



## A holistic and Scalable Solution for research, innovation and Education in Energy Transition

### D5.1 ASSET Project Website and Social Media Channels

Work Package	WP5 - Dissemination, Communication and Sustainability
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1.0	30/07/2019	Nadia Politou (ATOS)	Final version to be submitted

## Executive Summary

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Deliverable D5.1 Project Website and Social Media Channels consists of two main parts: on one hand is the ASSET website, publicly available at the URL: <http://www.energytransition.academy/>. The second part is about social media channels.

The present document describes the project website released in the second month of the project (June 2019), aims to detail the overall content and structure. It will also include the description and analysis of the social media channels.

The content will be regularly revised and updated, and the website will be adapted and improved considering the project needs.

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## List of Acronyms

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Abbreviation / Acronym	Description
CMS	Content Management System
Dx.y	Deliverable number y belonging to WP x
Mx	Month and number
WP	Work Package

# 1. Introduction

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## 1.1 Purpose of the document

The main purpose of this document is to describe the project website which is one of the main online dissemination and communication tools, in informing, promoting and assessing the ASSET project and offering services. Another important role of the project website, which is described here, is to support the dissemination and exploitation tasks which are described in deliverable D5.2 ASSET Communication Plan and Materials.

Deliverable 5.1 presents the results of task 5.2, this task describes all the ASSET web-based tools, which will be used for the dissemination of project results and the communication among the whole ASSET community, as well as internal communication of ASSET partners.

ATOS is in charge of the creation of the ASSET website and will provide the maintenance, modifications and technical support for any issues.

Deliverable 5.1 is a public document, and it will be made available on the project website accessible through <http://www.energytransition.academy/deliverables>.

## 1.2 Relation to other project deliverables

The deliverable 5.1 “ASSET project website and social media channels” is a part of the activities of Work Package 5 – “Dissemination, Communication and Sustainability” which focused on creating the communication and dissemination plans and tools, evaluate the results and execute all dissemination and communication activities.

In particular, D5.1 is related to the following WP5 deliverables:

- **D5.2 ASSET Communication plan and materials M3:**  
This deliverable will identify the dissemination and communication strategy, communication tools and target audience of the project.
- **D5.3 ASSET Dissemination and communication activities report M12:**  
This deliverable will show the dissemination and communication activities report, the achieved values for the established KPIs and any decision on modification of the communication and dissemination plan.

And two final deliverables planned for the final period of the project:

- **D5.4 ASSET Dissemination and communication activities report M24:**  
This deliverable includes: the final version of D5.3 ASSET Dissemination and communication activities report, the achieved values for the pertinent KPIs and any decision on modification of the communication and dissemination plan.
- **D5.5 ASSET Exploitation and Sustainability plans M24:**  
This deliverable describes sustainability plans for the project results and identified paths for individual and joint exploitation.

## 1.3 Structure of the document

This document is structured in 5 key chapters:

- Chapter 1 Introduction and description of this document.
- Chapter 2 Main chapter of the document, it includes all details related to the project website: domain, structure, and description of each section.
- Chapter 3 Describes the social media channels of the project.
- Chapter 4 Conclusions.
- Chapter 5 References.



## 2. Project Website

### 2.1 Domain

The ASSET website has been built with the Drupal CMS version 8<sup>1</sup>, which allows maintaining tools with advanced features and functionalities allowing administering and updating the website contents.

The website is protected with https (Hypertext Transfer Protocol Secure), which means that all communications between the browser and the website are secure.

Initially, the consortium team acquired and established the “asset-h2020.eu” domain which was replaced by the new domain “energytransition.academy”, set as the main domain from the M3 of the project lifetime.

ASSET website will be further enhanced to accommodate the ASSET tools. More about “ASSET tools” will be described in section 2.5.

### 2.2 Graphic Identity

Graphic elements are the basis for all communication activities. The first element of ASSET identity is the official logo that reflects the spirit of the project, main objectives, and our mission.

In the following image (figure 1) you can see the logo, which evokes some specific features of the project such as the different energy operations and energy transition. The logo is representing a light bulb accompanied by the project acronym.

The light bulb refers to the main interest of the project, providing a holistic and scalable solution in the energy transition. The colour palette, as well as the project logo, were designed and discussed in the proposal at the proposal writing time, which afterward was and accepted by the whole ASSET consortium team.



Figure 1 Project Logo

<sup>1</sup> <https://www.drupal.org/8>

The following image (figure 2) displays the “cover image” used at the project website and draws a parallel with the main aim of the project: to address the energy transition concepts for research, innovation and educational sectors at the same time building the community of active users and members from different sectors: energy companies, universities, authorities and policymakers. More information on the graphic identity, communication tools and materials will be provided in D5.2



Figure 2 Cover Image

### 2.3 Website Structure

Below is presented (see figure 4) the initial structure of the project website. During the project lifetime, this structure will be adapted to each communication campaign and improved.

All pages follow a similar structure and the website has been structured in five main menu items. Through the main menu, all users have access to the main pages of the website: about, publications, news & events, partners and contact. Moving into the website, each menu is divided into several submenus as follows:



Figure 3 Website Structure

The final disclaimer complies with the “Guidance Social Media for EU funded R&I projects”<sup>2</sup> and with the articles 29.5 and 38.1.3 of the Grant Agreement [1] which are highlighted below:

**Art. 29.5 Disclaimer excluding Agency responsibility:**

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<sup>2</sup> “H2020 Programme Guidance Social Media Guide for EU funded R&I Projects”, 2018

Any dissemination of results must indicate that it reflects only the author's view and that the Agency is not responsible for any use that may be made of the information it contains.

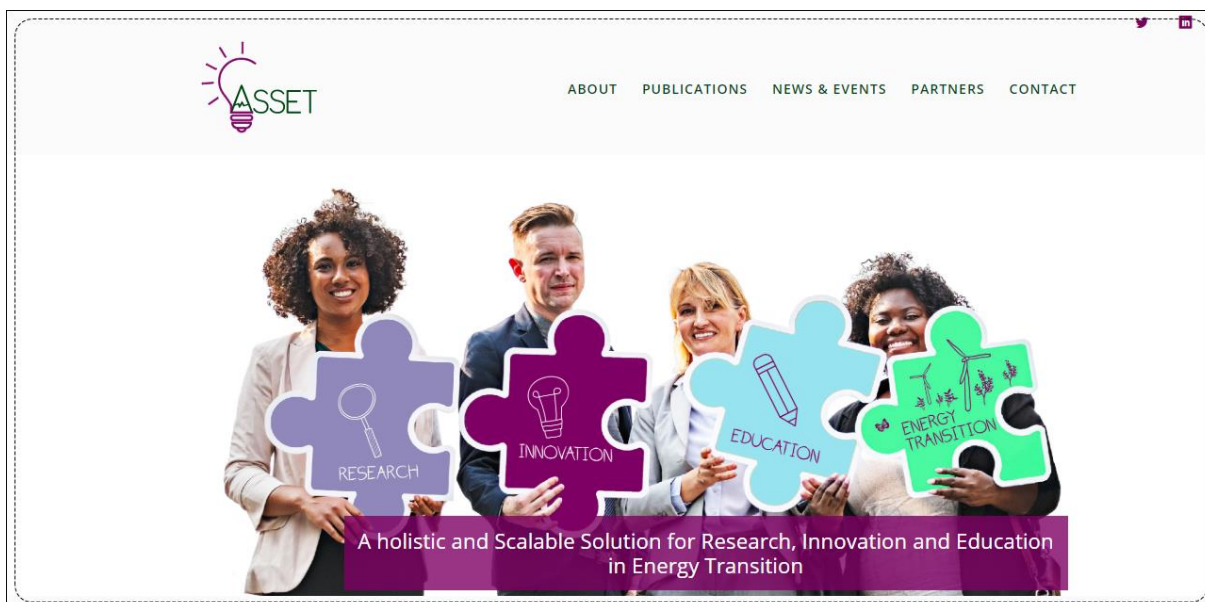
**Art. 38.1.3 Disclaimer excluding Agency and Commission responsibility:**

Any communication activity related to the action must indicate that it reflects only the author's view and that the Agency and the Commission are not responsible for any use that may be made of the information it contains.

**2.3.1 Home Page**

This part (see figure 4) displays the main content and shows information such as: project logo, cover image and slogan. The website menu includes 5 main sections:

- About
- Publications
- News & Events
- Partners
- Contact



**Figure 4 Home Page**

• **Main Goals:**

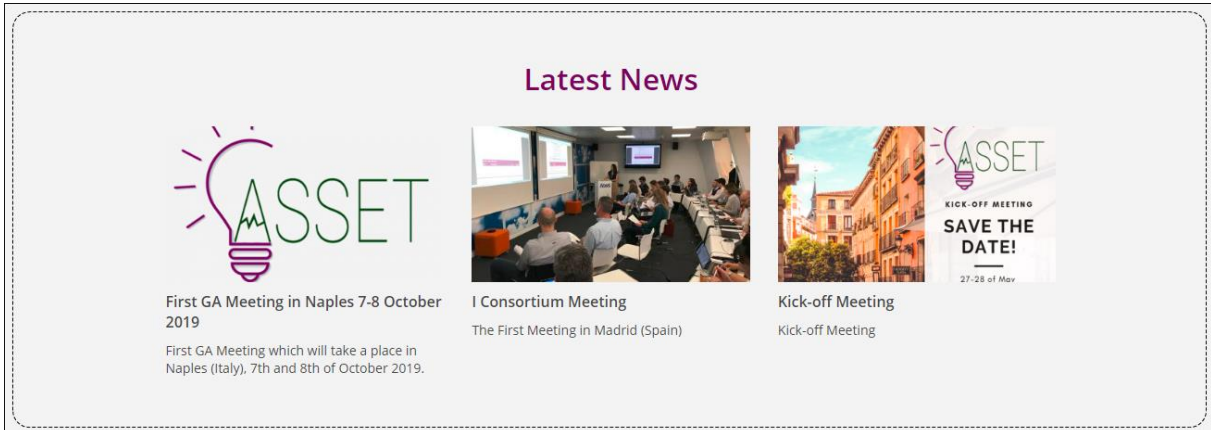
The landing page of the webpage displays the description of main goals established in the grant agreement. The following figure illustrates this section:



**Figure 5 Main Goals**

- **Latest News**

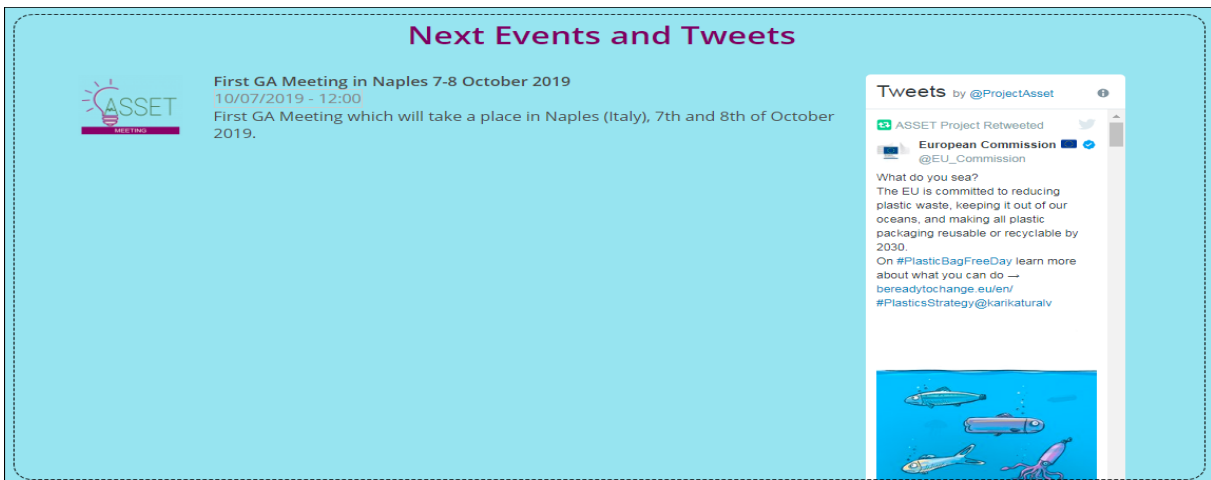
This section of the Home page shows the latest news related to the project as past and upcoming meetings, internal and external workshops, participation in conferences, presentations given in dissemination and communication events, press releases, etc.



**Figure 6 Latest News**

- **Social Media and Events**

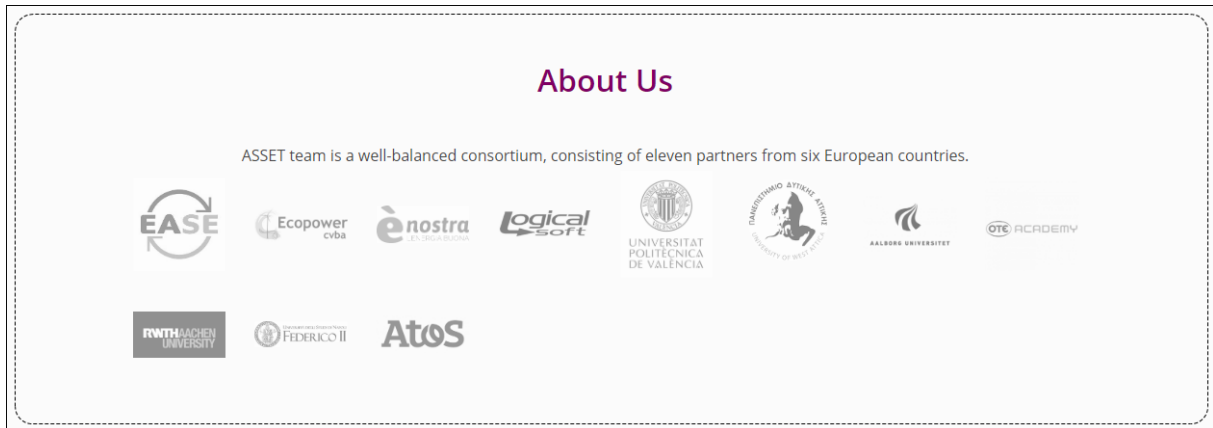
This section includes two parts: one of them is the next events space to publish in descending chronological order the most recent events which the consortium plans to assist. The second space is occupied by the twitter window which shows the project account and last tweets.



**Figure 7 Next Events and Twitter**

- **About Us**

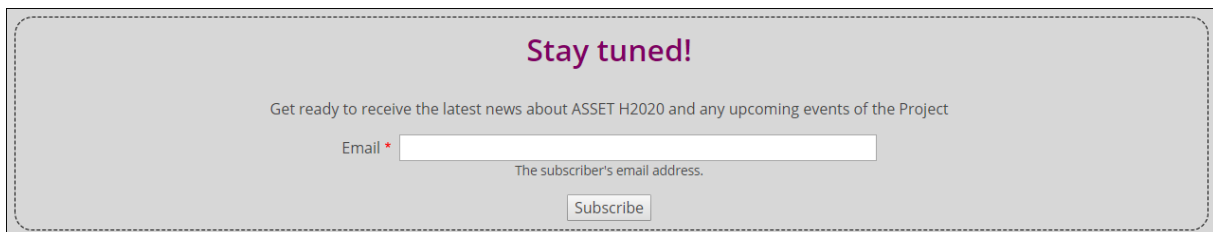
This part of the website contains the information of all partners with their logos and the opportunity to access the company’s profile which includes: general information, role in the project, country of origin and website address of each organization.



**Figure 8 About Us**

- **Subscription**

This chapter provides the option for users to register and receive the project newsletter. Newsletters will be produced approximately every three months.



**Figure 9 Subscription**

- **Footer**

The website footer includes the official EU acknowledgment (including the European Union flag). This information remains the same across all pages of the ASSET website.



**Figure 10 Website Footer**

### 2.3.2 About

The menu “**About**” contains the overview information of the project, and includes two subsections:

- a) Approach
- b) Objectives

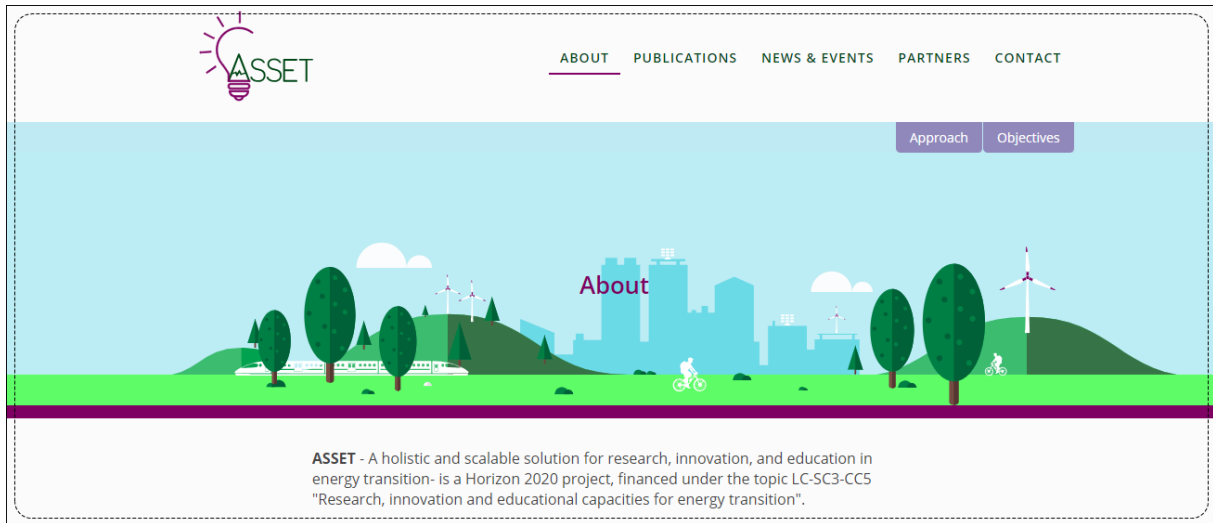


Figure 11 Subsection "About"

### 2.3.3 Publications

The menu “**Publications**” will include the public material used to promote the project, and has a subsection:

**Deliverables** (To download public deliverables, the subsection provides information about the name of the deliverable, number of work package, and lead beneficiary). The following figure illustrates this page:

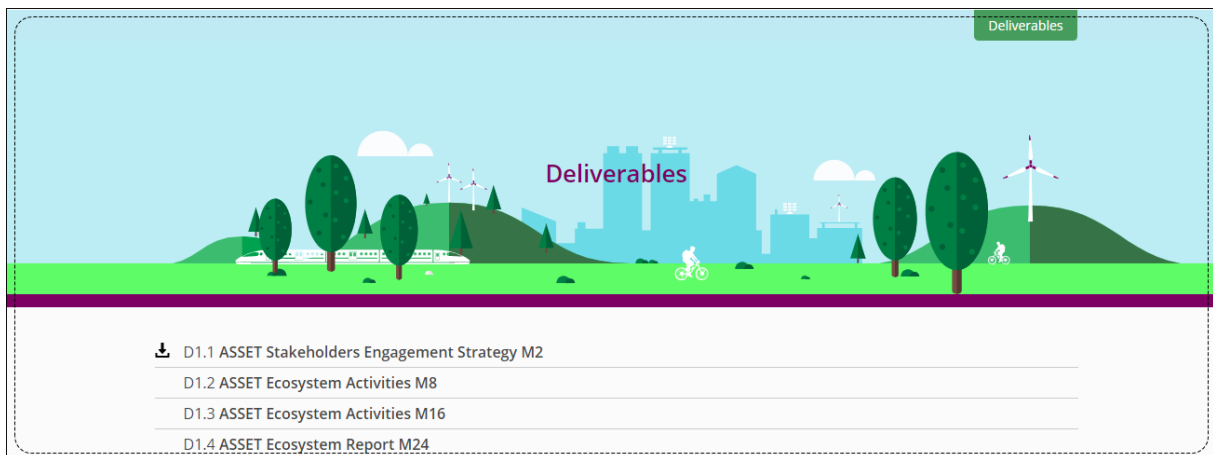


Figure 12 Subsection "Publications-Deliverables"

### 2.3.4 News & Events

The menu “**News and Events**” will show the latest news of the project and two subsections:

- a) **Past Events** (this part will include all attended events)
- b) **Next Events** (this part will include the future events the consortium plans to attend)



Figure 13 Subsection "News & Events "

### 2.3.5 Partners

The menu “**Partners**” includes a full list of our consortium partners with their names and logos. Each member’s logo is linked to a page providing a brief summary of the company, role in the project, country of origin and the corresponding corporate website address.

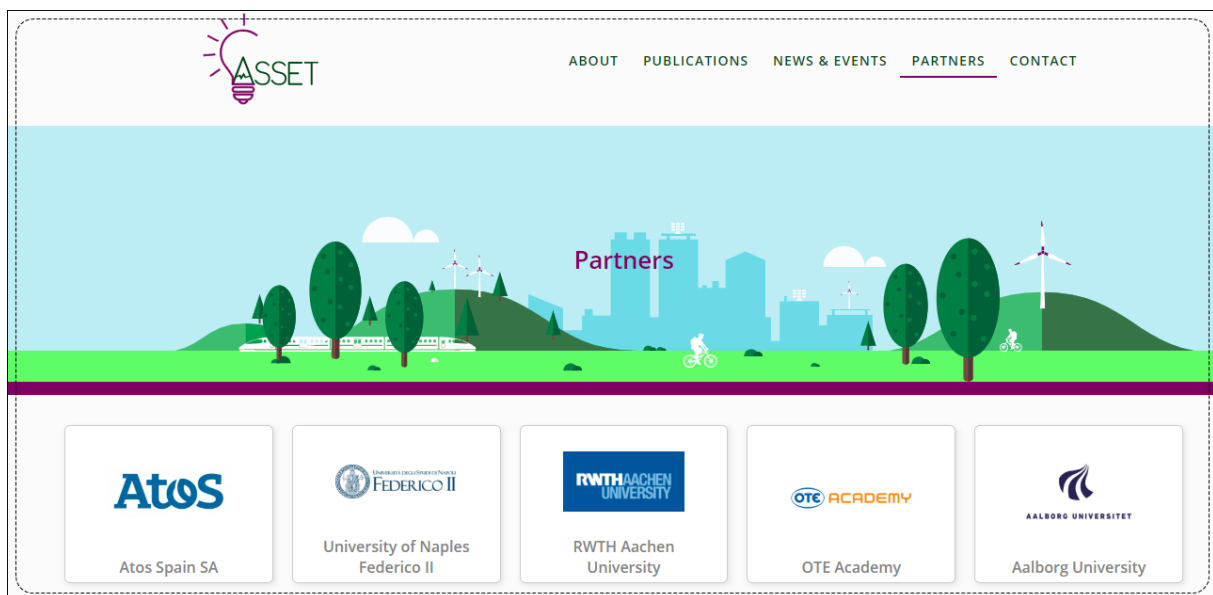


Figure 14 Subsection "Partners"

### 2.3.6 Contact

The menu “**Contact**” provides the possibility for any user to contact us, using the form available. In the contact form, all users must include: name, email address, subject and message.

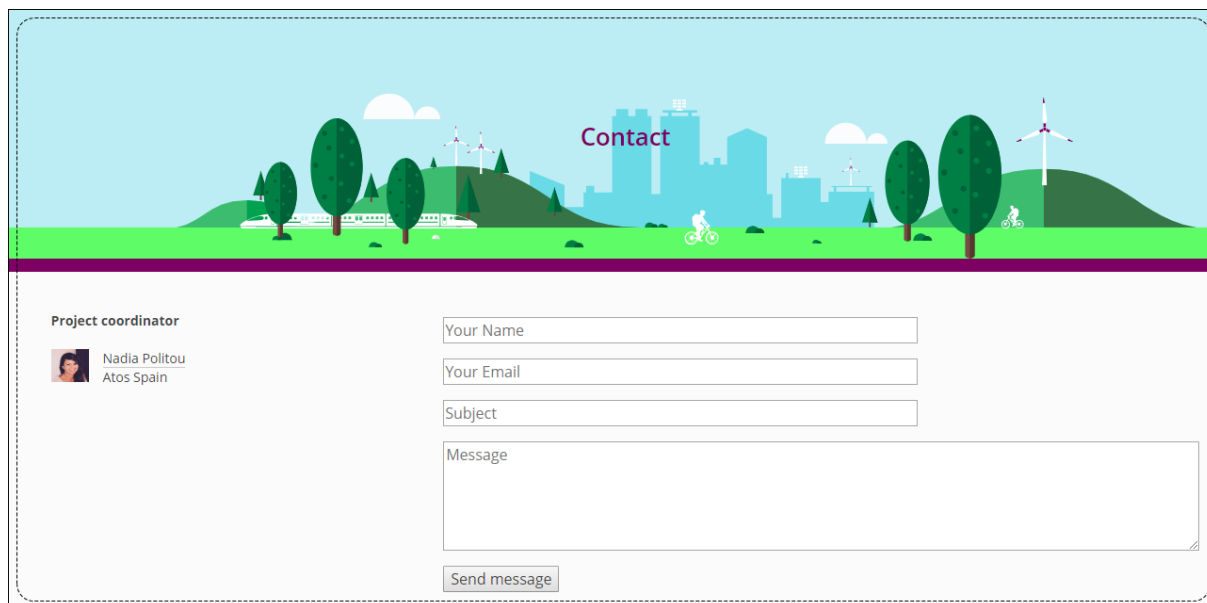


Figure 15 Subsection “Contact”

## 2.4 Privacy Policy

In order to be compliant with the General Data Protection Regulations, Atos Spain SA on behalf of the ASSET consortium operates <http://www.energytransition.academy/>. This page informs our users of our policies regarding the collection, use and disclosure of personal information we receive from users of the website. We use their personal information only for providing and improving the website.

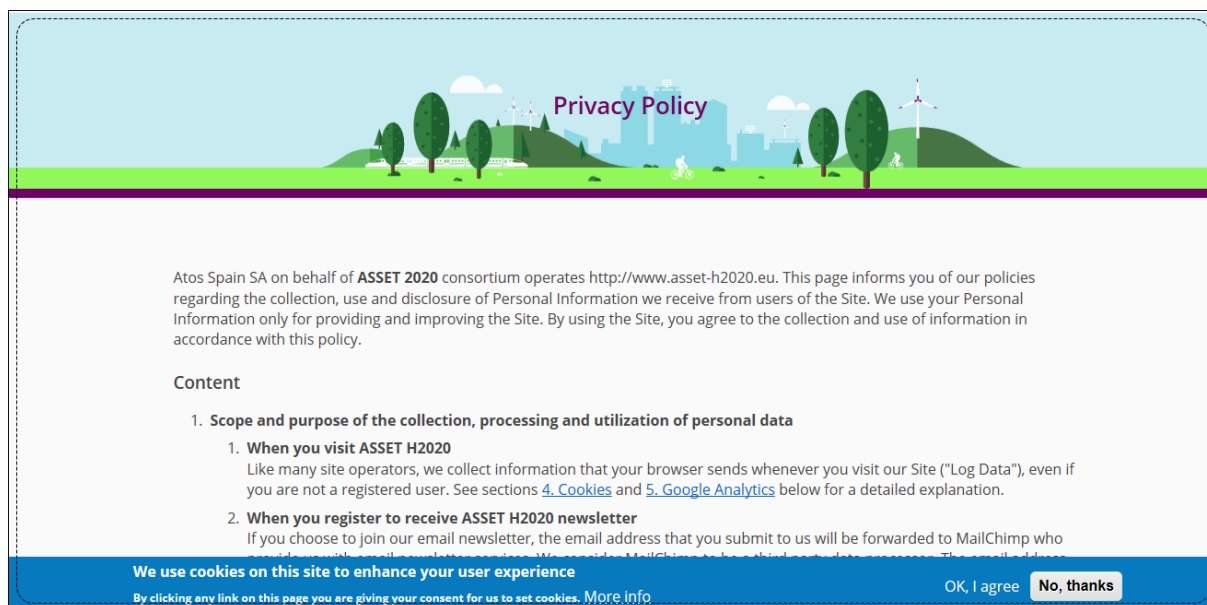


Figure 16 Privacy Policy

Users can accept the use of cookies on this site to enhance their user experience:

- OK, I agree
- No, thanks

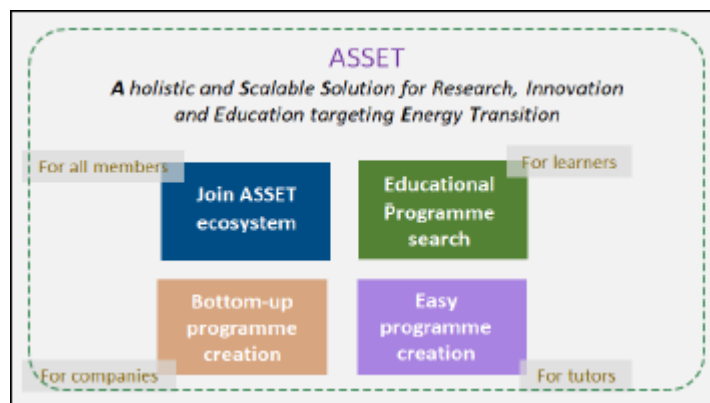


By clicking any link on this page, users give us their consent for the use of cookies. They can receive more information, by clicking “more info” (as figure 16 shows).

Additionally, ASSET team is working on privacy, cookies and access policies to modify and implement the project website registration “form” which will include the disclaimer with the following information to fill in, such as name, surname, gender, country, email address, job position, company, etc.

## 2.5 ASSET Tools

During the next phase, the website will be extended to host the ASSET tools for the ASSET community. These tools consist of a conceptual learning process description model to be used as a tool by tutors and professors to design the learning programmes, as well as the ASSET marketplace to allow searching for the educational programmes offered by ASSET as well as to allow companies to place ad-hoc requests to the universities and educational institutions for the preparation of educational programmes. The website will serve as the entry point for ASSET ecosystem members and will facilitate and produce more efficient the communication between the different stakeholder groups. The following figure illustrates this model:



**Figure 17 Conceptual Learning Model**

The online platform will be implemented in our website and provided a common space for all members of the ASSET ecosystem (where our users create accounts, see information about the ecosystem, announcements about the activities, fill in surveys and so on) and three separate spaces devoted to different target groups:

- For all members
- For learners
- For companies
- For tutors

A special place in this implementation will take on EMMA platform<sup>3</sup>, which will be the ASSET’s MOOC delivery platform. EMMA platform operates in two key modes: one of them as an aggregator and hosting system of courses provided by European universities. And another one as a system that enables users to construct their learning pathways using MOOCs units as building blocks. EMMA will deliver online, open and free courses in multiple languages from different European universities, and its features will be exploited in the ASSET project<sup>4</sup>:

- An agile learning environment for learners to find different MOOC approaches

<sup>3</sup> <https://platform.europeanmoocs.eu/>

<sup>4</sup> Grant Agreement-837854-ASSET (PDF), P-135, 2019

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- A range of interactive features including features related to the forums and conversations and links to social classrooms to provide the construction of learning communities
- A range of tracking issues to raise awareness of student engagement and progress, including feedback on learning activities and possible outcomes
- An embedded automated certification system

The combined use of the Learning Graphs and the EMMA Platform assure utmost efficacy into the preparation of the educational online proposal. Offering both a methodology of instructional design to organize and develop learning contents and a platform for the online delivery which has been successfully experienced in a large European community for a multilingual and cross-cultural environment.

Post project, ASSET platform will offer multi-language support enhancing the currently available translational services of EMMA platform. More information on the Conceptual Learning Model and EMMA platform will be provided in the further deliverables.

## 2.6 Google Analytics

ASSET website has been registered in Google Analytics facility. This tool presents a possibility to track and report in different areas such as:

- Total number of users who access the website
- Number of first-time users
- Session numbers of the time period the users are actively engaged with our website
- Total number of pages viewed
- Additional information related to interest, demographic, system aspects

All this data will be collected, analysed and presented in the next dissemination and communication activities report established for M12 of the project lifetime. Additionally, this tool helps us to see how people interact with the website content and better understand our users. The following figure illustrates the overview of statistics for M1 of the project website.

This figure shows the number of total users, new users, sessions, page views, etc. The full report will be included in D5.3 of “ASSET Dissemination and Communication Activities Report” scheduled for the M12 of the project.

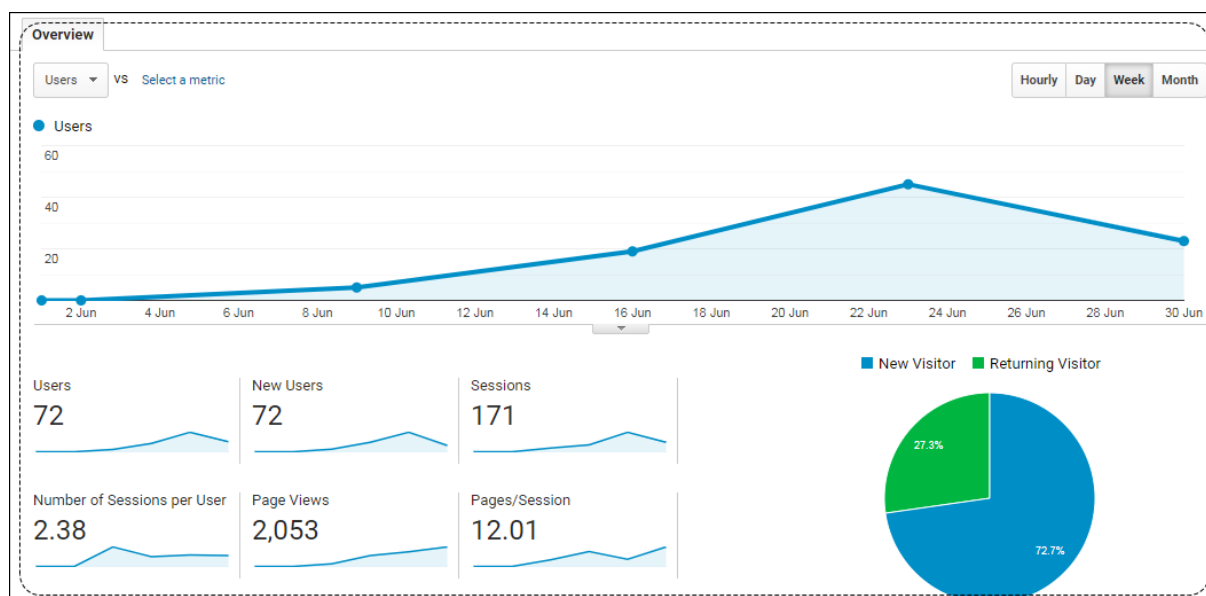


Figure 18 Google Analytics

## 3. Social Media Channels

Social media channels are essential tools for dissemination and communication. ASSET’s consortium has established different social media accounts to promote our project. In the following table we include the main information about our accounts:

Name	Creation date	Link
Twitter	May 2019	<a href="https://twitter.com/ProjectAsset">https://twitter.com/ProjectAsset</a>
LinkedIn	May 2019	<a href="https://www.linkedin.com/company/asset-project-h2020">https://www.linkedin.com/company/asset-project-h2020</a>
Facebook	June 2019	<a href="https://www.facebook.com/AssetH2020Project">https://www.facebook.com/AssetH2020Project</a>

**Table 1: Social Media Channels**

The social media channels were created to support and promote the project campaigns and complete with established KPIs. Although all the campaigns will run throughout the project lifetime, we have defined three phases during which the emphasis moves among target groups:

- Phase I (Month M1-M6): Focus on communication activities with businesses, public and private organization and local/regional/national authorities and policymakers
- Phase II (Month M7-M18): Focus on communication with students/ trainees/ citizens
- Phase III (Month M18-M24): Focus on communication with Universities and Training Actors.

Additionally, one of the significant points is since EMMA is an integral part of the ASSET project, the communication strategy for the website and social media channels will lie also on the EMMA channels in order to increase the possibilities to reach a wider audience. EMMA social channels will be used jointly to the ASSET media channels doubling public and visibility.

All these activities will be coordinated by all partners, and in particular of the leaders of the four campaigns. More detailed information regarding the campaigns, communication and dissemination plan, and established KPIs is included in D5.2 “ASSET Communication Plan and Materials” planned for M3.

### 3.1 Twitter

Twitter was established as one of the key tools to communicate the project findings and updates. The official twitter account was created and promoted from the M1 of the project in May 2019. From this period, we can observe in the following figure the actual statistics and numbers:

- **Project account:** ASSET Project
- **Key hashtags:** #AssetProject, #H2020, #Energy, #EnergyTransition, #Education, #EducationalCapacities.
- **Key related accounts:** @EU\_H2020, @EU\_Commission
- **Number of Tweets:** 23
- **Followers:** 76



Figure 19 Twitter Account

### 3.2 LinkedIn

For the LinkedIn network our consortium team decided to create a “company page” instead of a profile account or close group of users in order to enrich our content and attract more followers to increase page visibility and interact with our users. The following figure illustrates this page with some short information:

**Project Account:** Asset Project H2020

**Key hashtags:** #AssetProject #H2020 #Research, #Innovation, #Energy, #Education, #Training

**Number of Followers:** 32

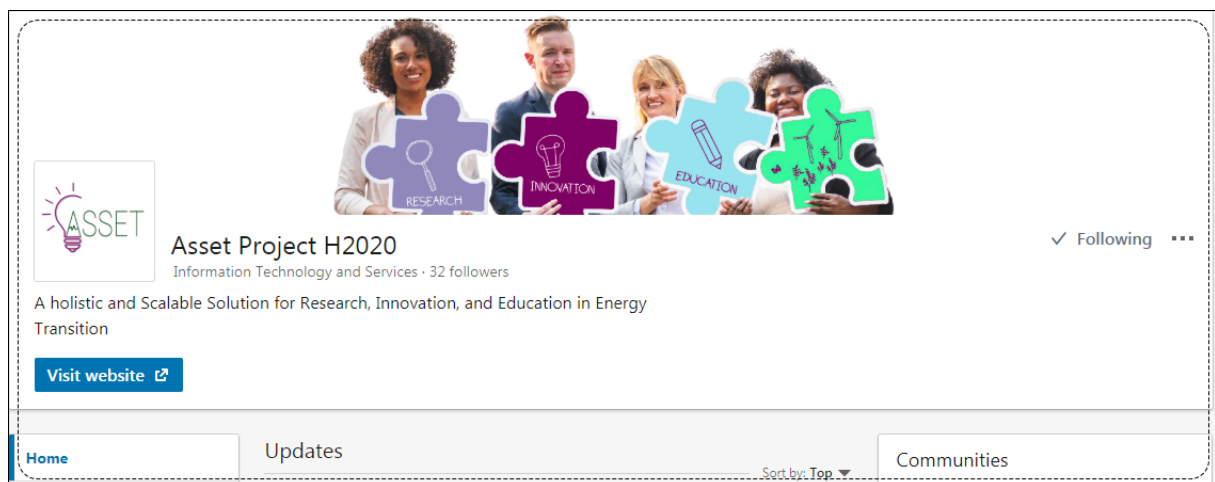


Figure 20 LinkedIn Account

### 3.3 Facebook

**Project Account:** Asset Project H2020

The Facebook account was created in June 2019. The following figure shows the company profile/page, with the same stylistic design as the website and other social network accounts.

Facebook account is an essential tool to reach the widest audience of students, employees of the energy sector, energy citizens, universities and training actors.



Figure 21 Facebook Account

### 3.4 YouTube

**Project Account:** Asset Project H2020

YouTube is the largest video sharing site with people from hundreds of countries, watching billions of hours of videos every month in more than 50 different languages. This is the good opportunity for us to inform the costumers about our project, establish customer loyalty and good relationship and to create a strong project brand.

This account was created to promote the content, launch and edit project video clips (duration about one minute each) and upload online on the site and YouTube channel. The first video is planned for the 5<sup>th</sup> month of the project.

### 3.5 Internal Analytics Tools

Additionally, all social media accounts will be registered to the analytics tools. Using those tools for Twitter, LinkedIn, Facebook and YouTube we can obtain the following information:

- Number of total visits
- Number of times users see our publications
- The total number of times a user has interacted, including all clicks such as hashtags, links, username, retweets.
- A number of engagements clicks and replies.
- Graph of growth, it is a visual way to evaluate how the number of our followers will be increased over time.

All tools display performance analysis which includes the metrics related to engagement rate or demographics. This data could help us to understand how people find our content, publications, videos and how much they watched if they clicked through the website, who they were and from where they connected.

This information will be analysed and reported in the next deliverable of D5.3 ASSET Dissemination and Communication Activities Report for the M12.

## 4. Conclusions

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The current state of the ASSET website and social media channels cover the online dissemination and communication needs of the project at an initial stage.

A large volume of the community building, engagement, and dissemination work will be centred around online dissemination channels and web-based engagement, with the ASSET website serving as a central hub. In addition to being regularly updated, it will include tools that encourage multidirectional discussions and community interaction. Diverse tactics will be adopted to foster community building: sector-specific content (e.g. blogs, newsletters, webinars, infographics, slide shares, success stories, videos) will be created and distributed to attract, acquire, and retain all target audiences.

It is foreseen that the web site will be kept running and updated for at least two years after the project lifetime. Besides the website, the online communication and dissemination tools include social network profiles on Twitter, LinkedIn, Facebook and YouTube and collaboration with the EMMA platform. Targeted channels include widely read magazines. Strong social media presence will further support this effort.

The website and social media channels will be subject to constant improvement and enhancement supporting the project's needs.

## 5. References

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- [1] ASSET Consortium (2018), Grant Agreement Number 837854, ASSET