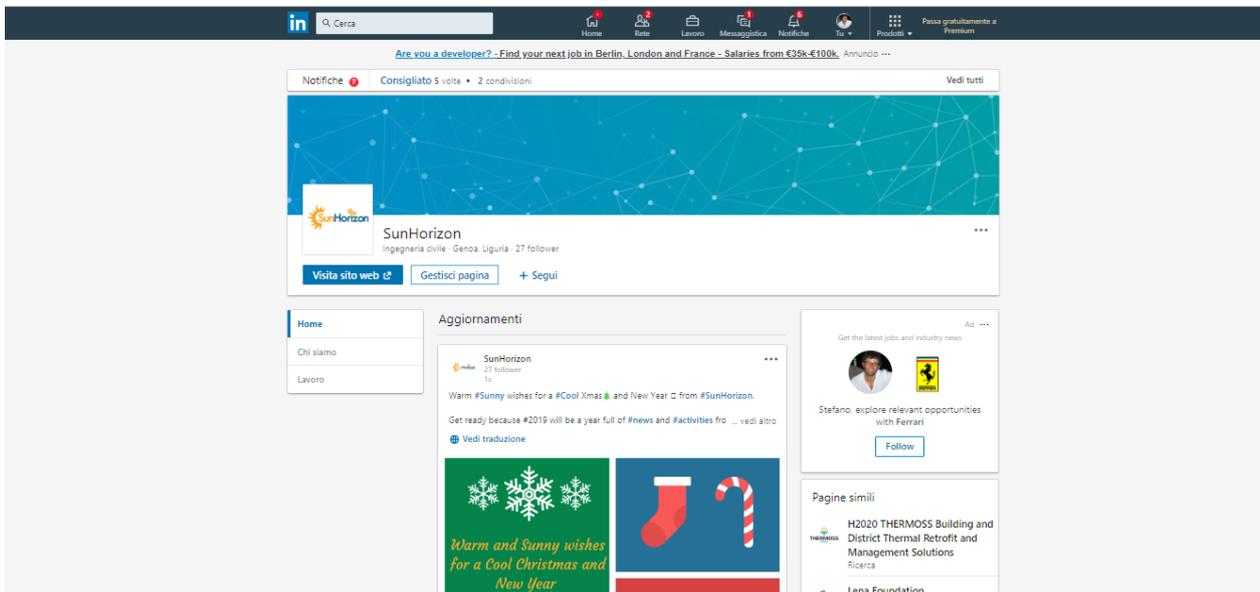

Figure 10 - SunHorizon project: LinkedIn profile.

4 Supplementary Information

4.1 Legal Disclaimers and Privacy Policy

A website section has been dedicated to description of the website terms of utilization with a precise Legal disclaimer about website Terms of Use (ToU) and one section has been dedicated to privacy policy: both these section describe and guarantee how personal data and cookies are used by the project website manager (RINA-C). All website visitors implicitly accepts these terms of utilization.
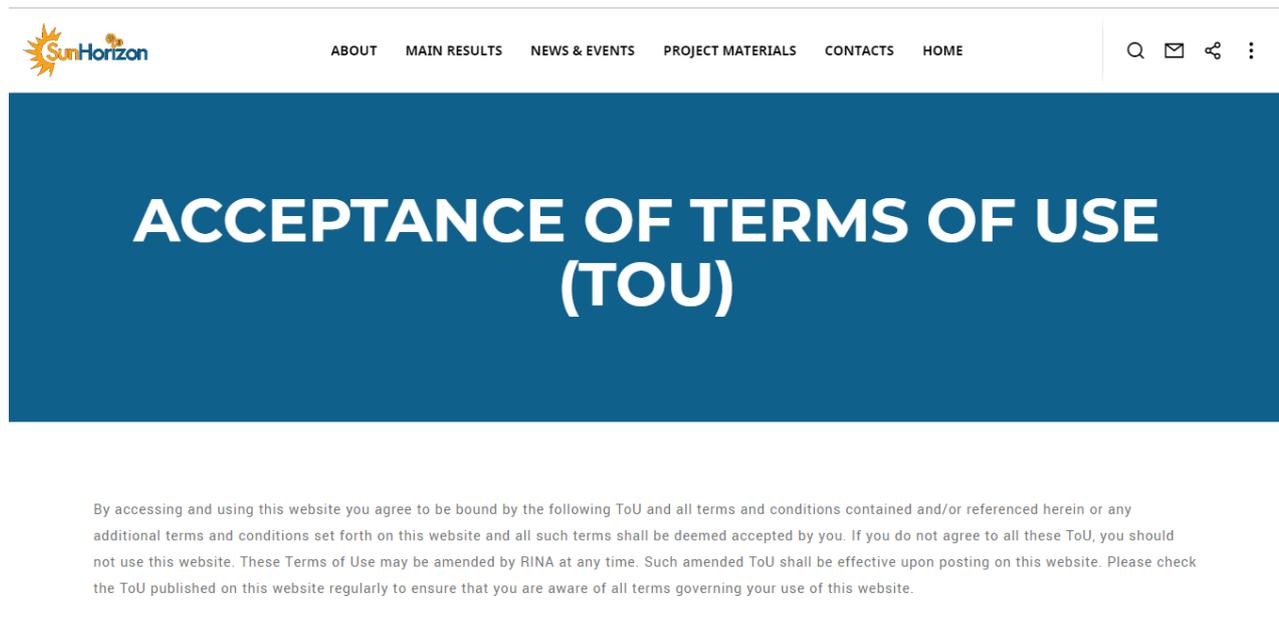
By accessing and using this website you agree to be bound by the following ToU and all terms and conditions contained and/or referenced herein or any additional terms and conditions set forth on this website and all such terms shall be deemed accepted by you. If you do not agree to all these ToU, you 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.

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.

Use restrictions

The materials contained on this site are protected by copyright intellectual property laws (© 2018 SunHorizon project – All rights reserved). Except as stated herein, these materials may not be reproduced, modified, displayed or distributed in any form or by any means without RINA's prior written consent. RINA grants permission to download, reproduce, display and distribute the materials posted on this site solely for informational and non-commercial or personal use, provided that you do not modify such materials and provided further that you retain all copyright and proprietary notices as they appear in such materials. Unauthorised use of any of these materials is expressly prohibited by law. This permission terminates if you breach any of these terms and conditions. Upon termination you agree to destroy any materials downloaded from this site.

Warranties & disclaimers

RINA intends for the materials contained on this site to be accurate and reliable. These materials may, however, contain technical inaccuracies, typographical errors or other mistakes. RINA may make corrections or other changes to these materials at any time. RINA reserves the right to make corrections, modifications, enhancements, improvements and other changes to its services at any time or to discontinue any services without notice

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.

Specific notice regarding links to other party sites
Certain links provided herein permit you to leave this site and enter non-RINA websites. These linked sites are not under RINA's control. RINA is not responsible for the contents of any linked site or any changes or updates to such sites. RINA is providing these links to you only as a convenience. The inclusion of any link does not imply endorsement by RINA of any linked site.

Figure 11 – Website Terms of Use (ToU) disclaimer
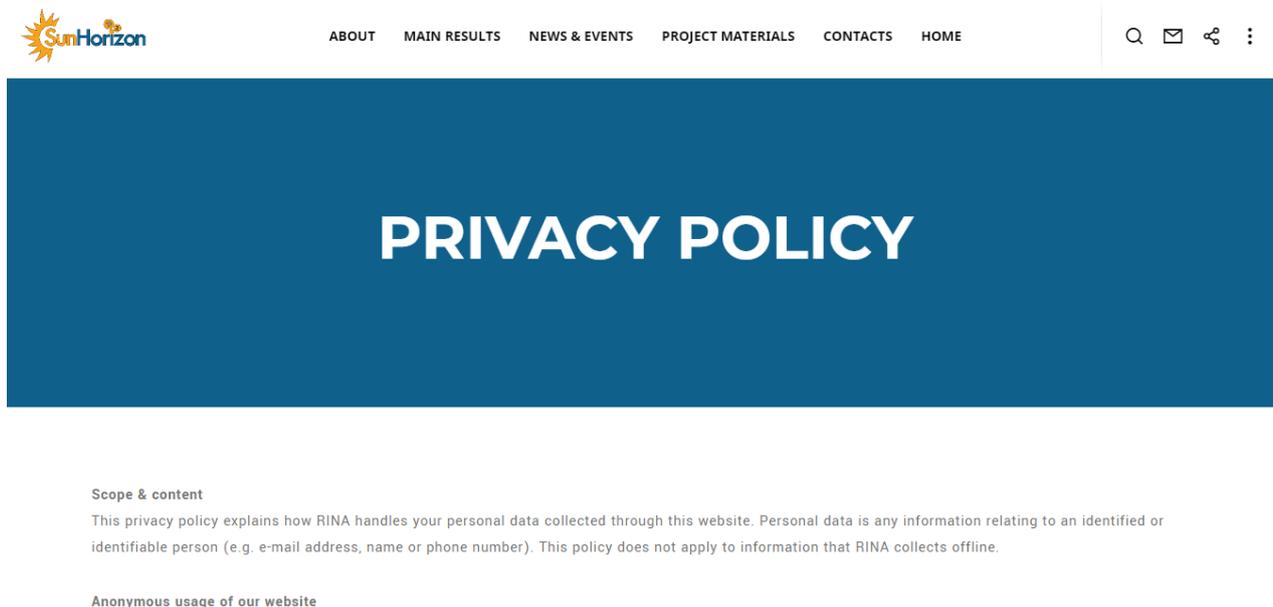
Scope & content
This privacy policy explains how RINA handles your personal data collected through this website. Personal data is any information relating to an identified or identifiable person (e.g. e-mail address, name or phone number). This policy does not apply to information that RINA collects 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 12 – Privacy Policy and General Data Protection Regulation (GDPR) disclaimer

4.2 Updates

The SunHorizon 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 EHPA team and other involved beneficiaries and keep the followers/friends/connections up-to-date regarding the SunHorizon innovations and findings.

The texts for the SunHorizon 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.

5 Conclusion and Future Plans

With all these measures, including a graphically appealing, easy text formats and well-structured contents, RINA-C, EHPA 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.

EHPA 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.