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Renewable Heating & Cooling

European Technology and Innovation Platform

Updated RHC-ETIP website

Deliverable 5.1

WP 5 – Communication and dissemination activities

T5.1 Website, including database of projects 'results

Grant agreement: 825998

From December 2018 to November 2021

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ABBREVIATIONS

RHC ETIP: European Technology and Innovation Platform on Renewable Heating and Cooling

RHC: Renewable heating and cooling

CFP: Call for Projects

DCP: Draft Communication Plan

HWGs: Horizontal Working Groups

TPs: Technology Panels

BE: Bioenergy Europe

EHPA: European Heat Pump Association

EUREC: The Association of European Renewable Energy Research Centres

EGEC: European Energy Council

EHP: Euroheat & Power

SHE: Solar Heat Europe

PARTNERS

The Association of European Renewable Energy Research Centres	Formerly known as AEBIOM: Association Européenne pour la Biomasse	European Energy Council	Euroheat & Power	Formerly known as ESTIF: The European Solar Thermal Industry Federation	European Heat Pump Association

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INTRODUCTION

The RHC-ETIP website, including the database of projects 'results revamped website is the outcome of Task 5.1. It is the first deliverable out of seven deliverables related to work package 5– Communication and dissemination activities. The Task 5.1 includes two subtasks:

T5.1.1 is dedicated to the creation of the revamped website based on the existing www.rhc-platform.org. The present document illustrates the new features that will further support the dissemination role of the website, and new functionalities to increase its effectiveness as a hub for the renewable heating and cooling sector in terms of research and innovation. EUREC leads the work on the revamping of the website in collaboration with:

- Chery Pulp, specialists on website development.
- The consortium, regarding the creation of the content of the website and the execution of different updates during the life of the project.

T5.1.2. Projects' online database. This will be the main new feature of the revamped website. It involves the creation of a specific database, and related search engine of projects' research results. This online database is being developed by Cherry Pulp (https://cherrypulp.com) and it includes the information retrieved by the RHC-secretariat as a Deliverable of the RHC-tender PP-2041/2014 "Supporting the activities of the European Technology Platform on Renewable Heating and Cooling.

EHPA, with the support from other associations, involving the RHC-ETIP Technology Panels (Task 3.1), is in charge of developing and populating such a database. The objective of such a database is to track the ongoing projects in the area of renewable heating and cooling, with a focus on those which are funded at EU level.

The RHC-ETIP projects' database is an ongoing task that will conclude with the submission of the Deliverable 5.6 by month 36, November 2021. By the end of the project, the RHC-ETIP website will feature a section dedicated to a robust database including national and international projects on renewable heating and cooling.

The present document illustrates the process to create the revamped website and main features, including the modernisation of the visual identity of the platform, users' access to the new website, and the methodology to create the projects' database.

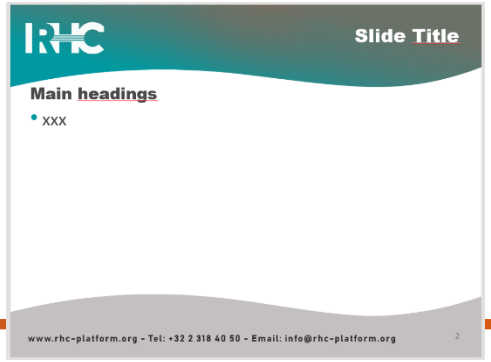
1. ADAPTED VISUAL IDENTITY

The objective of the RHC-ETIP visual identity is to provide the project partners and stakeholders with a standard look to harmonize all the documents/graphic design related to the project. The visual identity also helps to create 'the project brand': to be easily identified by potential stakeholders; and to provide the project's partners with a set of communication tools to disseminate the results of the project.

The RHC-ETIP is a well-known entity as well as its logo (pictogram and name). For this reason we have decide to keep the same logo, but use it in its white variation in contrast with the background (colour gradation based on the original colours of the logo). As example, see below the RHC-ETIP updated PowerPoint presentation example:

Cover with original pictogram of the logo:

And slide with RHC pictogram in white:



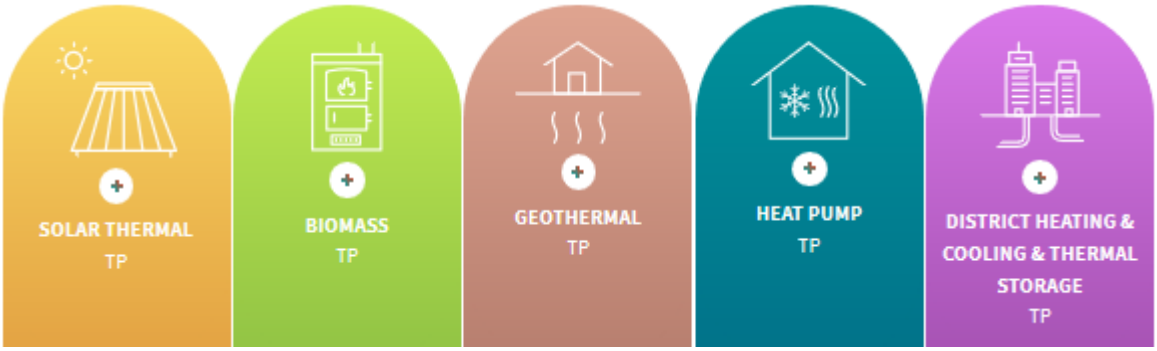
EUREC has prepared a series of templates to be used by the members of the consortium. These templates (agenda, minutes, list of attendees, deliverable template, PowerPoint presentation) include the project logo, the European Commission disclaimer and project number, the platform contact and a standard look to harmonize all the documents produced by the RHC-ETIP.

Methodology

EUREC, in collaboration with ACG (Atelier Création Graphique http://www.acg-bxl.be/) and Cherry Pulp is creating the RHC-ETIP visuals and new communication materials.

EUREC has produced the written content, revised by the RHC-ETIP contractors. All partners have contributed with written input and their own pictures/designs to illustrate the sectors covered by the project. These pictures/illustrations are present on several communication materials (leaflets, templates, newsletter, social media cards, roll-up). EUREC shares the drafts and final versions with the project's contractors via e-mail, conference and via a common drive, where all partners can find the stock of materials. See below some draft communication materials:

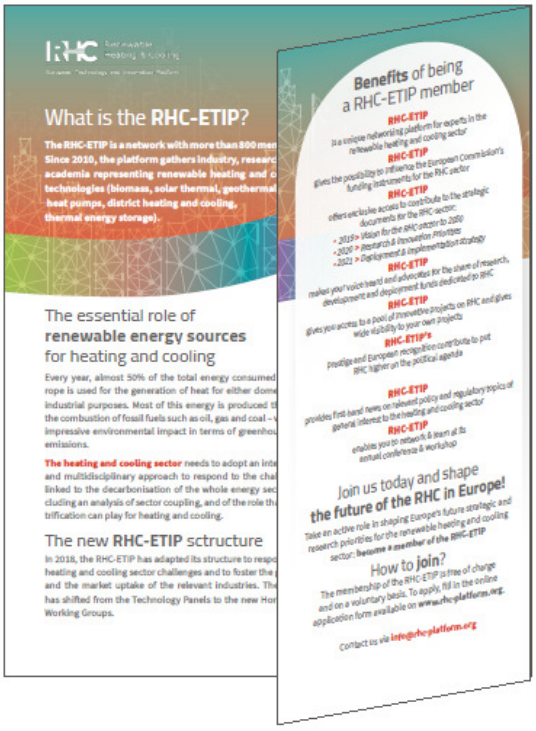
News pictograms and colours for the RHC-ETIP Technology Panels



Draft social media card (we have updated the solar thermal pictogram)

Leaflet

zone couleur 1ère page



2. WEBSITE FEATURES

The new website has been developed and the main content is being updated in order to take over. In the meantime, the former website is still online and updated.

The objectives of the new website:

- Become more visual and attractive
- Make it more user-friendly, also for the administrators (partners): the consortium needs to be able to update the content easily (text, images, files and videos), in order to manage most of the content. The website developer company guarantees support for major work and whenever the website experiences problems.
- It must be responsive or adapted to be consulted from different devices' formats (PC, smartphone, tablet).

The users

EUREC has divided the users in three categories: front-end users, members and administrators

- **EUREC = 'super administrator'**, have access to every section including 'members database' management: accepting applications and follow-up.
- **Administrators**: six associations take part of this project (http://www.rhc-platform.org/structure/secretariat/). A representative of each association should have access as administrator to update the content as follows:

  Administrators have access to all sections except 'members database':

  - Solar Heat Europe = Administrator with access to changes regarding the Solar Thermal Technology Panel content and
  - BE = Administrator with access to changes regarding the Biomass Thermal Technology Panel content and other sections
  - EGEC = Administrator with access to changes regarding the Geothermal Technology Panel content and other sections
  - EHPA = Administrator with access to changes regarding the Heat Pump Technology Panel, Horizontal Working Groups (HWGs) and 'online project's database'.

- Euroheat & Power = Administrator with access to changes regarding the District Heating and Cooling and Thermal Energy Storage Technology Panel.

- **Users**: all users can subscribe to receive the newsletter and all users can apply to become a member. EUREC is notified of each application via info@rhc-platform.org so we can validate the new user's account: as a front-user or; as a member, with access to 'Members area'

- **Members and the intranet:**
  - Once a user has created his/her account they have to be able to modify it on their own. EUREC should be informed via info@rhc-platform.org when there are changes related to: deletion of accounts, new newsletter subscribers, email address changes
  - EUREC need to be able to export the list of members in Excel documents including all the information per member collected via the 'Become a member form'
  - There is a 'members only area' with meetings and documents only for them (they need to log in with their credentials).
  - Also, only members can access the Members directory with all the details per member.

'Become a member' form

As it is: http://www.rhc-platform.org/members/membership-application-form/

- **Changes**: members once accepted should be able to update their preferences (password, email, technology panels and Horizontal Working Groups to follow, delete their account). EUREC should receive a notification via info@rhc-platform.org when users apply to become a member.

- **Multi-choice**: Applicants and members can choose several panels **and** Horizontal Working Groups

- References / Links to be included in the form:
  - Consent to the processing of personal data in the context of the activities of the RHC-ETIP and to their possible publication in the dedicated section the Platform's website.
  - Consent, as members, to share your contact (Email and phone), only with other members via the section (Members directory)
  - Disclaimer & Fair notice May 2018 (GDPR) > Link to a pdf with all details on privacy policy and General Data Protection Regulation.

- Subscription to the newsletter

The homepage & sections

The design and creation of the homepage has been instrumental for the design of the other pages. You will find below the general block of information of the homepage, followed by the main menu sections characteristics.

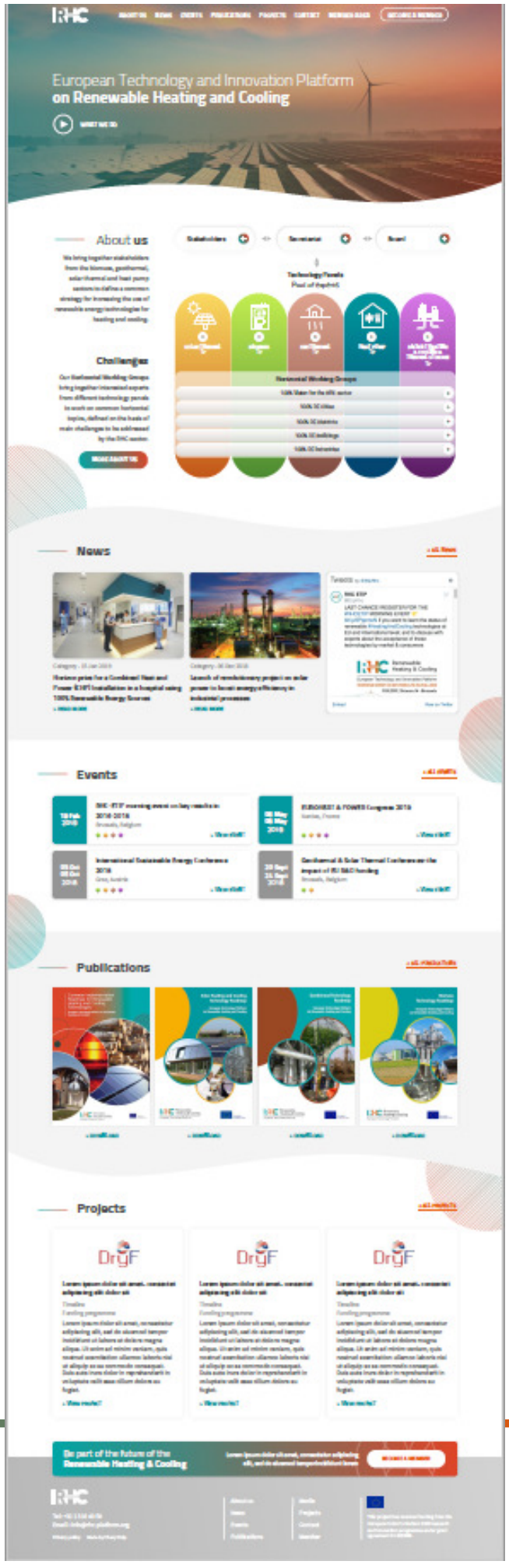
Blocks of information to be included in the homepage:

- Website structure/main labels below
- Subscribe to the newsletter: it is a Mailchimp form (http://eepurl.com/dv1igv)
- Members log in (via credentials: username and password)
    - Forgot your password?
    - Not a member yet? Create your account here (linked to 'Become a member' page & form)

In every page:

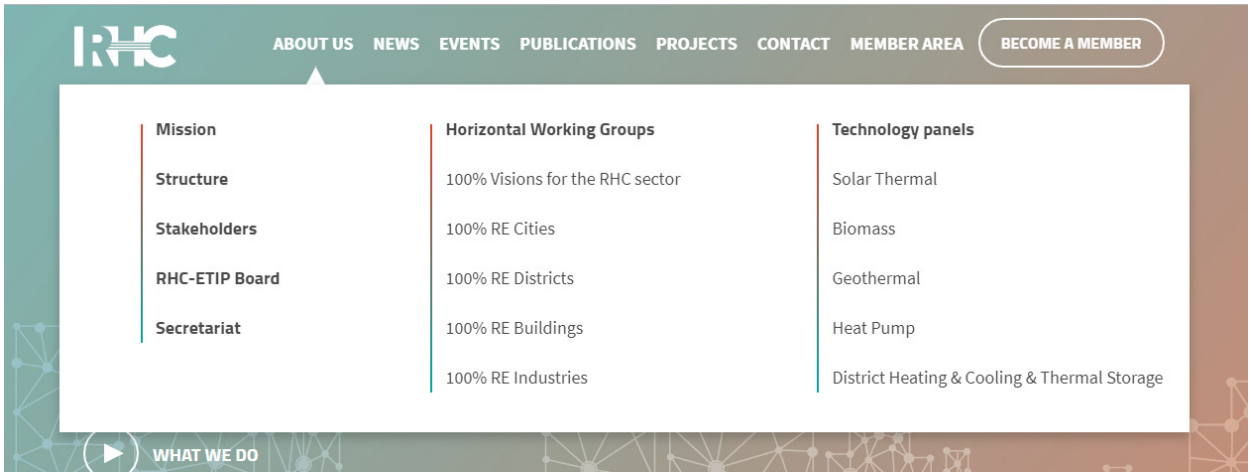
- The possibility to go back 'Home': though a 'house' icon or by clicking on the RHC ETIP logo or any other suggestion you have.
- Permanent Footer:
    - Privacy policy
    - European commission flag + project contract number
    - Social media link: Twitter account feed

You will see in the next page a general overview of the home page:

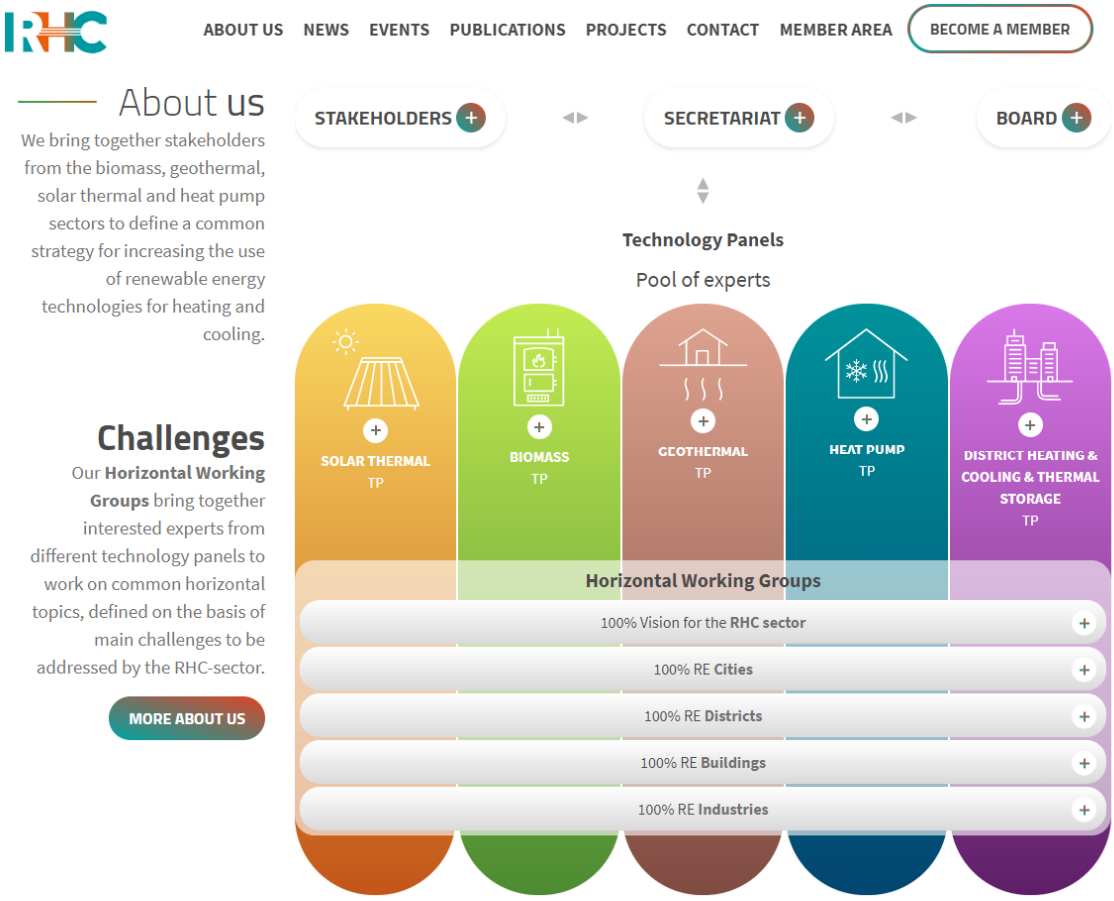

European Technology and Innovation Platform
on Renewable Heating and Cooling
About us
Challenges
News
Events
Publications
Projects
DrgF
DrgF
DrgF
Be part of the future of the
Renewable Heating & Cooling

The main menu sections

Most sections of the website are public. The 'Members area' will show the headlines of the content (secured pages), that RHC members have access to but, when you click on one of the headlines, the member log in credentials are required.

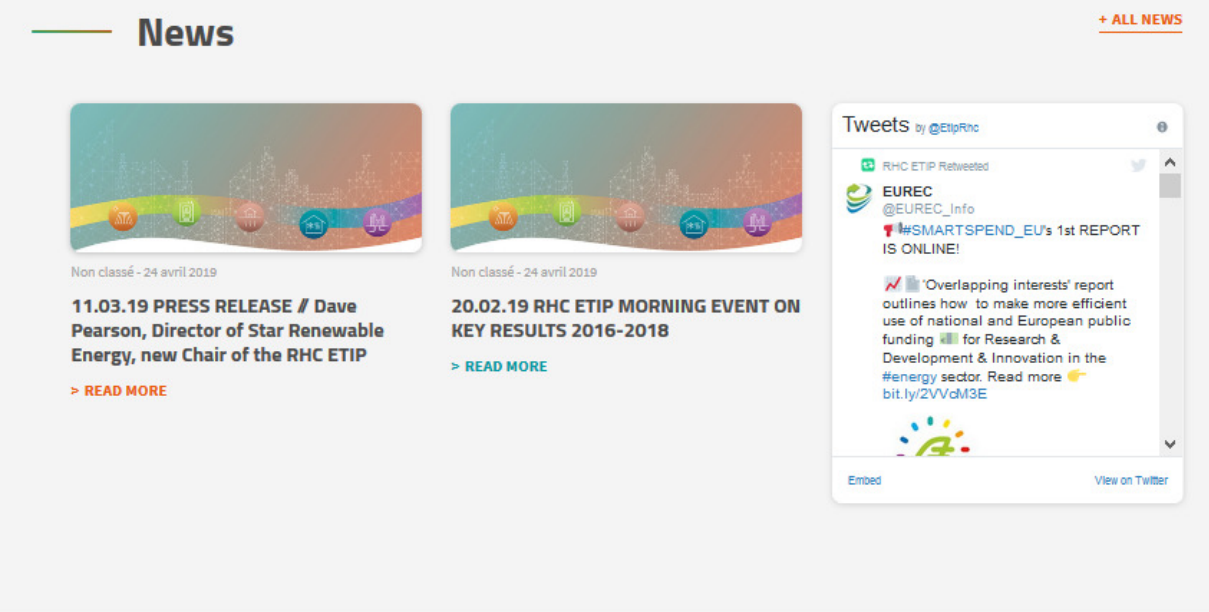


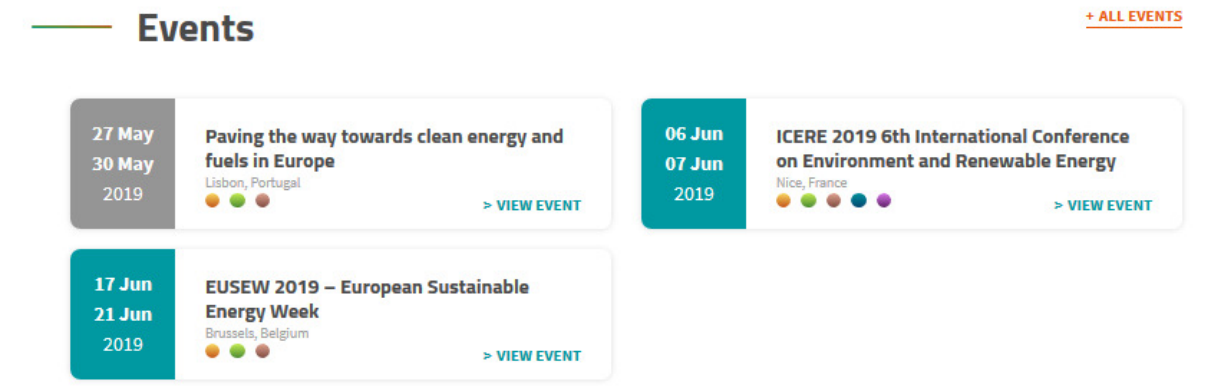
Partners' role and contact are indicated within the 'Secretariat' section. RHC-ETIP maintains the same contact e-mail, managed by EUREC: info@rhc-platform.org



- The **News and Events** section strategy will include 1 article per month. Key messages will be generated per article and adapted to social media. In general, such key messages will be less than 280 characters, including relevant hashtags and a link to the article. This structure will allow to have a regular social media feed, which can be punctually complemented with additional messages as the project delivers results.

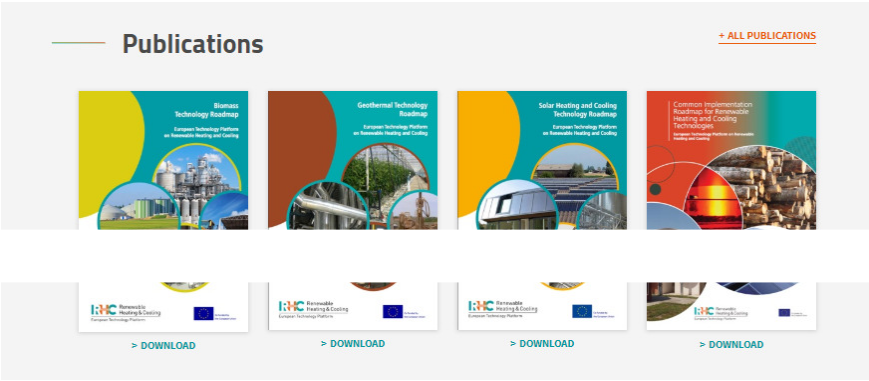
  Individuals with a curiosity for the renewable heating and cooling sector will be reached through the news on the RHC ETIP ***website***, ***Twitter*** account and the RHC-ETIP ***newsletter***. We encourage visitors to subscribe to it via a Mailchimp form embedded on the website, which also includes a Twitter section with automatic updates linked to the RHC ETIP Twitter account.





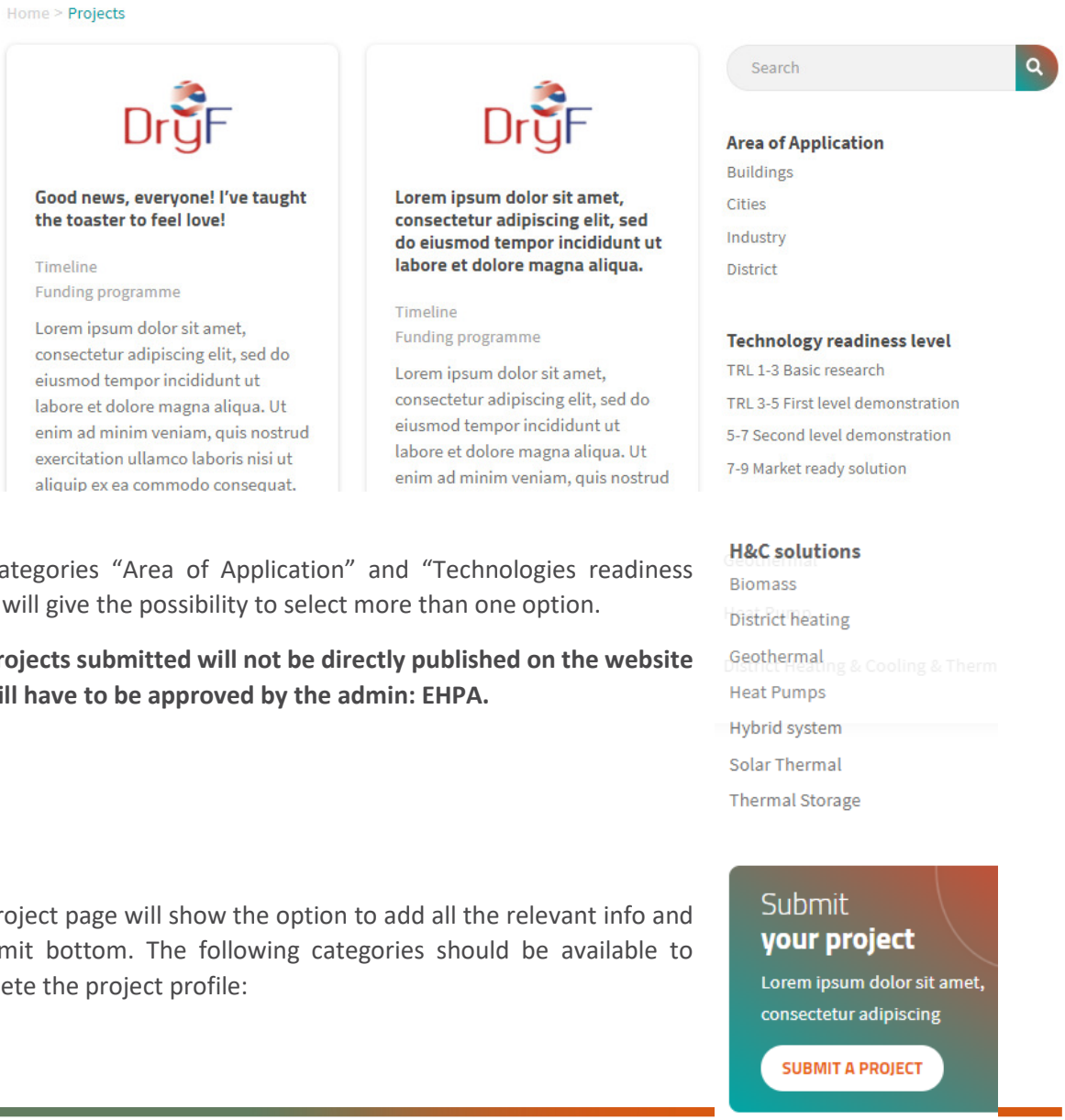
EUREC will identify a list of events to disseminate the project results and will distribute the list monthly to the consortium to share interesting events and to collect partners' events (events organised within RHC-ETIP and e vents organised by external stakeholders).

- **Strategic documents and position papers** will be collected under the label 'Publications'.



3. RHC-ETIP PROJECTS' DATABASE

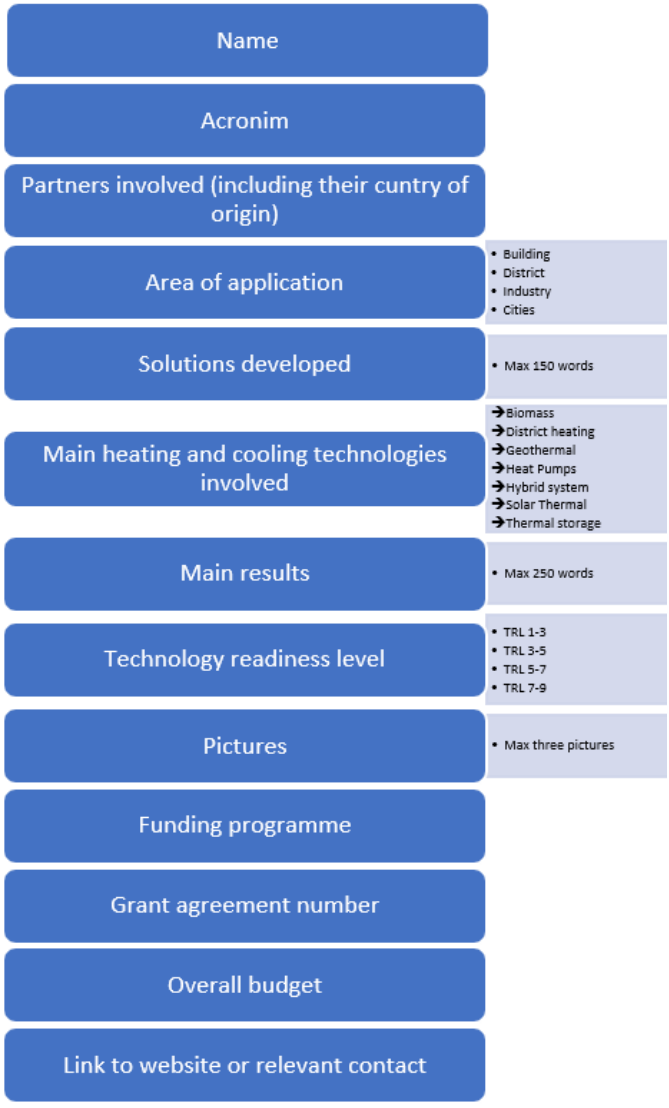
The **RHC -ETIP projects' database** is the great novelty of the new RHC-ETIP webstie: Each project will display a small logo, project acronym, short summary, timeline, funding programme. Filters to look for a specific project should be listed on the side of the page. Three main categories: Area of Application; Technology readiness level; H&C solutions. Subcategories will be listed as described in the following sections:



The categories "Area of Application" and "Technologies readiness level" will give the possibility to select more than one option.

The projects submitted will not be directly published on the website but will have to be approved by the admin: EHPA.

The project page will show the option to add all the relevant info and a submit bottom. The following categories should be available to complete the project profile:


Name
Acronim
Partners involved (including their cuntry of origin)
Area of application
• Building
• District
• Industry
• Cities
Solutions developed
• Max 150 words
Main heating and cooling technologies involved
➔Biomass
➔District heating
➔Geothermal
➔Heat Pumps
➔Hybrid system
➔Solar Thermal
➔Thermal storage
Main results
• Max 250 words
Technology readiness level
• TRL 1-3
• TRL 3-5
• TRL 5-7
• TRL 7-9
Pictures
• Max three pictures
Funding programme
Grant agreement number
Overall budget
Link to website or relevant contact

Adding a new project to the database

Each project coordinator/manager will have to register before being able to add any content to the database. The following information will have to be provided:

- Name
- Surname
- Company
- Position
- Email
- Role in the project

In case the person submitting the proposal is not the coordinator there should be the option to add the other info as well:

- Name
- Surname
- Company
- Position
- Email

4. CONCLUSIONS

The creation of the RHC-ETIP revamped website and the projects' database have set the basis for the development of the communication material that will be produced during the life of the project. In 2019, EUREC in collaboration with ACG will design a roll-up banner to promote the project in events.

Further communication material will be shared with the project partners, so they can always give their input, such as website content annual updates related to the Technology Panels, Horizontal Working Groups.

2019 Timing for the launch of the website & RHC projects' database

April

- Demo-website available to follow-up evolution
- Creation and distribution among the consortium of the events calendar (periodical)

May

- Submission of the Draft Communication Plan and first set of RHC-communication material,
- Mid-May: Demo-website available to follow-up evolution
- Training and guidelines to use the website
- By the end of May/beginning June: launch of the new RHC-ETIP website with the main sections, including a dedicated section for the annual conference.

June

- RHC ETIP projects database online