SMAGRINET

POWERING SMART GRID
EXPERTISE IN EUROPE

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TAL TECH

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CIVITTA

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0.1.	11/07/2019	-	Initial Version
0.2.	15/07/2019	Candela (LOBA)	Proof Reading
0.3	17/07/2019	Christine (TUB)	Review

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1. Executive Summary

This deliverable refers to the SMAGRINET's web portal and aims to present the first version of it as a splash page on M2 as well as the next steps for the launch of the official website on M5.

This deliverable will detail the following:

- Launch of initial splash page;
- Setting of the website and URL;
- Sitemap and individual interfaces;
- Design layouts.

LOBA, as WP6 – Dissemination and Communication Leader, is responsible for design-ing, programming and updating the SMAGRINET's website in close collaboration of the consortium.

2.   Introduction

The first version of SMAGRINET's website was launched on M2 as a splash page at www.smagrinet.eu. The official SMAGRINET website will be launched on the first week of M5. At this stage design, html and back office of the website is already concluded. LOBA is now uploading the contents and doing quality assurance tests.

The SMAGRINET website will have the following main features:

- RESPONSIVE: The website platform will suit different devices such as mobile, tablet and desktop versions.
- SOCIAL MEDIA SHARING: The website is prepared to share information with social media networks such as LinkedIn, Twitter and Facebook.
- MAILING LIST SUBSCRIPTION: The website will have available a submission form for newsletter subscription requesting the name, the email and the sector of the user.
- ACCESS TO RESTRICTED AREA: The website will have a "door" for a private area where only the industries and academia will have access to. It's an area where the users will be able to access the materials for the online courses, the modules, etc.
- FORUM: The website will have a forum where SMAGRINET will start discussions and where visitors can join and view the discussions.

The website will have three main sections:

- Institutional Information: A section where visitors can learn about the SMAGRINET project, its context, mission, goals, consortium and public results.
- POWER ON: As described above, SMAGRINET's competence hub will be called POWER ON. This section will have interfaces where the visitor can learn about the members of POWER ON, participate in discussions through a forum, see the services that SMAGRINET has to offer, the activities that will be undertaken under POWER ON and several relevant insights regarding SMARTGRID implementation.
- Events and Blog: Section that provides information about events that SMAGRINET organises or participates in. Blog showcases articles about the SMAGRINET project and other topics relevant to smart grid implementation.

All platform's contents will be reviewed by LOBA regarding SEO (Search Engine Optimisation) best practices for a better indexation and accessibility of the project. Additionally, the project will use Google Analytics as its web analytics service to track website traffic and assess useful statistics that will help to optimise the website and the communication and dissemination strategy.
Relevant statistics that will be monitored are the following:

- Number of visitors;
- Number of unique visitors;
- From which links and countries the web traffic comes from;
- Number of downloaded documents, newsletters, etc.

The progress of the project will be closely monitored and reflected in the project's website.
The link for the website will be included in all promotional materials and communications developed and conducted under the frame of the project, such as brochure, poster, roll-up, PPT, Newsletter, Social Media, emailing, events, etc.

The objective will be to strategically use the different communication and dissemination actions, which reach different types of audiences, to direct them towards SMAGRINET's official website.

3. Settings

The URL (Uniform Resource Locator) defined for the website was www.smagrinet.eu, which focuses on the name of the project. The domain selected was .eu because of its relevance at the European level and in reference to the fact that it is a European funded project.

4. Splash Page

The first version of SMAGRINET's website was launched in May 2019 as a splash page at www.smagrinet.eu. The splash-page features an initial animation, brief introduction about the project, partners involved in it, email for contact and EC's flag and disclaimer. This simple but attention-grabbing splash page was created so that it could be possible to communicate and disseminate the project before the official website. Below we provide some print screens of the splash page.
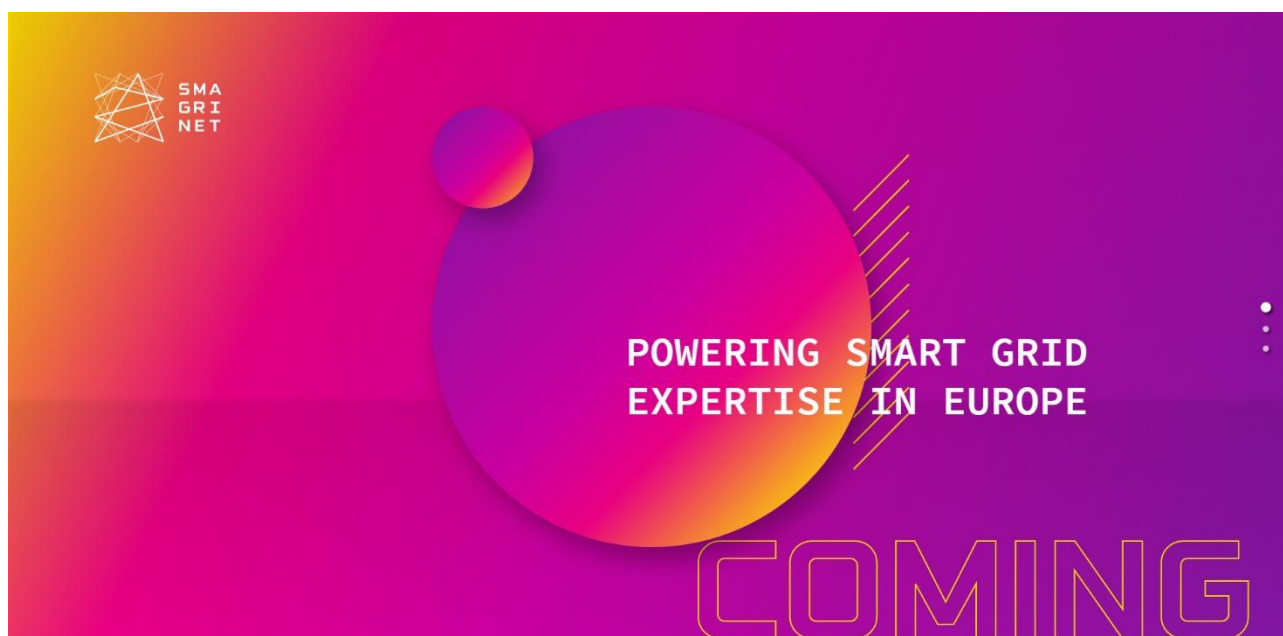
Figure 1 – Three images illustrating splash page

5.   Official Web Portal

After the website is concluded, SMAGRINET's splash page will be replaced by the official website. As described above, the official website will have a section dedicated to SMAGRINET's institutional activities (public reports, advisory board, consortium, etc.) and a section dedicated to its Competence Hub that is going to be communicated as POWER ON.
The communication between the two sections differs as the first will have a more project-oriented language, and the other one will have a language more accessible to the broader audience and to SMAGRINET's target groups (refer to D6.1 – Dissemination and Communication Plan).

Next we will detail SMAGRINET's sections and interfaces.

5.1. Sections and Interfaces

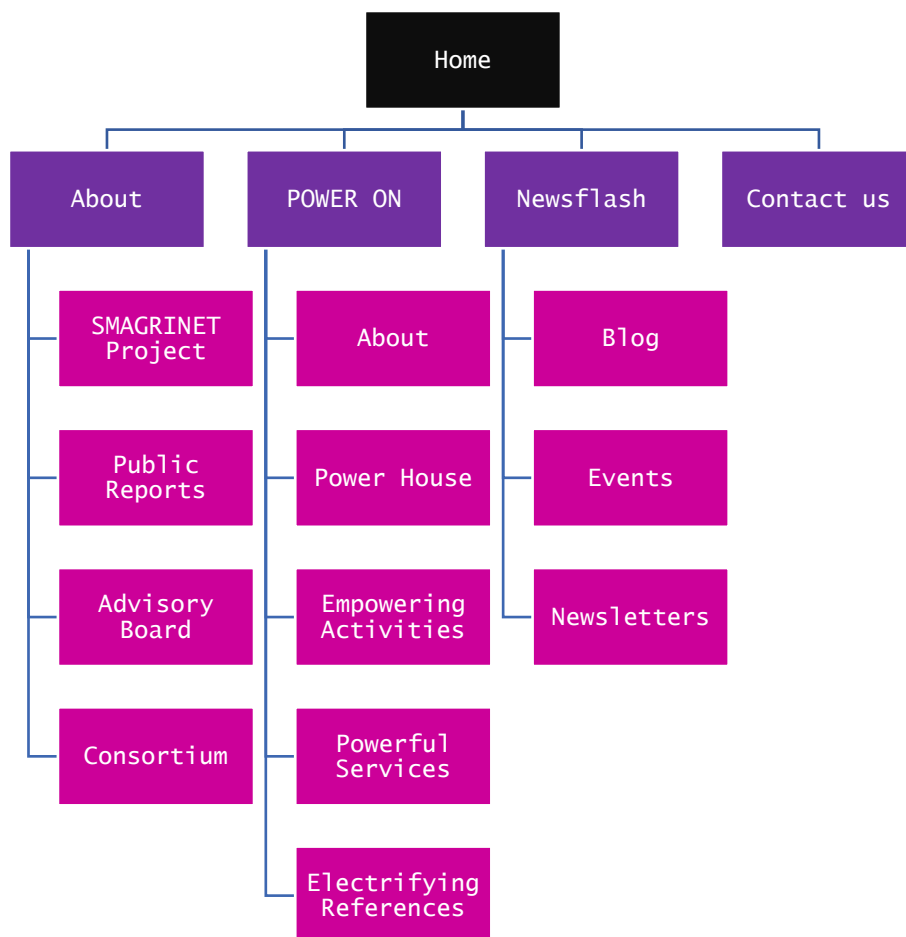The Website is composed by the following structure (sitemap) and interfaces:

Figure 2 – Site Map

5.1.1. Home

The Homepage was designed so that first-time visitors can fully understand what SMAGRINET is about, what if offers and what the consortium has been doing without needing to navigate too much on the website.
First, the homepage includes an "Intro" to the project grabbing the attention of the visitor and in a few words describing the aim of the project:

Empowering Smart Grid Expertise in Europe
Providing services to European universities, municipalities and industries to enhance their capacity in energy research and innovation to tackle the smart grid energy transition.

Below, the visitor will be able to access SMAGRINET/POWER ON's services filtered by target:

- For Academia: towards the excellence and reputation of your institution in the field of electrical engineering and energy domains
- For Energy Industries: towards leading your company to success with a skilled and competent workforce to efficiently address the energy transition
- For Municipalities: towards establishing an efficient and progressive city in terms of its energy services
- For General Public: towards sensitizing citizens about the energy sector for an informed decision-making

These buttons will have a link to the pages filtered by each of these types of actors.
Next section of the homepage will highlight the latest news and events uploaded on the website.
Finally, in the footer (that stays the same throughout the several interfaces) visitors can subscribe to SMAGRINET's newsletter and follow the social media channels. It also presents European Union's logo as well as the project disclaimer as well as access to the privacy policy and cookies definitions.
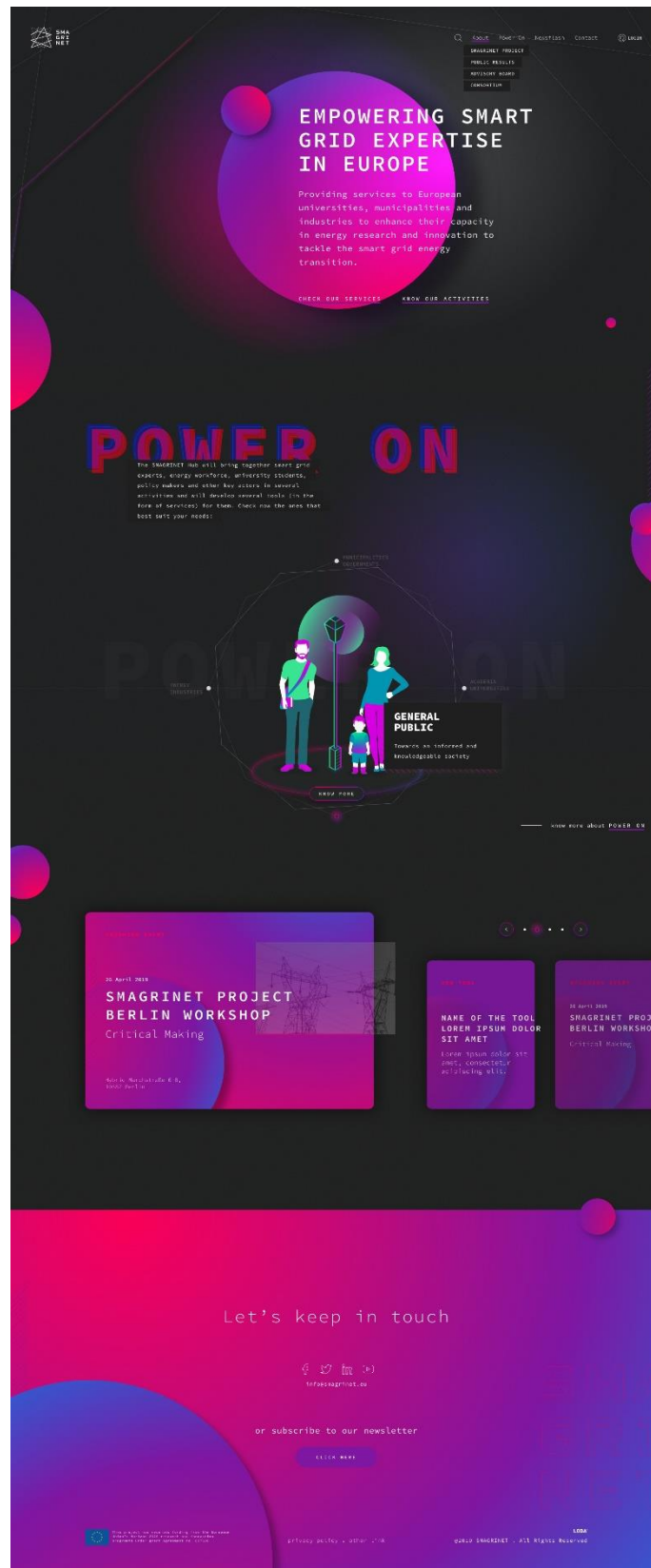
Figure 3 – Home page

5.1.2. About

The ABOUT section represents the more project-oriented segment of the website providing information related to:

. SMAGRINET Project – Describing the energy transition context of the project and the needs for a skilled workforce, the challenge that the project is tackling and how POWER ON is being built to tackle it. Therefore, in the end, the page redirects the user to know more about POWER ON's services and activities.
. Public Results – Listing the public deliverables and other official documents produced by the SMAGRINET Consortium.
. Advisory Board: Listing of the members of the SMAGRINET Advisory Board and detail interfaces of each member.
. Consortium: Listing of SMAGRINET's consortium with logos and link to the website.

These represent the subsections of the "About" menu. Below we include some mock-ups of each sub-section.

SMAGRINET Project

Figure 4 – Two images illustrating the About Page – "The SMAGRINET Project"

Public Results
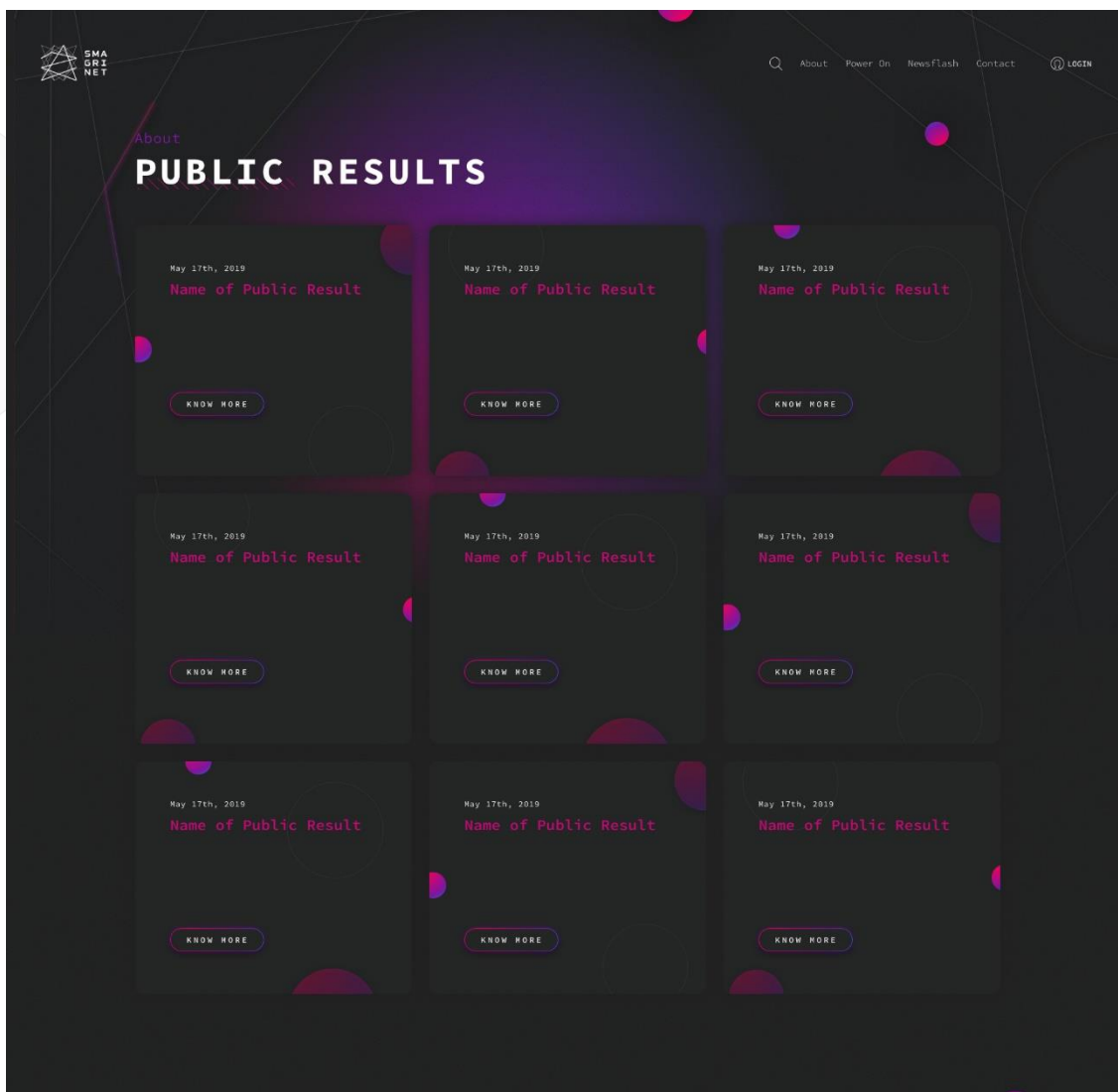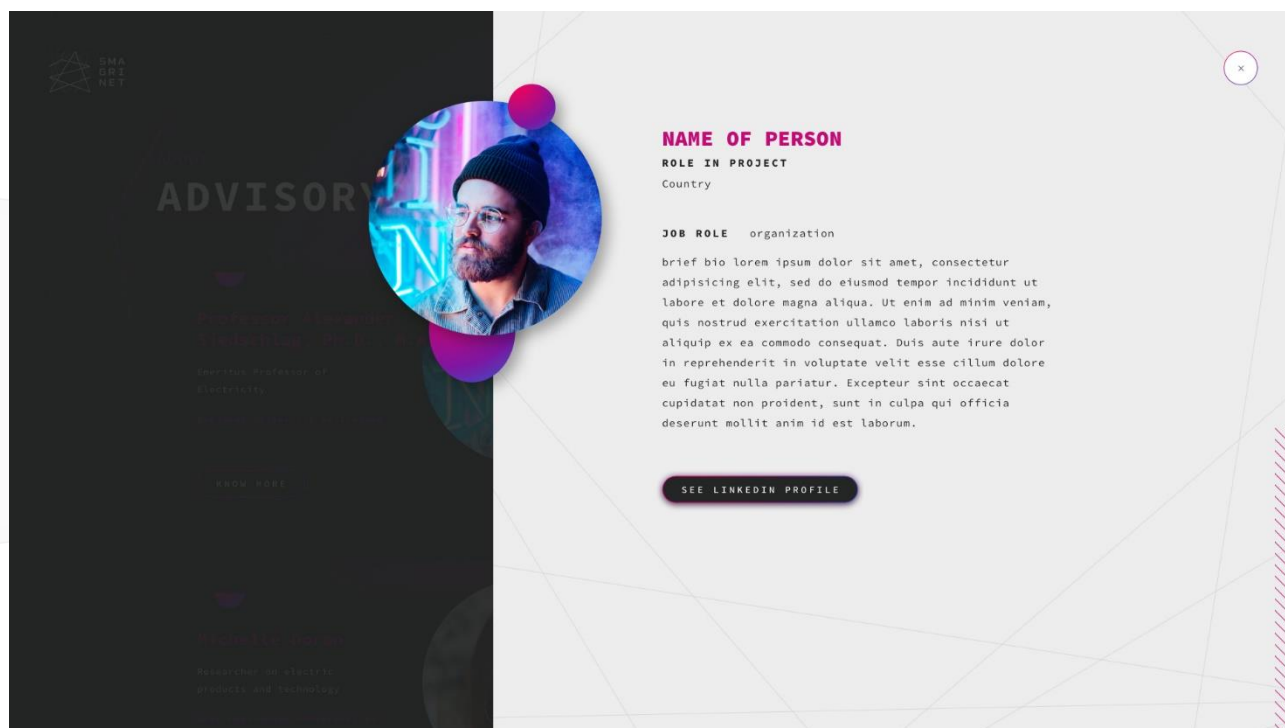

Figure 5 – Public Results page

Advisory Board
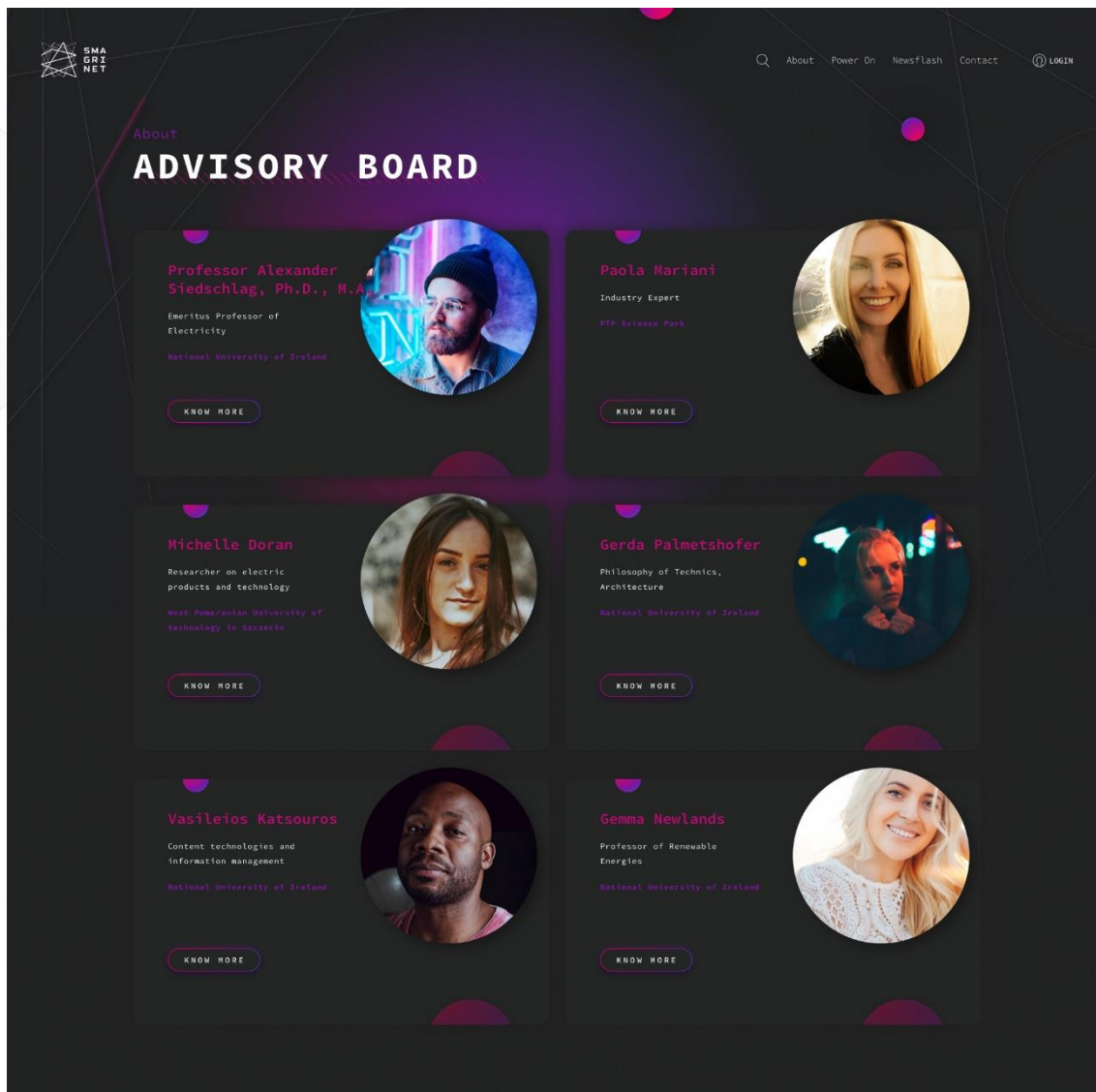
Figure 6 – Advisory Board page
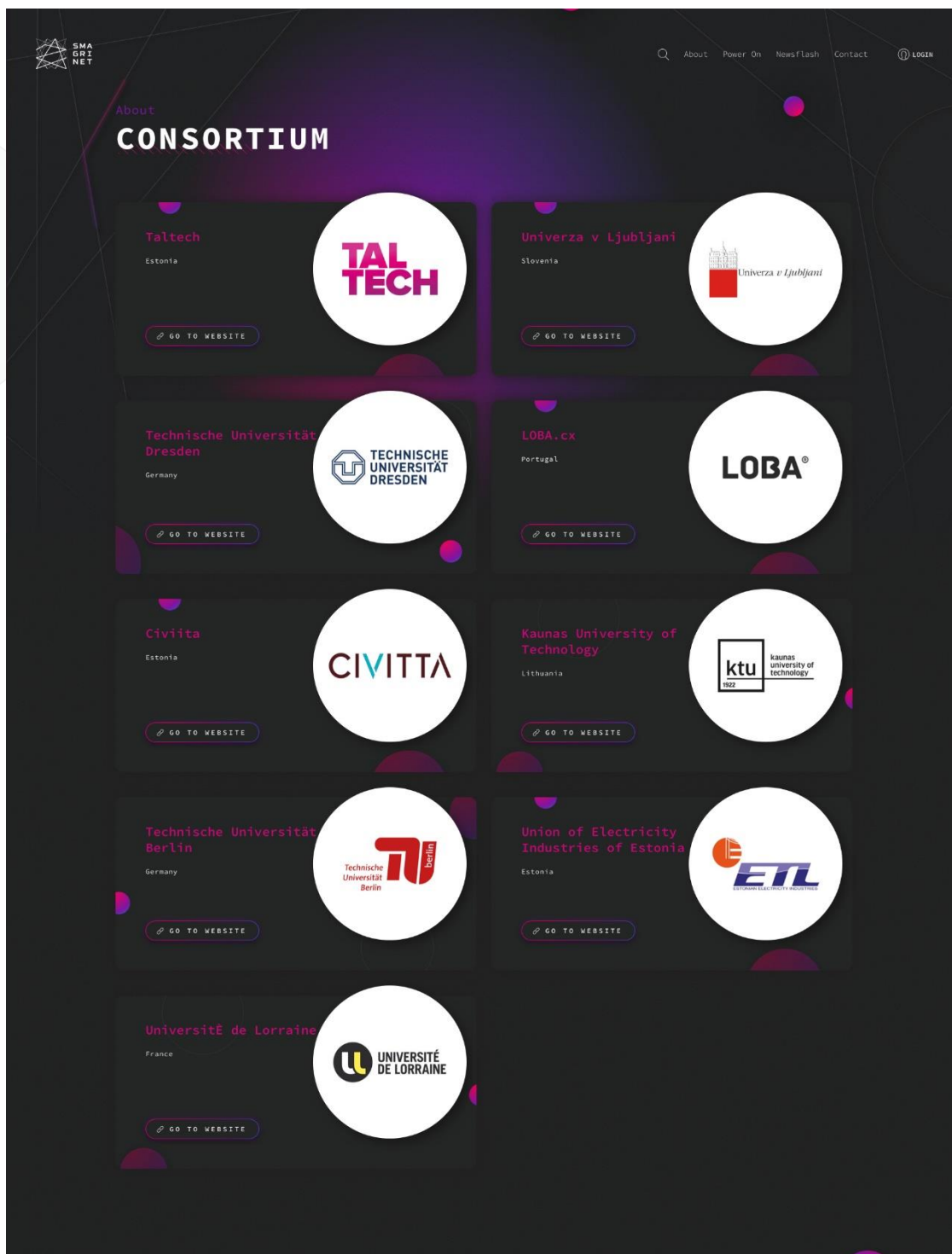
Figure 7 – Advisory Board detail page

Consortium

Figure 8 – Consortium page

5.1.3. Power On

The "POWER ON" section of the website will be dedicated to the competence hub. Here, visitors will have in one place all the activities and services of POWER ON as well as other relevant events and documents related to the smart grid energy transition.

This page will be very energy-related with the names of each interface being related to electricity, light and power.

The POWER ON tab will have the following subsections:

- Power On – Presenting POWER ON and giving direct access in one place of the other subsections (the members, the activities, the services, interesting references and the forum.
- Power House – Listing of the POWER ON members and banner for interested parties to contact SMAGRINET in case they want to be part of the hub.
- Empowering Activities – Listing of SMAGRINET's activities that will give life to SMAGRINET's services.
- Powerful Services – Listing of SMAGRINET's services that can be filtered by target (for energy industries, for academia, for policy makers and for civil society) or by type (videos, factsheets, online coursers, etc.). In the first stage of the website only a list of each resource and a brief description will appear. The reason is that only later in the project will we understand more clearly what are the needs of each resource. Some resources (or their tools – such as manuals, games, etc.) will only be available to the POWER ON members, in that case these services will only be accessible to the members (through credentials that are going to be given to them).
- Electrifying References – Serving as a repositorium of interesting documents, projects, links, videos, etc. that are relevant to the target audience of SMAGRINET. Here, the consortium will be able to include other EU-funded projects related to the energy transition, information about smart grid (definition, knowledge, glossary, etc.), space for universities promotion (university ranking, where to study, etc), space for industries promotion (job/internship offers, training courses, etc.), etc. It's an adaptable area that can serve different types of information.
- Enlightening Forum – The place for users to discuss relevant topics related to the smart grid energy transition. The consortium will be able to include new topics and initiate discussions and visitors will be able to view the discussions and participate in them (after registering) and are even able to suggest other topics for discussion.

Next we provide some prints of each of these sub-sections.

POWER ON

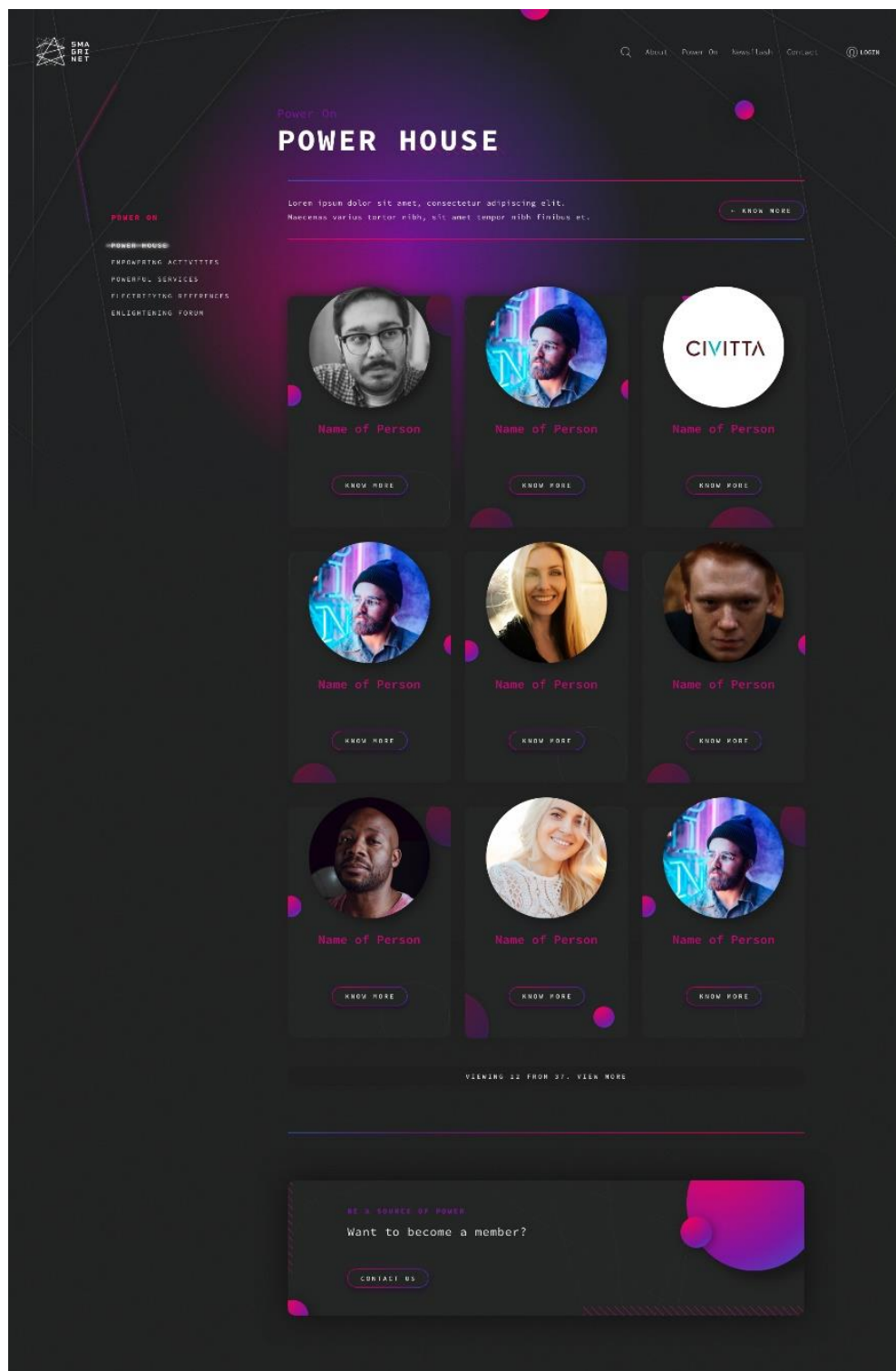*Figure 9 – Power On page*

Power House
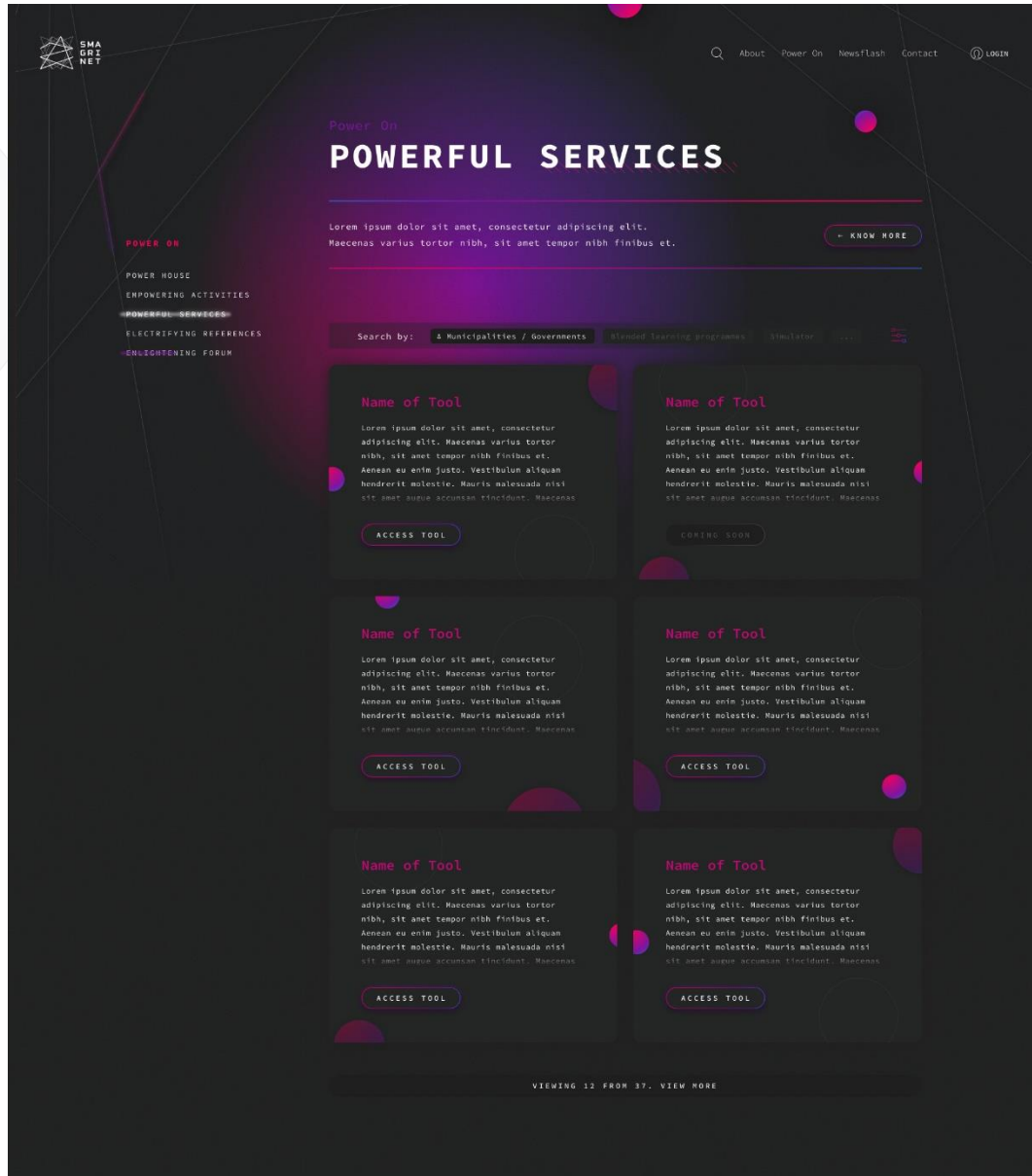

Figure 10 – Power House page

Empowering Activities

Figure 11 – Empowering Activities Page
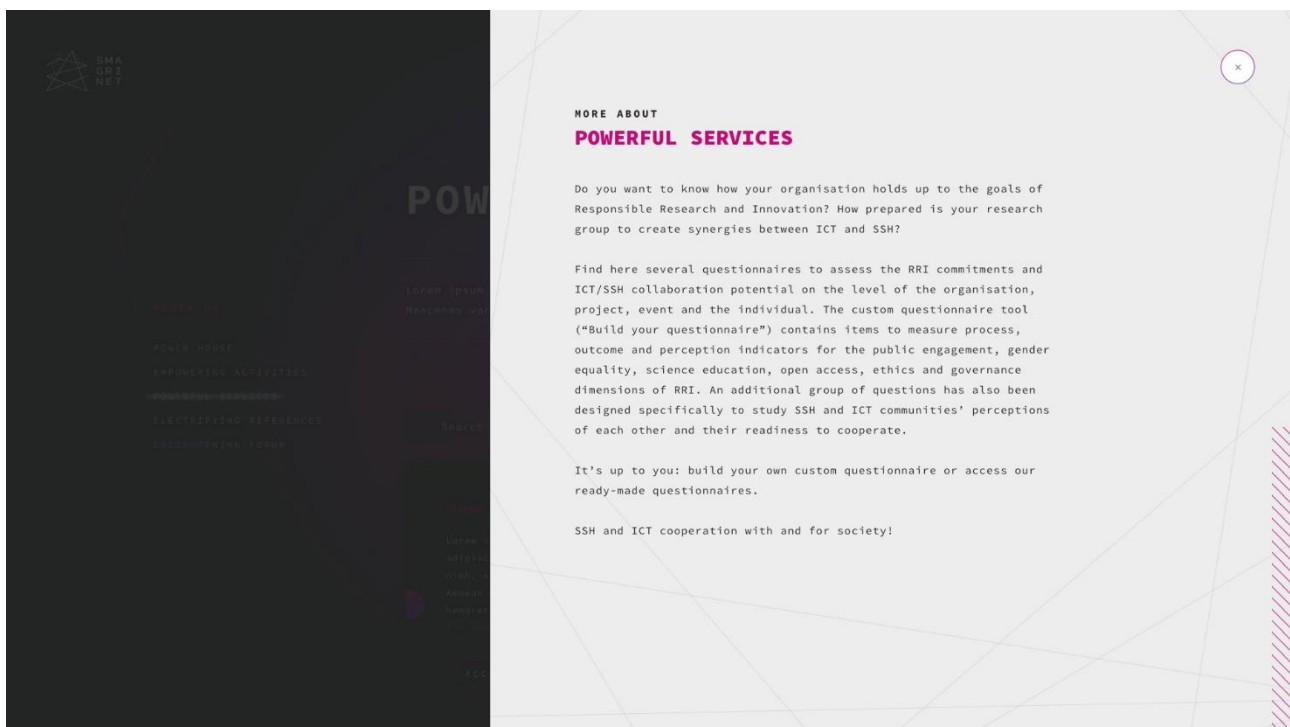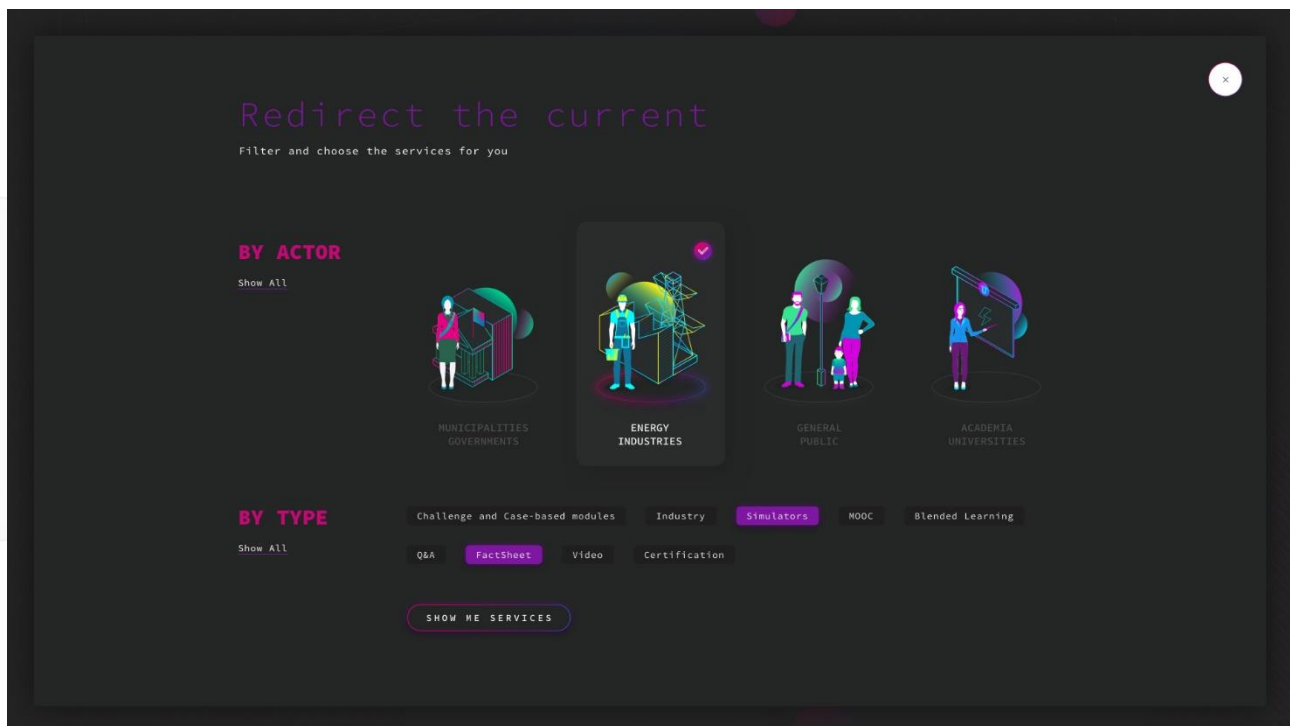
Powerful Services

Figure 12 – Three images illustrating Powerful Services page
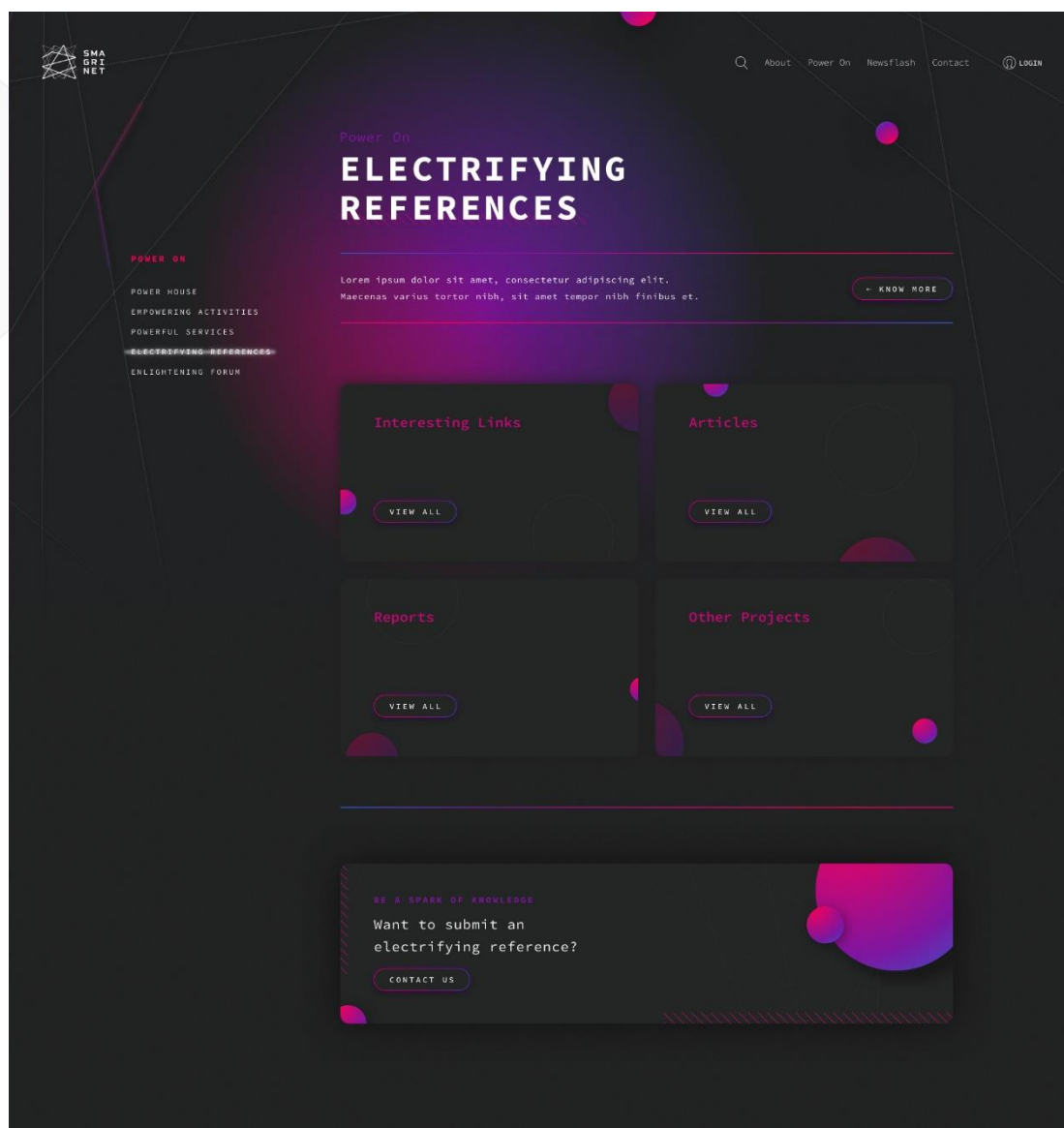
Electrifying References

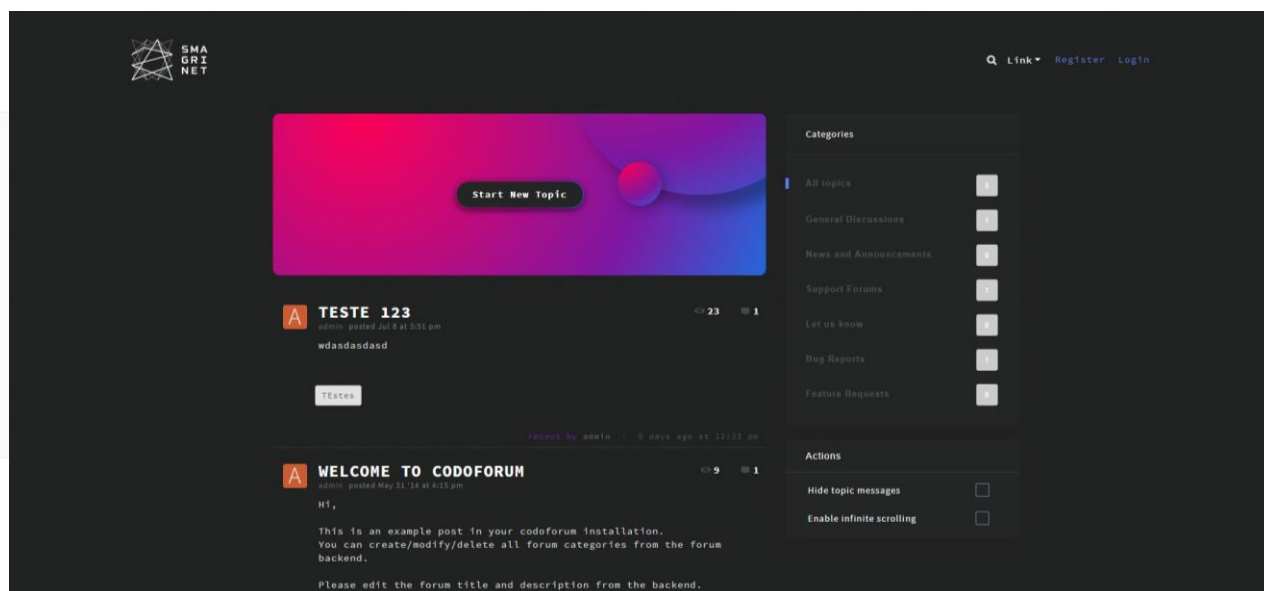*Figure 13 – Electrifying References Page*

Enlightening Forum

Figure 14 – Enlightening Forum page

5.1.4.   Newsflash

This section of the website includes the most recent updates of the website. The subsections are:

- BLOG – Listing of SMAGRINET's news in chronological order as well as articles written by the consortium members and other external experts about smart grid energy transition. Each article will have keywords so that users can better what it is about.
- Events – Listing of SMAGRINET's events in chronological order with reference to its title, date, time, location and description about it.
- Newsletters – Listing of SMAGRINET's newsletters where visitors will be able to download or read them online.

Below we provide some prints of these subsections.

Blog
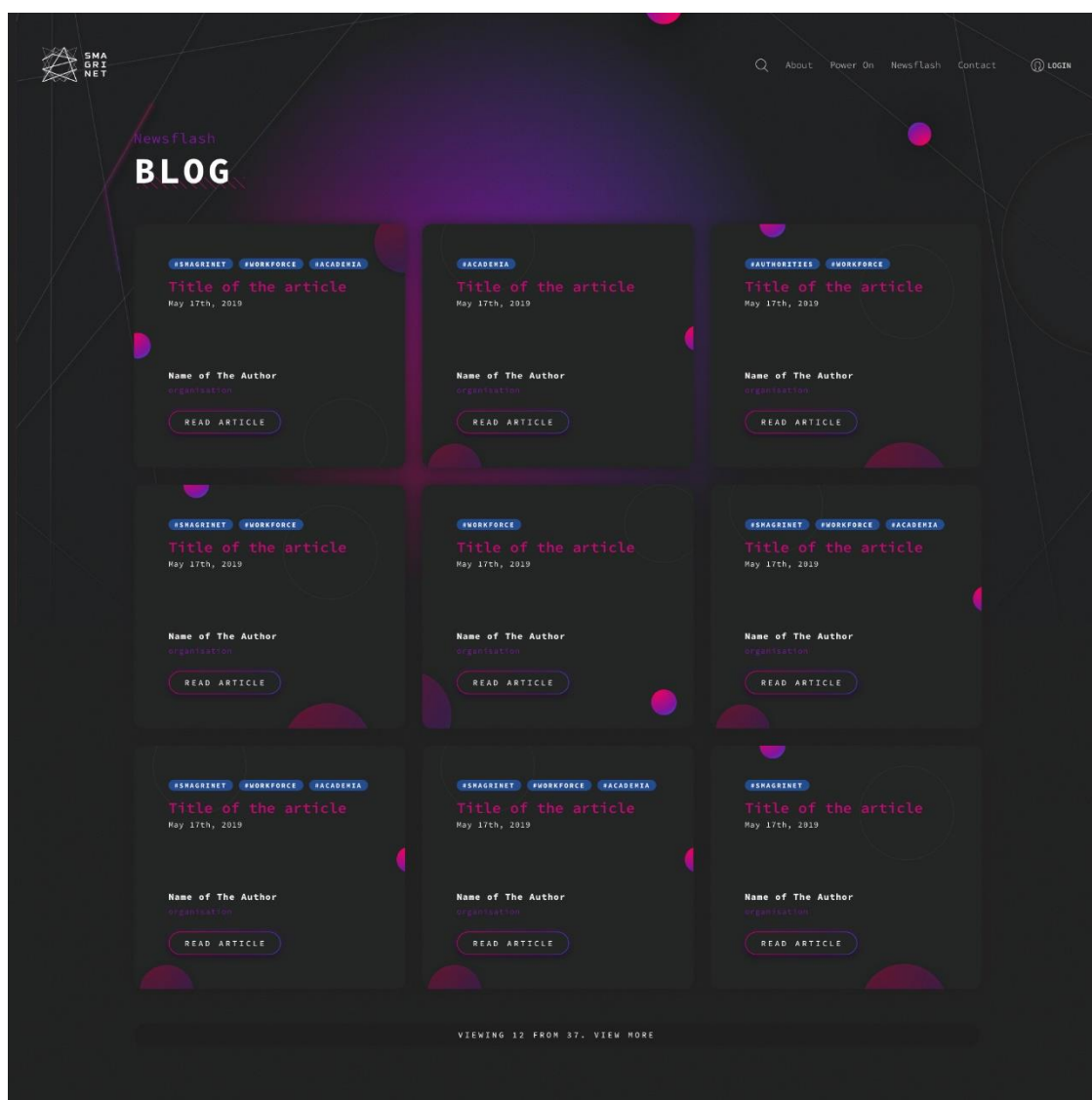
Figure 15 – News page

Figure 16 – News detail page
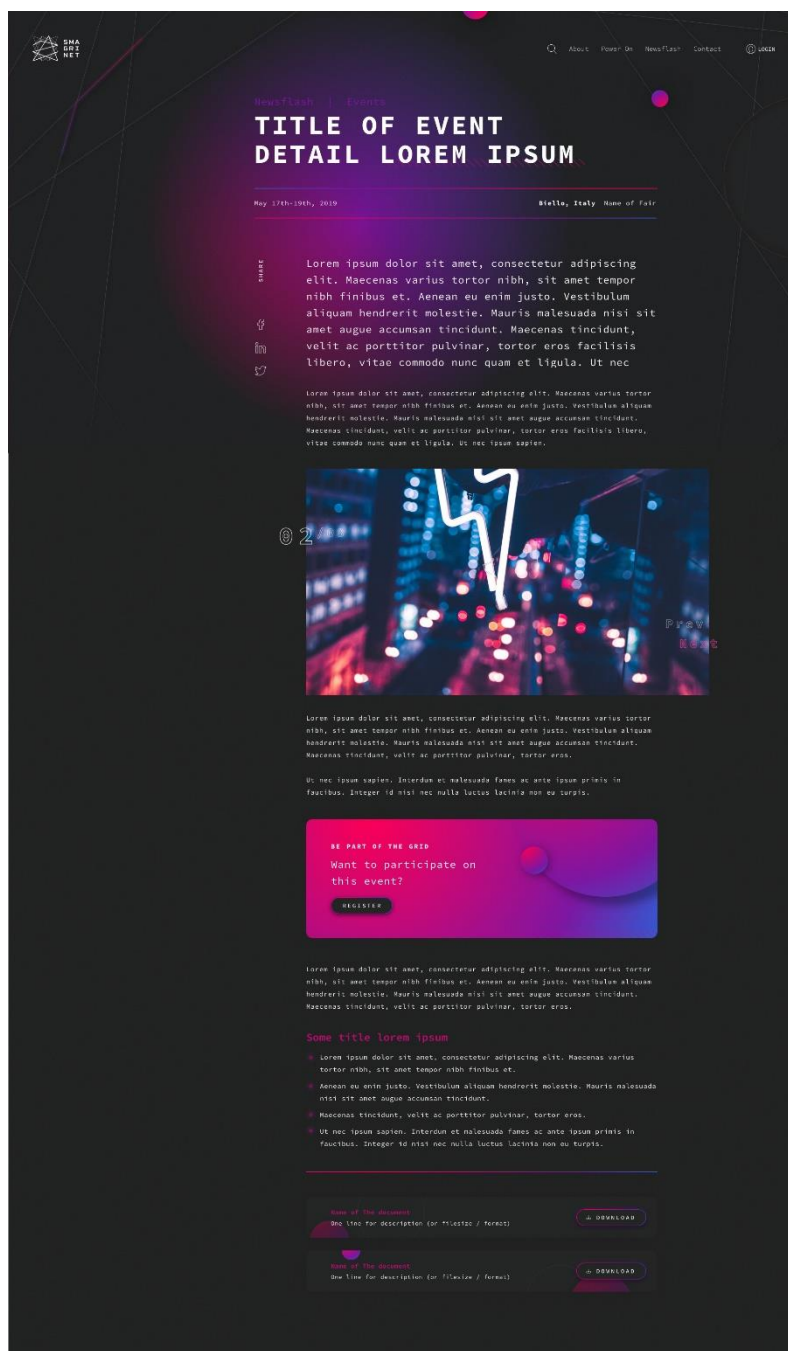
Events
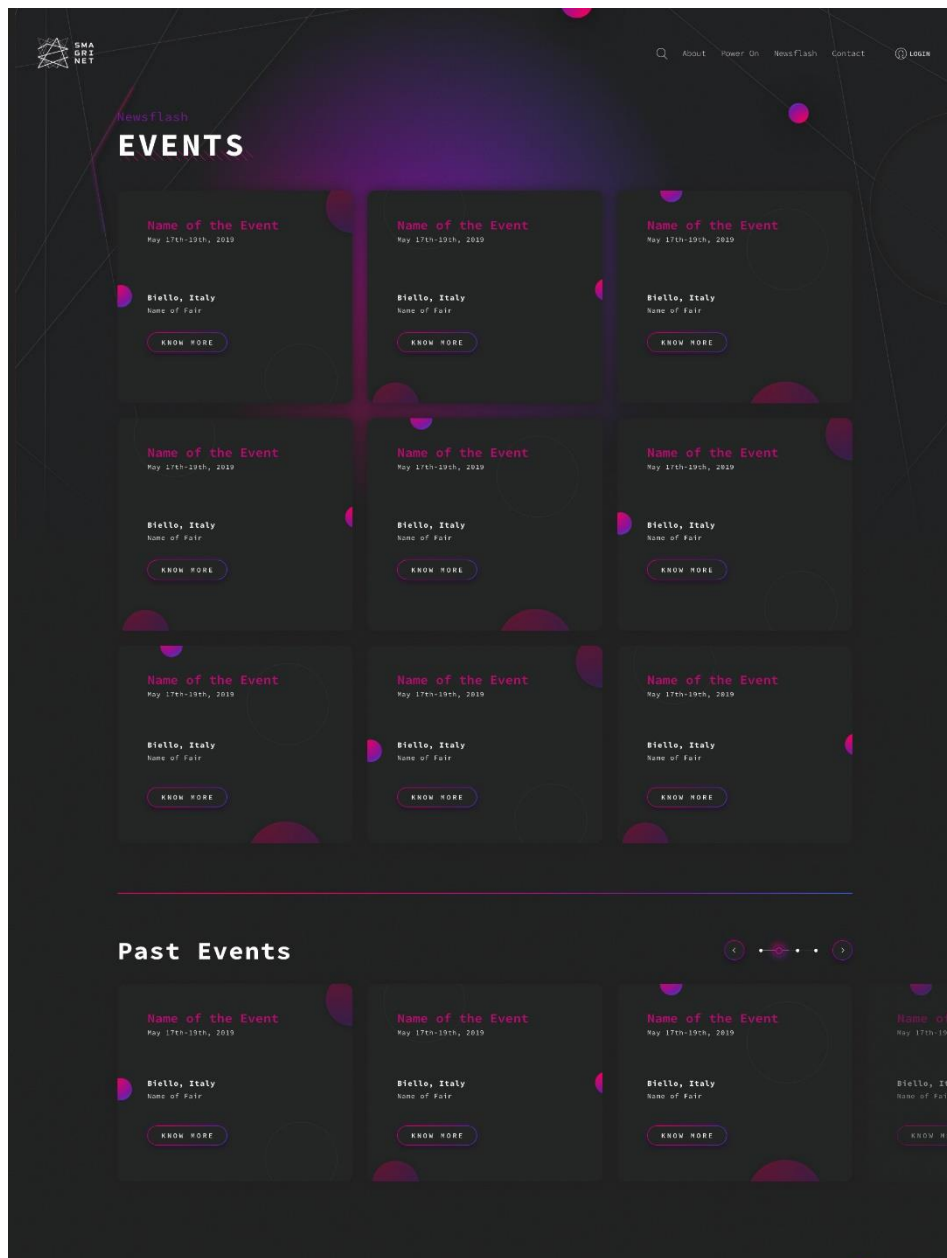
Figure 17 – Events page

Figure 18 – Events Detail page

Newsletters
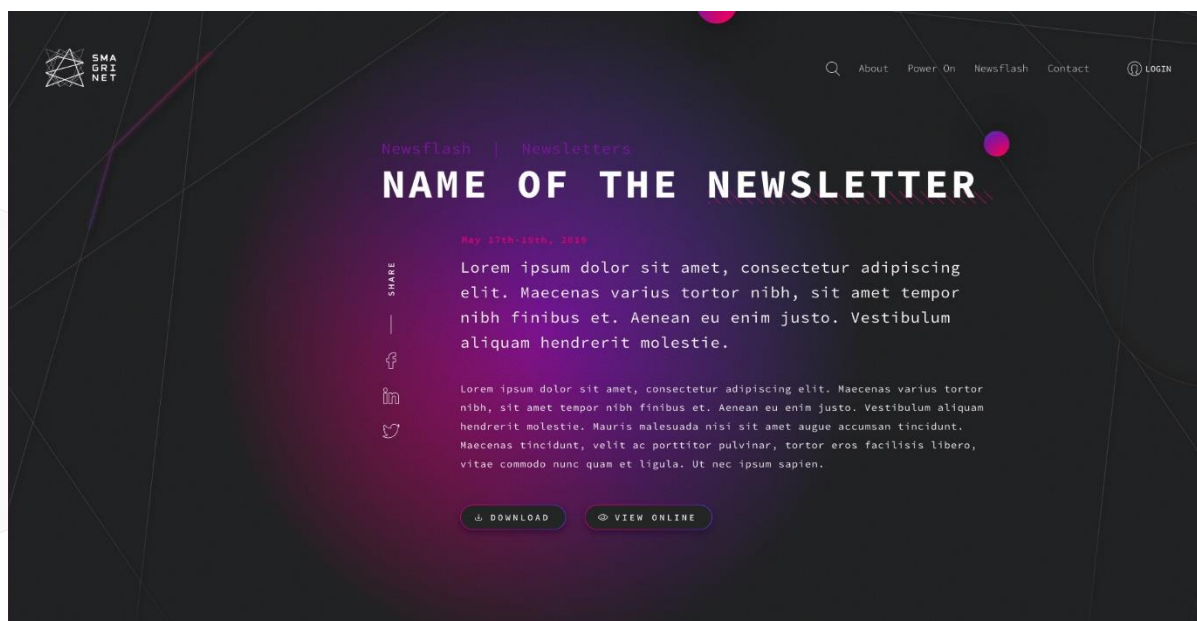

Figure 19 – Newsletters page

Figure 20 – Newsletters Detail page

5.1.5. Contact

This page will have a contact form that visitors can use to contact the SMAGRINET's consortium. It has the following fields:

- First Name
- Last Name
- Email
- Organisation
- Your message

Figure 21 – Contact page

6. Statistics and Monitoring

SMAGRINET website will use Google Analytics as its web analytics service to track website traffic and assess useful statistics that will help to optimise the website and the communication and dissemination strategy.

- Number of visitors;
- Page views;
- Bounce rate;
- Session duration.

The IPs of the partners will be requested in order to filter the visualisation coming from inside the consortium.

7.   Conclusions

The official website platform can be visualised at www.smagrinet.eu. Both the content and structure of the web portal will be updated, maintained and improved when needed. The progress of the project will be closely monitored and reflected in the project´s website.

The link for the website will be included in all promotional material and communications developed and conducted under the frame of the project, such as brochure, poster, roll-up, PPT, Newsletter, Social Media, emailing, events, etc.

The objective will be to strategically use the different communication and dissemination actions, which reach different type of audiences, to direct them towards SMAGRINET's official website.

The use of google analytics will help to monitor the performance and improve the communication and dissemination strategy.

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