



Education for Digitalization of Energy

Deliverable 7.1.

Project Website

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Abstract:

The objective of this deliverable is to present the first version of the project website and the project social channels which will be two important dissemination channels throughout the project duration, as well as the online document repository. The website presented in this deliverable is the first version. The content available on the website will be continuously extended during the next months in order to give visitors a broad overview of the project's objectives and the progress.

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Definitions, Acronyms and Abbreviations

EC	European Commission
EPES	Electrical Power and Energy System
FSC	Facility Security Clearance
FSO	Facility Security Officer
GA	Grant Agreement
GDPR	General Data Protection Regulation
TL	Task Leader
TM	Technical Manager
WP	Work Package
WPL	Work Package Leader
WPMP	Work Package Management Plan

Executive Summary

This report constitutes the deliverable D7.1 Project Website of the EDDIE project. The document has been prepared by Centrul Roman al Energiei (CRE) and reviewed by Universidad Pontificia de Comillas (COMILLAS).

This report is a comprehensive document which outlines the website to be used throughout the project in the dissemination and outreach of the products and services under development. The purpose of this deliverable is to provide a description of the framework and backbone of the main public channel for dissemination of the project.

To have a consistent image and identity across platforms, a fixed visual identity comprising of the project logo, colors and templates has been developed for the project. This ensures a uniquely identifiable and easy to recall image for the project across all platforms. The visual identity will be transversally applied to all the communication tools and channels that will be used in the EDDIE project. The public website will contain project information, blogs and quarterly newsletters, social media, events and conferences, journals, publications, press and educational materials. An online document repository will be used as a common storage for all partners, enabling sharing documents and information, and facilitating collaborative efforts. These tools have been selected in line with the communication objectives and target audiences of the project.

1. Introduction

EDDIE is a four-year Erasmus+ European Union funded project creating a Sector Skill Alliance (SSA) to develop a long-driven Blueprint for the digitalization the European Energy sector. The Consortium is coordinated by COMILLAS and brings together 16 partners from 10 EU Countries. The challenge of the project is to develop a long-driven Blueprint for the digitalization of the European Energy sector to enable the matching between the current and future demand of skills necessary for the digitalization of the Energy sector and the supply of improved Vocational Education and Training (VET) systems and beyond.

EDDIE project has received funding from the European Union's Erasmus+ Cooperation for innovation and the exchange of good practices program under grant agreement N° 612398.

The project website is an important factor of project success. It provides visitors a first glance of the project work and is the primary entry point for visitors interested in the project. For the project itself, the website is a main dissemination channel as a broad audience can be reached with relatively minor effort.

Therefore, the website must be clear and should provide all necessary information to give visitors a quick, but also a complete overview of the project progress. In this sense, the website will be constantly updated with news related to scientific, technical, and educational results and topics, project meetings, new deliverables and other events and articles that are of interest for the target audience. In addition, the information and the news that are presented on the project website will be delivered with respect to confidentiality.

As an important factor, we to use social media channel to increase the awareness over the project and broaden the audience with news about the EDDIE project. Therefore, in this deliverable we also describe our planned and ongoing activities on social media channel.

Finally, the online document repository is important to make available a common SharePoint, where documents, information and deliverables can be shared among partners. This will fosten the collaboration of partners within the project. Therefore, in this deliverable, we also summarize the details of the online document repository.

In this deliverable, we present the first version of the project website, introduce the social media channels, which will be used throughout the project duration, and summarize the structure of the online document repository.

2. Project Website

In this section, we present the structure and the initial content of the project website.

In section 2.1, we summarize the main objectives for maintaining a project website. Based on these requirements, we have built a first version of the EDDIE project website which is shown in section 2.2.

Finally, section 2.3 focuses on future activities planned concerning the project website.

The project website is hosted and can be accessed at the URL: www.eddie-erasmus.eu

2.1. Objectives

As already stated, the project website is an important dissemination channel, as it is usually the first contact point for people interested in the project. Therefore, it must be very clear, complete and should not only provide basic information, but also updated information about current challenges, recent presentations and other project-related information, without disclosing confidential information or sensitive data. Therefore, a minimalistic, distinct, and discreet approach is adopted.

To ensure the website is updated throughout duration of the project, one main keystone of success is an easy-to-use technical platform which encourages all project partners to keep information on their work packages updated. Consequently, we decided to use a well-known content management system which allows for quick generation of project-related news without having technical knowledge and a build-in user management so that all project partners are able to submit news related to their project tasks. Other technical requirements include the ability to extend the system with 3rd party-plugins. This is especially important in terms of user interaction (for example the dissemination of a regular newsletter). Subscription to the newsletter should be seamlessly integrated in the technical platform. As a third requirement, we investigated the integration of content management systems with social media channel. As we aim to distribute project news via social media channel, it is important to have a two-way connection of the website and related social media handles. On the one hand, external documents (e.g., relevant articles, event information) should be integrated in the news section of the web page as well, whereas on the other hand we aim to spread information about website updates to the connected social media channel.

Based on these requirements, we decided to use WordPress [1] as a technical platform of the project website. as a web-framework and blogging engine. WordPress is a very flexible and free content management system for the web. WordPress is a great tool to create flexible, and versatile websites. It is particularly great at providing blogging features. One of the major advantages when working with WordPress is that this platform is convenient and it is very fast starting with the website. WordPress is open-source, so it free to use and install on your own server. The second advantage of this platform is the availability and usage of plugins, which allows users to extend their website functionalities. For example, WordPress to manage events, to show public events calendar, giving the opportunity for people signing for newsletters, moving banners, etc. For all of those there is a plugin already developed and ready to just be installed and updated for each website needs. Another part worth mentioning is the fact that WordPress has become a standard for website creation and there are a lot of tutorials and a lot of information about how to use and how to create a website based on this software. On the contrary, WordPress requires maintenance, updates over time so to remain effective and properly working, otherwise the website becomes fragile, the plugins will act weirdly, the connections between components will no longer be active etc. The useful part about WordPress is that it adapts to your needs. It can be as easy and simple as you want, or as complex and sophisticated as you need it to be. In other words, you can add content regardless of the design you are using, modify the design without changing your content, and add new features without affecting the other areas. WordPress fulfils all requirements mentioned above by the following features:

- An intuitive user interface for website administrators and other users to create new blog posts.
- Advanced user management with fine-grained access rights.
- Many available plugins to extend the platform with 3rd party-plugins.
- Connection to the most popular social networks.
- Advanced analytics of website visitors.

2.2. Initial Version

A screenshot of the first version of the EDDIE website is illustrated in Figure 2.1. The homepage provides a quick summary of the project and accommodates key information (project objectives, tools, objectives), as well as useful utilities for the users (e.g., upcoming events, news). The website is gently separated in 3 sections by the means of a header, a footer and the main section.

Website header consists in the project logo, the main menu and links to social media handles.

The main section of each page consists in the actual content that will validate and demonstrate how and to what extend the EDDIE framework will enable an effective education for digitalization of energy (e.g. pilot sites, news, events etc.).

The third part of the EDDIE website, which is the footer, consists of multiple rows and columns that include only necessary information. First row gives users the opportunity to subscribe to EDDIE newsletter, followed by a section with project logo, social media icons and links to EDDIE project privacy and cookie policies. Last row presents the funding agency of the project, the European Union's Erasmus+ program. The idea to place this type of information to the footer is to make this information available for the user to access them from every page of the website.

The navigation of the website is structured as follows:

- **Home Page:** This is the initial landing page for any visitor to the website. It consists of a slide show of some project images, a description of the EDDIE tools towards long-driven Blueprint for the digitalization of the European Energy sector.
- **The Project:** divided in 4 subsections
 - **About:** The “About” page presents detailed information about the project challenges, objectives, concept and approach, expected results, target end users and EU policies. A “EDDIE at a glance” box presents the key facts (grant number, start and end date, total cost etc.) about the project.
 - **Consortium:** This page introduces the EDDIE consortium, with a small description of each partner organization.
 - **Management Structure:** Provides an overview of the work packages to ensure an iterative development of the project to accomplish its quality and sustainability.
 - **Pilots:** This page details the pilot blueprint roll-out of the project.
- **Tools and deliverables:** This section has 4 other subsections pages dedicated to achieving the assessments within WP2, 3 and 4. (through online questionnaires, forms, etc.).
 - **Identification of skills.**
 - **Stakeholders mapping**
 - **Requirements for VET**
 - **Public deliverables** to be updated with the relevant public documents created within the consortia for the project.
- **News:** This page is updated with the latest meetings and task related information of the project.
- **Events:** This page presents the past and upcoming events where project EDDIE has or will be presented.
- **Media Corner:** Where all the content related to external dissemination is presented, consisting in:
 - **Blogs** of the website is regularly updated with informational blogs submitted by the consortium partners on a monthly basis. The blogposts are on topics related and relevant to the project.
 - **Newsletters** page is a repository of the quarterly newsletters of the project. The website has also a feature for users to start subscribing to EDDIE newsletter. This feature is accompanied by a consent checkbox for accepting the privacy policy.
 - **General resources:** where all the templates are posted.
- **Contact:** The contact page presents an opportunity for interested stakeholders to reach out to the project coordinator team through the means of a form where they can input their name, email address, phone number and a message. The page includes a GDPR Agreement consent checkbox and a captcha to avoid spam.

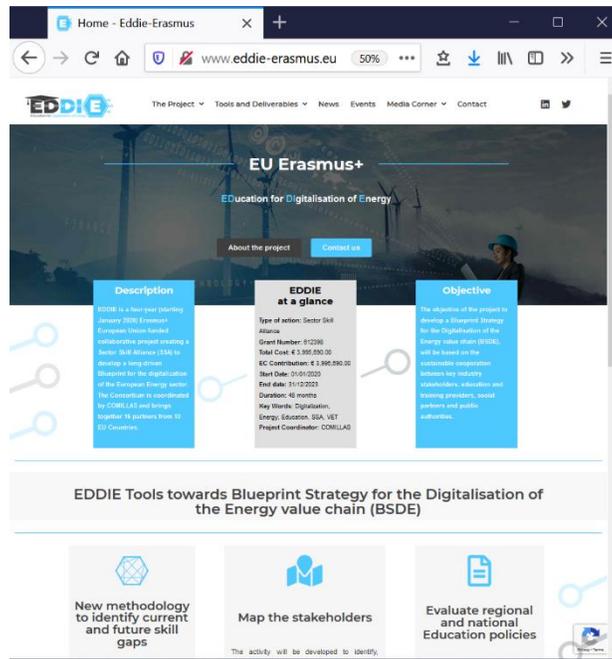


Figure 2.1. EDDIE website Home Page

Figure 2.1 shows a screenshot of the short description section which is also the Home Page of the website. It is divided into multiple parts. Starting from the top, 2 buttons direct the users to “About the project” and “Contact us” page, then there is a brief introduction about the project, and afterwards its strategic challenge, its vision and approach. The text descriptions are presented with pictures and icons to for a better understanding.

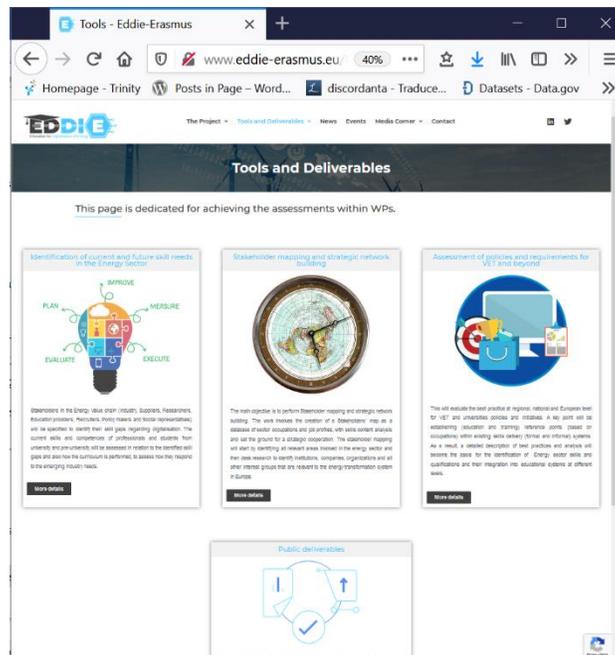


Figure 2.2. Overview of the page with tools and deliverables

Figure 2.2 shows the presentation page for Tools and Deliverables with brief information regarding real-world tools to achieve and validate the effectiveness of EDDIE in Education of Energy field. From this page using the buttons (also from the menu by clicking on the respective submenu item), the users can access each tool page where elaborate information is presented.

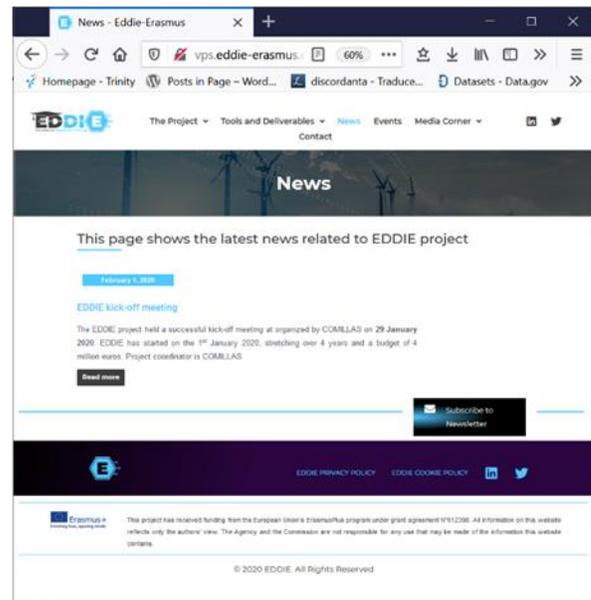
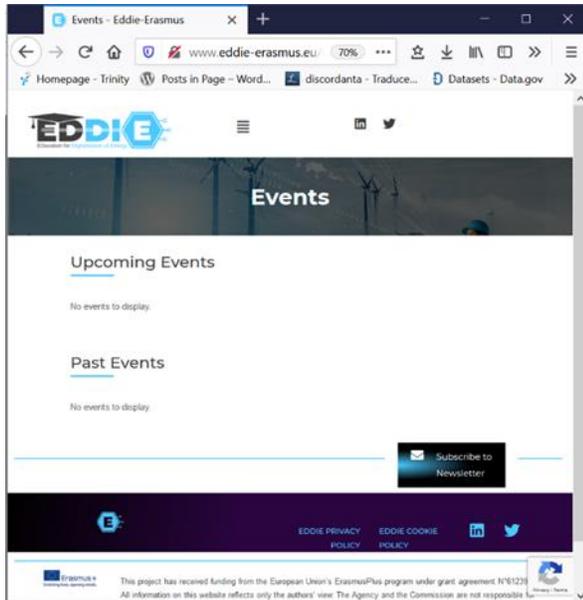


Figure 2.3. News and Events pages

Figure 2.3 shows the recent information of project meetings, articles and other EDDIE-specific events, and events where the members of the consortium participated and will participate and disseminate EDDIE project vision and implementation status.

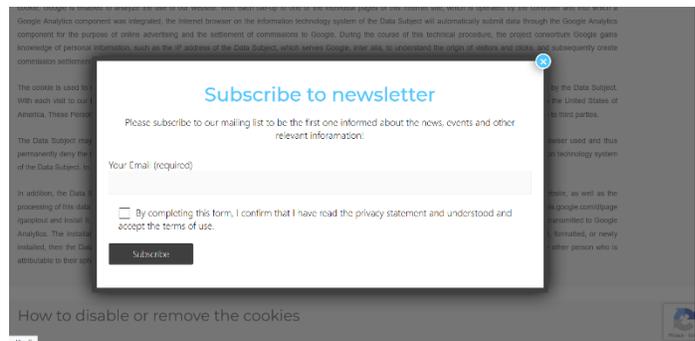
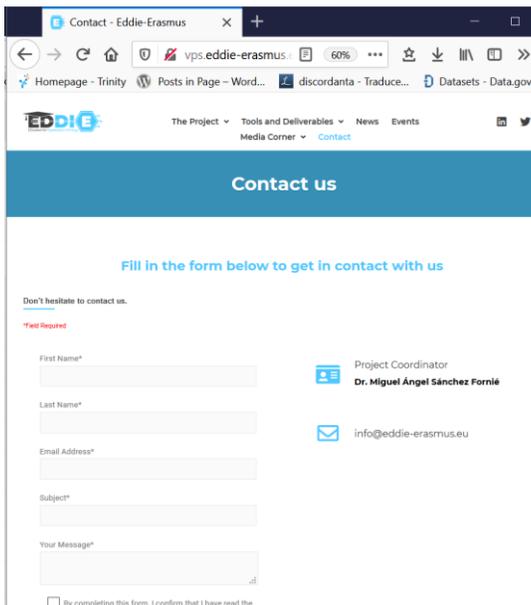


Figure 2.4. Ways of exchanging information with the Consortium

Figure 2.4 shows the Contact Us page (left side) which provides contact details of the project coordinator (right side of the picture), so that visitors have a direct and personal contact if further information is needed. There is also the option for the user to send a direct message using the built in messaging section (left side of the picture). Another way for people interested in EDDIE project to get in contact with the latest information related with the project is by subscribing to the newsletter. The pop-up form, where users can fill-in their email address to subscribe is accessible by clicking on “Subscribe to our newsletter”, a permanent link included in the footer of each page. Those two forms of getting in contact with project consortium are subjected to GDPR regulations due to transfer of personal information (names, email addresses), to comply with that the users need to check a box to give their approval on the privacy policy. In the contact form page, there is also a check box if the visitors would

like to subscribe to the newsletter (a second way of the process to start a subscription to newsletter). Please see Figure 2.5.

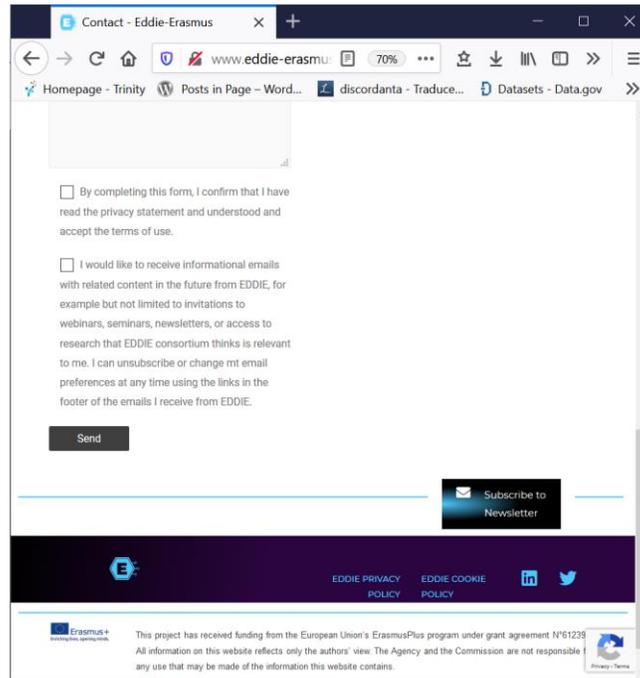


Figure 2.5. GDPR compliance of EDDIE consortium

The consortium implemented and included a privacy policy statement, as well as a cookie policy so the visitors be aware about all the background services running on EDDIE website. (see figure Figure 2.6).

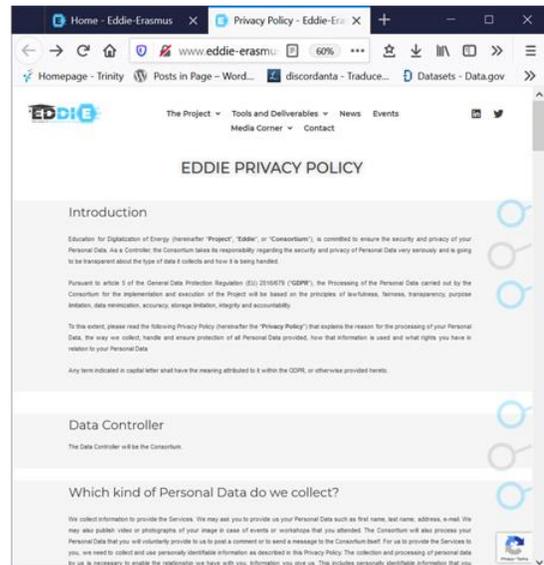
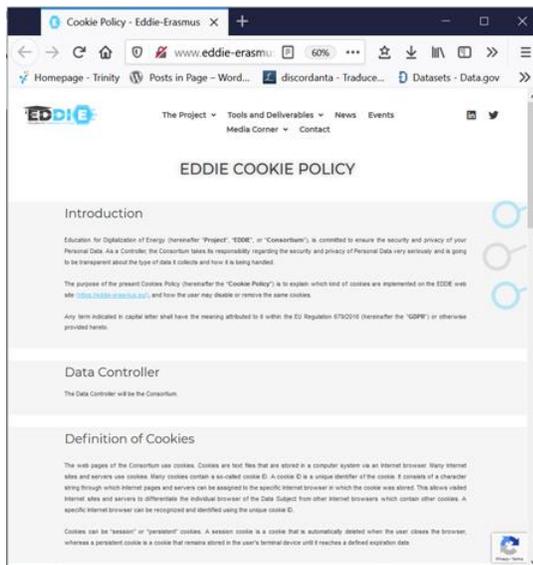


Figure 2.6. EDDIE Privacy and Cookie Policies

Another section of the website is dedicated to **general resources**, where the project partners or any other stakeholders can find templates any other benchmarks related to EDDIE project. This page is located under main menu tab **“Media Corner”**. (see figure Figure 2.7)

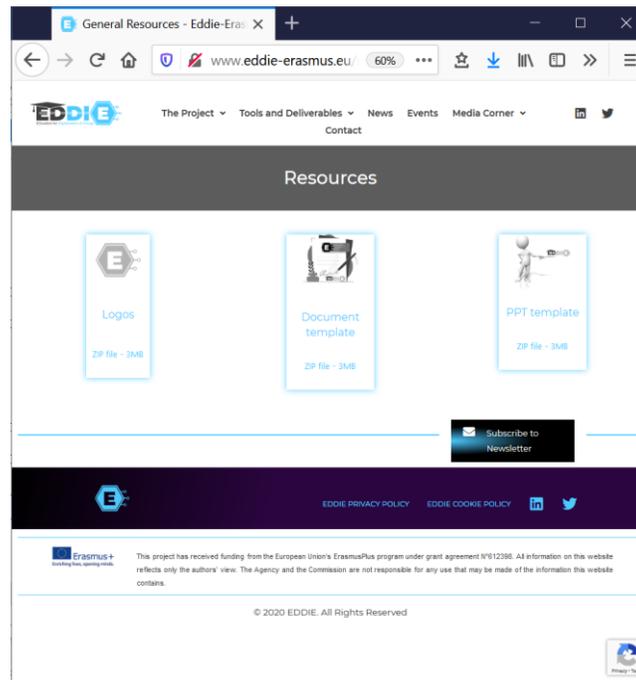


Figure 2.7. General resources of EDDIE

2.3. Outlook

The content available on the EDDIE website will be continuously extended and updated throughout the duration of the project. All the pages of the website will be populated with the most recent activities and latest news and information related to Education for Digitalization of Energy. To achieve a good referencing of the website is needed to be advertised in many websites, websites that are in search engines indexes so there will be redirected to the project website. Partners are requested to create short descriptions of the project on their home organizations website and add links to the official EDDIE project website. Content will be provided by all the partners on a regular basis in terms of news, events, new information to keep the website updated and of interest for the project's stakeholders.

3. Social Media Handles

In this section, we briefly describe the social media channel we aim to use in the project in order to spread information to interested users via the social web.

3.1. Twitter

Twitter remains one of the key sources for current affairs in modern society. Discover what people are talking about all over the world to reach new and large audiences. Keeping an eye out for relevant topics and hashtags related to EDDIE and with the right content and timing, the project could reach thousands of followers. Customer service interactions on Twitter have increased by over 250% since 2015. If someone wants to find something out about us, it is increasingly likely that they will turn to EDDIE Twitter business page before more traditional avenues of communication. Through relevant and popular hashtags, the consortium can find people who may be interested in EDDIE project and drive them to follow the project across all our social media accounts, thus increasing brand awareness and customer loyalty.

Project twitter account is: <https://twitter.com/EddieEnergyEdu>

3.2. LinkedIn

LinkedIn is an ideal platform to increase EDDIE online presence. With more than two professionals signing up on LinkedIn every second, EU funded projects could network with an increasing number of interesting contacts. Using the different personal and group features in LinkedIn, projects and the people representing them can all improve their visibility and credibility, both as individuals and (thus) as a brand. From providing high-quality content, improving EDDIE profile and participating in LinkedIn communities to answering questions, aiming to become trusted advisor in the era of Education of Digitalization of Energy. One of the strengths of LinkedIn is its power in link building and traffic driving. Just as other social networks do, LinkedIn has a social sharing button that enables the consortium to share content in its status updates (which are visible on the homepage) and in LinkedIn Groups (communities) EDDIE is a member. Projects content often gets shared more often via LinkedIn than via Facebook.

Project LinkedIn account is: <https://www.linkedin.com/company/eddie-erasmusplus/>

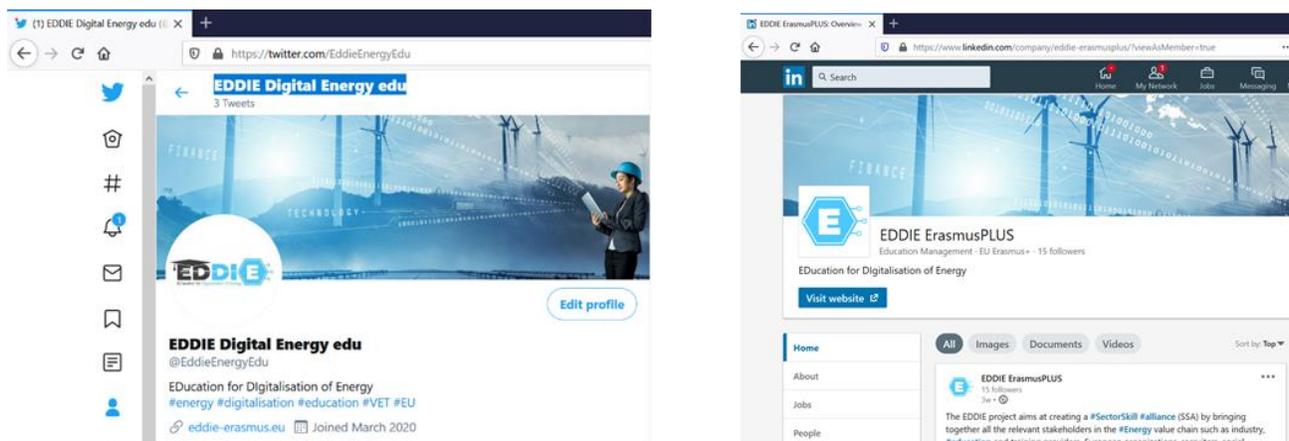


Figure 3.1. EDDIE project Twitter and LinkedIn accounts

4. Online document repository

In this section, we describe the online structure generated for the online storage and sharing (inside the consortium) of relevant work-in-progress, information and deliverable documents.

The repository has been hosted on Microsoft SharePoint, and it has been designed to classify general documents and documents specific for each Work Package. Figure 4.1 shows the initial structure of the repository, i.e. the structure it presented at the moment when it was released, prior to new sub folders created by each Work-Package leader.

COMILLAS, as coordinator of the project, is in charge of the organization of PUBLIC General folder, which contains information that can be interesting for all partners. Then each WP leader is free to organize the correspondent folder in order to optimize the WP work dynamics.

Root			
	MAILBOX PMB		
	MAILBOX PTC		
	PUBLIC General		
		0_Proposal Final-docs	
		1_HandbookReferences	
		2_ManagementDocs	
		Templates	
		3_MeetingsEACEA	
		4_MeetingsConsortium	
		Initial	
		PMB	
		PTC	
		IAB	
		5_DisseminationDocs&Actions	
		6_Deliverables	
		WP1	
		...	
		WP8	
		7_EACEA Info	
		8_OtherProjects&References	
	WP1		
		0_Time Sheets	
		1_EACEA_Relations	
		2_Financial	
		3_Legal	
		4_Travels	
		5_University-ICAI-IIT	
		6_PartnersRelations	
		MAILBOX	
		OBSOLETEDocuments	
	WP2		
		MAIL-BOX WP2	
	...		
	WP7 + WP1		
		MAIL-BOX WP8	
	WP8 + WP1		
		MAIL-BOX WP8	

Figure 4.1. Repository structure

5. Bibliography

[1] WordPress, "Wordpress: the Official web site," [Online]. Available: <https://el.wordpress.com/>.