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1 Executive Summary

The E-DYCE project website is the leading communication and dissemination instrument of the project. Its purpose is to provide to the visitors, all the necessary information to get a full overview of the project. In this respect, all pertinent information is portrayed in the website pages, in a clear and simple way.

Yet, its scope extends well beyond that as it will be hosting all the public and publishable project output, the events where the partners have participated on behalf of the project, news about it and about the communities of interest; in short the website aims to become a living entity, with its content constantly updated. Moreover, by using its newsletter service it will provide a fast and easy, two-way method read news about it and also to get in touch with the project partners.

For the development of the website, the core issue was to understand and identify the needs of public audience visiting the website and wishing to know about the project and its output. Then, the specific content based on a structure with clear interface for easy navigation and the appealing graphic illustration were tailored on a robust technical framework, for a concise and efficient presentation. Feedback was taken from partners, to wrap up all in a captivating, final deliverable.

The D6.1 Project Website Deliverable is the first deliverable of the E-DYCE project, and also of all material related to Communication, Dissemination and Exploitation activities of the project, paving the way for all the rest actions and results.

2 Introduction

This report of the E-DYCE project epitomizes the task of creating the website of the project. The global objective of this task was to create a contemporary and user-friendly website according to standards and good practice in web development, to serve as a central instrument for communication and dissemination of the project. More specifically, the aims for the website are, to:

- Create a user online experience tool of high level, to increase project visibility.
- Develop an appealing visual guide of the project facts and increase the awareness about the project.
- Encourage the networking with visitors, stakeholders and with other projects in the community
 of the core subject and beyond that.
- Contribute to the sharing of knowledge developed, by demonstrating results and deliverables, and promoting the use of project output, as publications, presentations and similar material by the community.

The project website is a living organism inside the E-DYCE project; it will be constantly developing and getting updated throughout its duration and beyond, to support also its outreach activities towards the commercialization of results and its path to technology upscaling and market up-taking.

3 Project Website Analysis

3.1 Introduction

The E-DYCE project website is meant to support and promote the effective and global dissemination of project's concept, identity, status, progress, results, and publications of all types. The website was designed to be easy to navigate and with a clearly informative character, targeting equally the wide public and the various stakeholders of the project. As all websites it is a "living" structure within the organization of the project, and with the time and help of all partners it will evolve and deepen in the knowledge hosted. Its horizon goes beyond original duration following the project's maturity and going to the market, attracting interest and investments.

The present depiction of the website mirrored in this document should not be regarded to be final, but instead as the first of the consecutive versions of the website. It will be timely reviewed on a six-month basis or when needed, by continuously updated editions which will be contained in the regular reporting of the project.

3.2 Objectives of the project website

The core aim of E-DYCE Project website is to become the central point of communication and the dissemination of results of the project, eventually to help build project's public awareness. Objectives may be broken down to actions, as:

- Establish an effective dissemination and communication platform, where all project affairs are clearly presented
- Disseminate publications, presentations, events, meetings and conferences, videos, and press releases and other communication tools

- Make openly available all deliverables and other results of the project
- Provide the means of two-way communication to interested parties about project news through newsletters, and vice versa allowing them to contact project's partners
- Develop hyperlinks with various websites of the partners and of other entities in the wider community, as the related projects and portals

The achievements are measurable and will be reported through the key performance indicators. Moreover, the project website will support outreach synergies with other stakeholders, as well as the participation to European Commission initiatives guaranteeing a long-term sustainability and usability beyond the end of the project lifetime. It will also support its marketing and networking actions and the exploitation plan of the project results.

3.3 Website background and structure

The website was developed by the appointed project partner Geniki Exypp Prostasia SA (GEP) as the work package and task leader, under Work Package 6 "Dissemination, exploitation and communication", Task 6.2 "Instruments, Activities, Events, thematic workshops and final conference"; all partners in project provided their support and material.

The suitable domain www.edyce.eu was first registered, meant to be retained according to project provisions 3+5 years and as long the project partners will accordingly decide.

Following to the contemporary methods for the website of similar character and content development, an initial research was made by partner GEP for the selection of an appropriate platform to be used. WordPress was identified as the most suitable, because of:

- Flexibility, scalability and customization capacity, and extensive library of plug-ins
- Adaptation to all browsers and responsiveness to mobility platforms
- Easy to use Content Management System and wide choice of design templates, images and infographics
- Compatibility with indexing search engines

The website language is English, the multi-lingual capacity in project partners' national languages is also supported by the framework, to be realized according to partners' decision.

The content scripting, editing and development and the selection of the visual, aesthetic, and graphical material (mostly infographics) was then organized; appropriate keywords and long tail keywords and techniques were used to make the website Search Engine Optimization ready. The site is connected to Google Analytics platform, wherefrom the activity on the website will be monitored using a selection of Key Performance Indicators and the statistic will regularly be submitted to the Project Steering Committee and through this will be circulated to all partners.

GEP will act during the project lifetime as the content manager and website administrator undertaking its maintenance unless partners decide differently in future. Reviews of the website structure will be made at least on quarterly basis, and newer versions will be created, as necessary. Updates to the website will be posted monthly or more frequently, depending on project progress and events in course. All changes will be duly reported in the project reporting.

The key points of structure of www.edyce.eu regarding its design and usage, are described hereafter. All features described here apply to the desktop and the mobile platforms, with the necessary adaptations.

a. Security

Our VPS (Virtual Private Server) where the website www.edyce.eu is hosted, includes all security options such as defender against online threats, antivirus & security live monitoring tool with malware and malicious software clean up, domain reputation monitoring, blacklist status check and web application firewall. Server administrator login via 2FA (Two Factor Authentication) for better security.

The website is secured by dedicated mechanisms, such as a Secure Sockets Layer (SSL) Certification valid from Cloudflare.com, which is the protocol used to encrypt and authenticate the data between a browser (visitor's) and (our) web server, leading to a secure connection, on both sides. The security is monitored live, by a small padlock made visible (activated) in the www browser line (URL line) on all our site Internet pages. Furthermore, there are security features as the Wordfence Security Plugin installed and Google reCAPTCHA identification to protect the communication forms. The CMS also has its own security plugin to prevent any threat. Parallel protection measures are taken also for our project's presence in Social Media.

b. Graphic illustration

The website is adorned mostly with the project background shades – a gradient mixture of the Energy Scale colors as those used in the project Logo. The Logo appears in front of the Menu Bar (title of project, schematic dwellings, energy dashboard and wireless transmission sign) and in all pages. The themes of the graphic features – infographics and images – used in various pages are selected to be compatible with the project's core subjects, as Energy Performance Certificate, Energy Efficiency calculation, Environment and Green Energy, Collaboration and Teaming up and, and similar. The collection is considered as referring to the subject in an appealing and consistent way, successfully complementing the overall image and symbolic reference of the website.

c. Header

The header of the website appears in every page, is purposely left rather sparse. It comprises of the project Logo, the Menu Bar and the language selection (which might be activated, at a later stage); on its very top are the Social Media widgets for redirection to (Twitter, LinkedIn and YouTube displayed, others may be added according to partners' decisions at a later time). In the broader area of the Header is placed a different for every page image of a related theme with the respective menu item title and below a same for pages badge in project's colors, with a motto "The Dynamic Perspective of the Energy Performance Certification".

d. Footer

The footer of the website is also appearing in every page and is purposely rather congested, with the usual and necessary objects appearing there. The respective funding acknowledgement text according to the European Union publicity and communication guidance is posted first, then a place for the visitors for emailing to contact the project. The same Social Media widgets for redirection are placed after and at the extreme right there is place for a short list of the Recent Posts (general) made in the website. In the broader context of the Footer section and just above it appears on every page the section —

In the broader context of the Footer section and just above it appears on every page the section – colored badge of the registration for visitors to Newsletter (Mailing List), submitting their application and own details.

Below the Footer and repeated in every page is a disclaimer about the ownership (to the project) of the website and at the extreme right for "Terms of Use" and "Privacy Policy", DISCLAIMERS.

Finally, suitable place for links and banners for redirection to will be given to organizations, public bodies and other projects related to our project will be given in the broader area there, at a later time and at partners' discretion.

e. Use of the "Read More" feature

The website content in several of its pages is presented using the mechanism of "Read More" (and "Read Less") feature to expand (and contract) the text. Similarly, the "accordion-style" opening and closing of the respective text via the "mouse-over" move, is used. The technique was preferred to allow for leaner appearance and improved reading of the visitors, concentrating to headers and deciding about the explicatory text beneath.

3.4 Website content

The outline of the website content in Menu Items is currently as illustrated in Figure 1, where the hierarchy of the Menu bar is presented. The content is divided into sections in one principal and three (3) subordinate menus; screenshots (pictures) of the respective presentation of the pages are included in ANNEX 1 of this report.

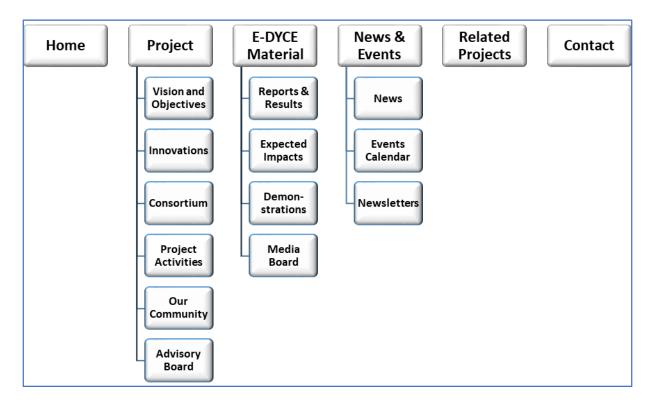


Figure 1 Website Menu

The E-DYCE website www.edyce.eu consists of the following section.

3.4.1 Home

This is the (usual) landing webpage (gate) of the website. The page portrays the project abstract with its concept and core ideas. There is also a provision to be constantly published in-there the very recent, "flash" news about the project (the function to be initiated at a later stage). The page exhibits also the Footer of the webpages (repeated in all) with the relevant info and the Newsletters badge, (see ANNEX 1, Picture 1, Picture 2 and Picture 3)

3.4.2 Project

This section is aimed to give the visitors of the website, a quick, yet comprehensive overview of the entire project, explaining its key points as vision, goals, challenges, activities and stakeholders. The section is divided in six (6) menu items, appended to it:

a. Vision and Objectives

This webpage focus on project drivers, providing direction to project. The underlying aims to achieve, are exemplified in tactical actions to match them, (See ANNEX 1, picture 4)

b. Innovations

The webpage exhibits the list of Innovations embedded or envisaged by the project. Short descriptions accompany the headers portrayed, with the rational of each one, (See ANNEX 1, picture 5 and picture 6).

c. Project Activities

The seven (7) work packages of the project with a short description of each one are presented in this webpage, to introduce the visitor to the specific tasks and works to meet the objectives and implement the entire project, (See ANNEX 1, picture 7).

d. Consortium

The outlook of the consortium as an entity, the list of the partners and a condensed profile with the logo of each partner are provided here, including links to their websites for a rich information about their general status and capacity in respect, (See ANNEX 1, picture 8).

e. Our Community

The broader target groups who could be possibly exhibiting particular interest to and for the project are listed in-here, to promote their role, to build and strengthen the potential relationships with and to imply collaboration and recruiting, (See ANNEX 1, picture 9).

f. Advisory Board

In this webpage the high level experts in the related scientific, industrial and market fields, who are commissioned by the project to provide their advising and to increase interest in results (to be completed at a later stage) will be portrayed.

3.4.3 E-DYCE Material

This section is aimed to stock the material produced by the project, publicly available for dissemination to be shared with all interested parties, during its lifecycle: reports, results, publications, presentations, marketing and commercial material, news and events and all that appear as the project progresses in time. The part is divided in four (4) menu items, appended to it:

a. Reports & Results

This webpage has two parts, (See ANNEX 1, picture 10):

Reports – following the submission of all public deliverables, they will be made publicly available, they will be posted with a short summary of the subject's topic to demonstrate the work that has been completed. For the others (confidential), only the titles will appear.

Results — other documentation and output, as scientific publications, scripts, abstracts etc. will be posted in-there, at partners/authors discretion and permission. Postings will not include publishable material of confidential or restricted use or nature, neither any information to lead to a breach of any Intellectual Property issues.

b. Expected Impacts

This webpage exhibits the influences that the project will have on existing status and issues, in terms of values affected by the results to be achieved and making also the foundation of the various Key Performance Indicators of the project, (See ANNEX 1, picture 11).

c. Demonstrations

An overview will be presented in this webpage, of the five (5) different locations with buildings where the project methodology shall be tested, because of their particular characteristics covering all the spectrum of the established requirements. For each location and test, the reasons for the implementation of E-DYCE activities are included, (See ANNEX 1, picture 12)

d. Media Board

This webpage holds the stock of all communication material for dissemination produced during the project lifecycle, for consultation and/or downloading, (See ANNEX 1, picture 13). It is divided in three (3) parts:

- the first part is labeled "Dissemination" and stocks material as Presentations, Brochures and Press
 Releases (under respective titles), all archived as items in the specific category, (more can be added)
- the second part is labeled "Other Actions" and shall contain all the rest communication products of a different nature from the previous (e.g. videos, webinars, newspapers etc.), and
- the third part is labeled "Newsletters" to become the archive of all newsletters sent by the project (for downloading also).

3.4.4 News and Events

The section contains the "live" part of the project communication, in terms of the various actions of interest to project and partners, occurring in time. This part is divided in three (3) menu items, appended to it:

a. News

The webpage shall provide the history of the information about the project, published physically or virtually, during the entire project lifecycle. The news can be notes, broadcasts, reports, interviews, writings, decisions, bulletins, etc. made by third parties. The important elements will be information on upcoming publications and other deliverables, all announcing crucial facts to be made known about the project, (page to be populated during the progress of project).

b. Events Calendar

This webpage will present the information about venues, with their title, subject, nature-type, content, abstract, timing, area, participants etc. It can also serve as a historical listing of the various events carried out by partners, or that are connected with the project, such as consortium meetings, workshops, participation at conferences live and electronic, participation to panels, interviews, possibly also open tests of methodology and similar performances of the project; broadly, in this webpage will be seated everything that takes place in public and is related to the project.

The events calendar is considered as especially useful to watch for the upcoming actions related to project, assisting all interested to plan of their participation there. It can be used also in some sense, to trace through the events the achieved or on-going, overall project's public leverage and responsiveness of the audiences involved, (See ANNEX 1, picture 14).

c. Newsletter

This webpage plays the role of the repository of all the newsletters issued and circulated to the entities dully registered (with their concession) in the Mailing List of the project. The content will appear chronologically, and will be available for downloading, (See ANNEX 1, picture 15)

3.4.5 Related Projects

This section portrays the projects working on the same or adjacent scientific and/or industrial subjects and financed by the same instrument, with an aim to share research and results for the mutual and global benefit. Access to their sites for more information, is provided through the webpage, (See ANNEX 1, picture 16).

3.4.6 Contact

This section contains a contact form and contact details of the responsible persons of the partners (Project Management Team) and is open to the website visitors to address questions about the project. Specific information about the project's officials being the main project contacts (project coordinator, project administrator, dissemination manager) are provided, (See ANNEX 1, picture 17).

3.5 Social Media and Links

According to DoA, three (3) Social Media platforms will be used by the project, namely Twitter, LinkedIn and YouTube, as the most suitable means in achieving the expected dissemination and communication goals. The project has established the respective Social Media pages, to serve as a complementary part of the project dissemination and outreach strategy.

Those platforms are connected through widgets displayed to the project website, appearing in the header and the footer of all webpages. As more news and events shall flow in the project they will be feeding also the named Social Media platforms, for the eventual readers and followers to visit and consult and register and increase in numbers, throughout the duration of the project. The project's Social Media presence will be further developed by user's postings, virtual discussions, and other community-building activities.

The selection of the abovementioned communication channels was based on criteria as, the opening of the project to a wider scope of audience, the easiness of access to everyone, the versatility of content, the obvious synergy with the other communication tools and channels used, and the less effort needed for the maintenance and updating.

It is also noted that it is at the partners' discretion if other Social Media platforms may be added. In such case they shall similarly be connected and appear together with the others, at the same place.

a. TWITTER

The E-DYCE Twitter page can be found at the following location https://twitter.com/Edyce3. The main planned use of the Twitter page will be to communicate short and flash news and announcements of starting activities, results, events, patents etc., (See ANNEX 1, picture 18).

b. LINKEDIN

The E-DYCE LinkedIn page can be found at the following location:

https://www.linkedin.com/company/e-dyce/. The main planned use of the LinkedIn page will to communicate mostly the specific identification of project facts, partners and their staffs, publications, scripts, abstracts and results produced, as well as the program of events and venues, (See ANNEX 1, picture 19).

c. YOUTUBE

The E-DYCE YouTube page can be found at the following location:

https://www.youtube.com/channel/UCmUXt3GQgNqsw1bLYy45smw?view as=subscriber.

The planned use of the YouTube page will be to communicate especially to the general public presentations and videos from the outreach activities, events, demonstrations etc., (See ANNEX 1, picture 20).

In the eventual case that the Facebook platform will be needed, it will be added to Project Social Media. Its planned use will be more to promote the project deeds to the public, mostly with photos and videos and other dissemination material, and also meetings, workshops, conferences and outreach activities.

Finally, Internet hyperlinks will also be created with other related entities of interest to the project. Partners will be requested to create short descriptions of the project on their home websites and to link them with the E-DYCE www.edyce.eu web page.

3.6 Future development of the Project Website and Strategy

Project's website will be its central C&D instrument, and by its nature and purpose it will be continuously evolving. Partners should make it of their own interest and asked to actively cooperate to:

- a) Identify, evaluate, and propose possible improvements to be made to the project's website, and equally to the connected Social Media
- b) Guarantee a constant flow of updates about the project activities' progress, news and events related, under their responsibility and partaking.

In this respect, it is important to underline that a continuous and combined effort by all partners is necessary, and a continuous and unimpeded two-way flow of information between the website administration and partners must be secured, especially about:

- a) Project Results, mainly meeting milestones and completing deliverables
- b) Attendance of Conferences and all types of Events, within the framework of the project
- c) Publications, manuscripts, abstracts, announcements, patents and relevant academic works, for posting
- d) News about the project in the Press or WWW, as it is falling to their attention
- e) Disseminating at their initiative, of activities performed
- f) Engagement of stakeholders with project affairs
- g) Actions pertaining to the exploitation opportunities.

Emails will be sent on a regular basis to all project partners encouraging them to collect and send back news to keep the website up to date and of interest to all project's stakeholders.

Particular attention should be paid to protect knowledge, intelligence, IPR generated during the implementation of communication and dissemination activities by the partners.

The E-DYCE project website www.edyce.eu shall remain live and available during the three (3) years of project duration, and additionally for five (5) more years according to DoA, possibly then to be extended according to developments as it will may be decided by the consortium.

4 Conclusions and Outlook

In this document, a concise presentation of the E-DYCE project www.edyce.eu website is provided; the preparatory actions, its development based on sound technical solutions and driven by set objectives, the requirements and targets to meet, the embedded features applied and the structure of the content, as well as the future steps for its sustainability and improvement, are presented.

The website serves the project and the public in several ways:

- acts as the landing point for all visitors willing to learn about the project
- is a continuously updated platform for all project affairs and results
- disseminates the project concept and all material developed by the partners
- addresses to stakeholders and groups of interest
- provides information through news and newsletters
- opens a contact channel to project partners

Feedback was received from project partners to build the present submitted version, not to be considered rigid and invariable. The project website acting and used as a central point of communication and dissemination, therefore awareness about the project, shall and will be constantly updated and enhanced in usability and capacity, for staying ahead in project's effective communication and dissemination strategy and activities.

5 Abbreviations

C&D: Communication and Dissemination
DEPC: Dynamic Energy Performance Certificate

EPC: Energy Performance CertificateIPR: Intellectual Property RightsNZEB: Nearly zero-energy buildings

PEDR: Plan for Exploitation and Dissemination of Results

SoA: State of the Art
DoA: Description of Action.

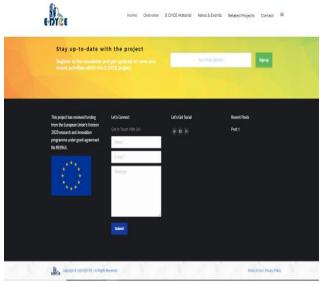
6 Annex 1. Website and Social Media Screenshots





Picture 1. Home

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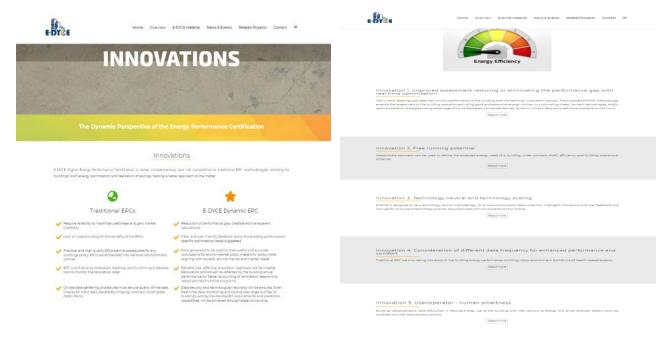


Picture 2. Home - Project Overview



Picture 3. Home - Footer

Picture 4. Project - Vision and Objectives



Picture 5 Project - Innovations (1)



Picture7 Project - Project Activities

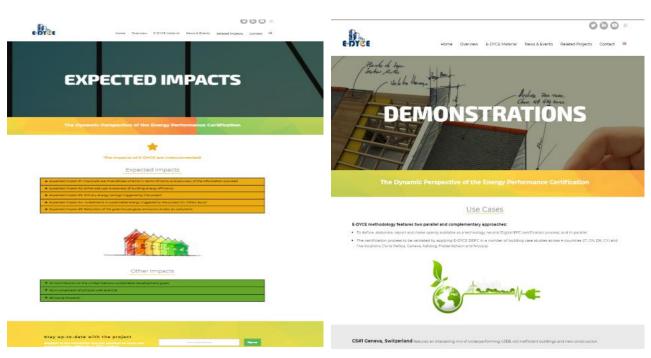


Picture 6 Project - Innovations (2)

Picture 8 Project - Consortium

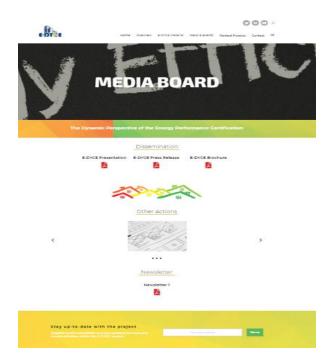


Picture 9 Project - Our Community

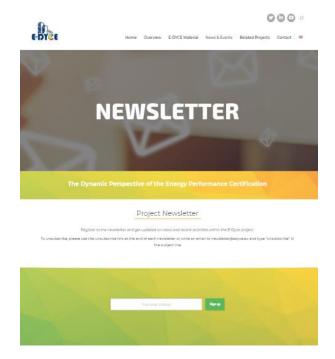


Picture 11 E-DYCE Material - Expected Impacts

Picture 12 E-DYCE Material - Demonstrations



Picture 13 E-DYCE Material - Media Board



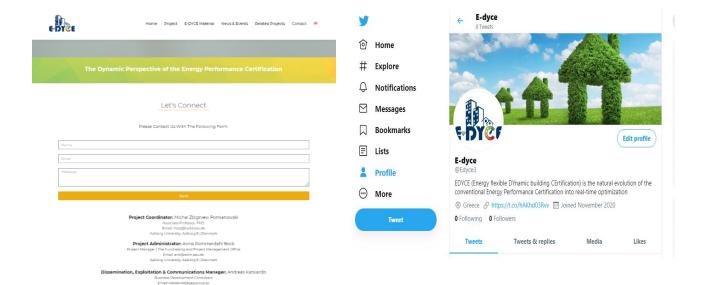
Picture 15 News & Events - Newsletter



Picture 14 News & Events - Events Calendar



Picture 16 Related Projects



Picture 17 Connect



Picture 18 Twitter - Screenshot



Picture 19 LinkedIn - Screenshot

Picture 20 YouTube - Screenshot