Ref. Ares(2016)7014022 - 16/12/2016

D6.2 Project website

Project Acronym	**ExcEED**
Project Name	**European Energy Efficient building district Database**
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Project Duration	**2016 - 2019**
Website	**www.exceedproject.eu**

Deliverable No.	**D6.2**
Dissemination Level	**CO**
Work Package	**6**
Lead beneficiary	**BPIE**
Contributing beneficiary(ies)	
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Reviewed by	**EURAC**
Date	**15.12.2016**
File Name	**Project Website**

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 723858.

Project consortium

Accademia Europea Bolzano (EURAC), Wattics, 3E, Buildings Performance Institute Europe (BPIE), Hoval.

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INTRODUCTION

A lively project website plays a key role in the communication strategy of the project. It helps reach our different target groups, with a particular focus on designers, energy managers and policy makers at the EU and MS level. The website also serves as a place where information coming from the project database and other tools will be analysed and shared as policy briefings, through regular summaries. Building owners and designers, as well as their representative associations, will get a clear understanding of the project objectives from the website, and will get improvement tips for an efficient design and management of their buildings.

The website will contain all relevant information and will be updated on a regular basis. It will be active at least two years after the end of the project.

The ExcEED website already includes some of the following aspects:

- Presentation, scope & challenges;
- Different activities and timeline;
- Partners and geographical scope;
- Presentation and embedding of the database and tools;
- Policy recommendation briefings;
- Section for building owners and designers;
- Information in all project languages (through our translated project one-pager);
- Newsletters' registration box and upload of past newsletters;
- Link to social media (embedded).

This website is:

- Simple (no over-info, short pages);
- Effective;
- Attractive;
- Responsive;
- Easy-to-navigate;
- Easy-to-maintain;
- Easy-to-read.

Tools/ databases will have to be embedded on the website. A total number of four tools will be featured on the website as highlights.

This website is then more than a document repository, it is an informative and working tool.

To keep in mind, the materials that the website will host:

- 2 pagers in different languages;
- Infographics, Video, Poster in the Multimedia section;
- Enews archive;

- ExcEED handbook with policy briefings; guidelines, reports in the Resources > Knowledge Sharing
- As mentioned several tools will be embedded at a later stage.

The website will be hosted for 57 months on the EURAC servers.

Maintenance of the website is undertaken by the website developer.

The domain name bought was: www.exceedproject.eu

FUTURE UPDATES

The website is meant to be a dynamic interface thus news stories – both related to the project and linked to the topic the consortium is working on - will be added on a regular basis; briefings will be drafted as soon as the project evolves more and different kinds of content will animate the readers (videos, infographics etc.).

The website also features social media buttons linking to the different accounts of the project.

In order to follow the impact of the project, BPIE uses Google Analytics to track the spikes in viewership, geographical coverage as well as number of downloads of the different materials hosted on the website.

Furthermore, partners are encouraged to contribute to the content featured on the website.

Figure 1 – Homepage

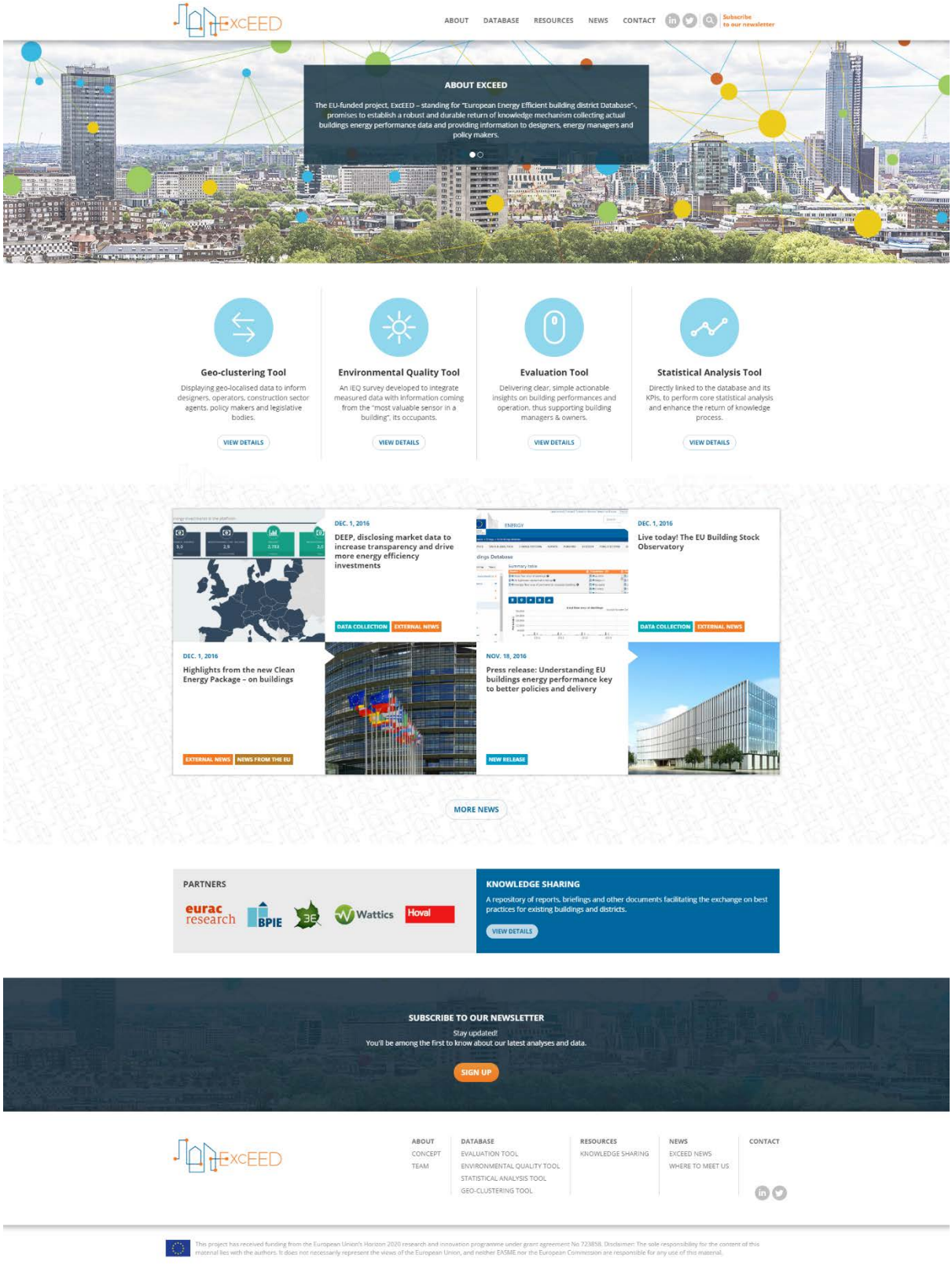
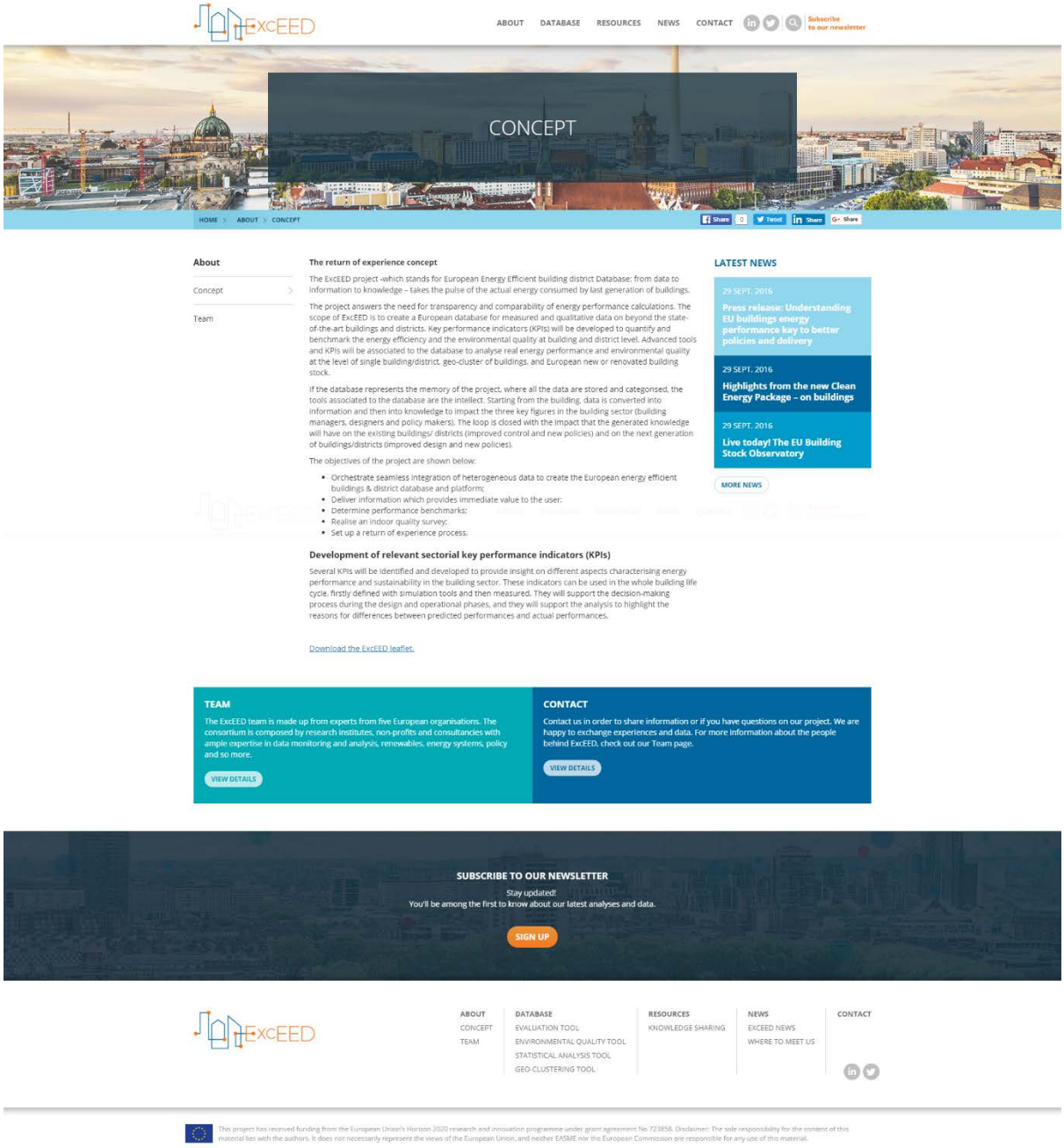


Figure 2 – First level page



Each page has on the side and at the bottom links to other pages that the readers might find insightful in order to make the navigation experience as easy and intuitive as possible.

Figure 3 – Team page

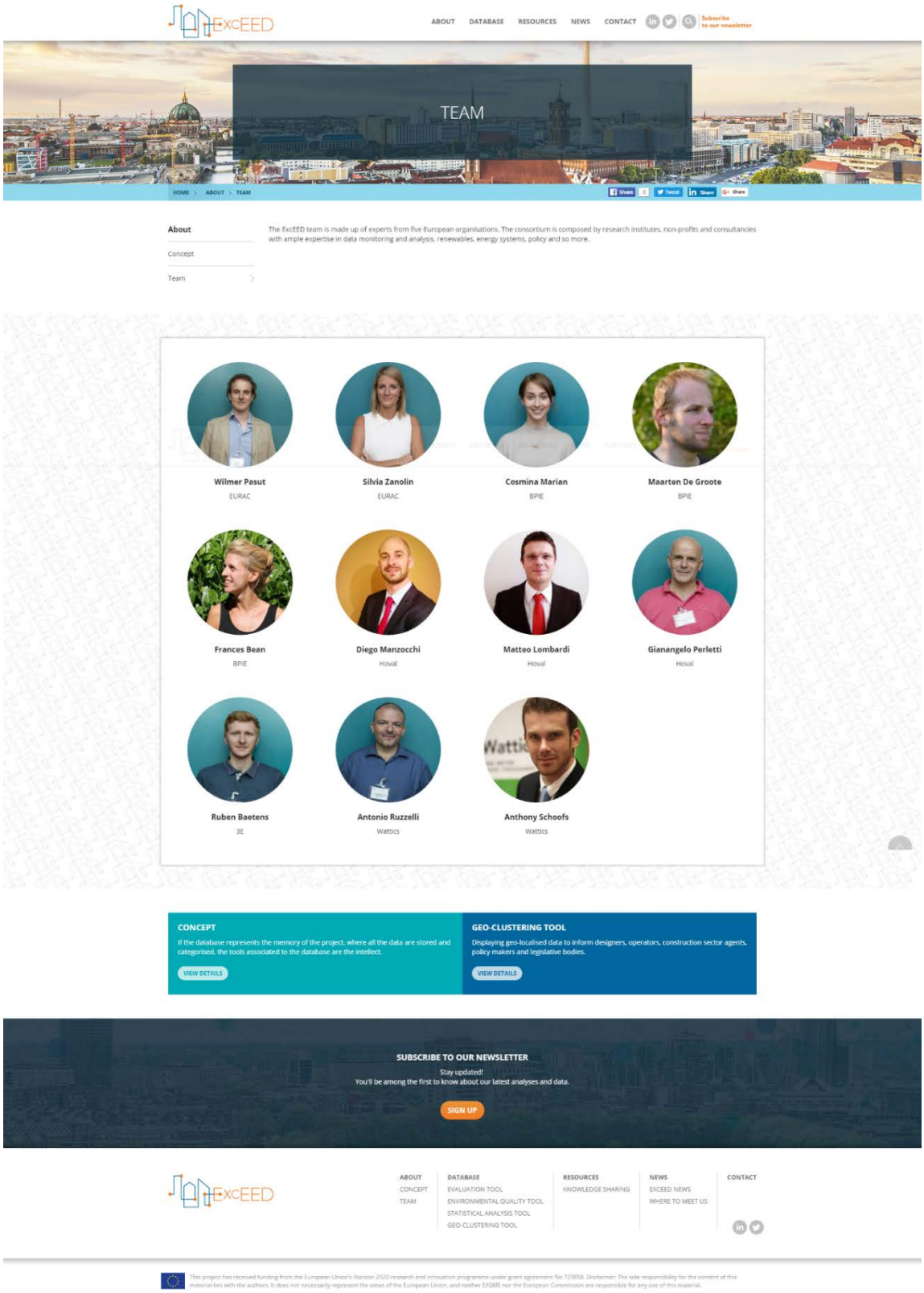
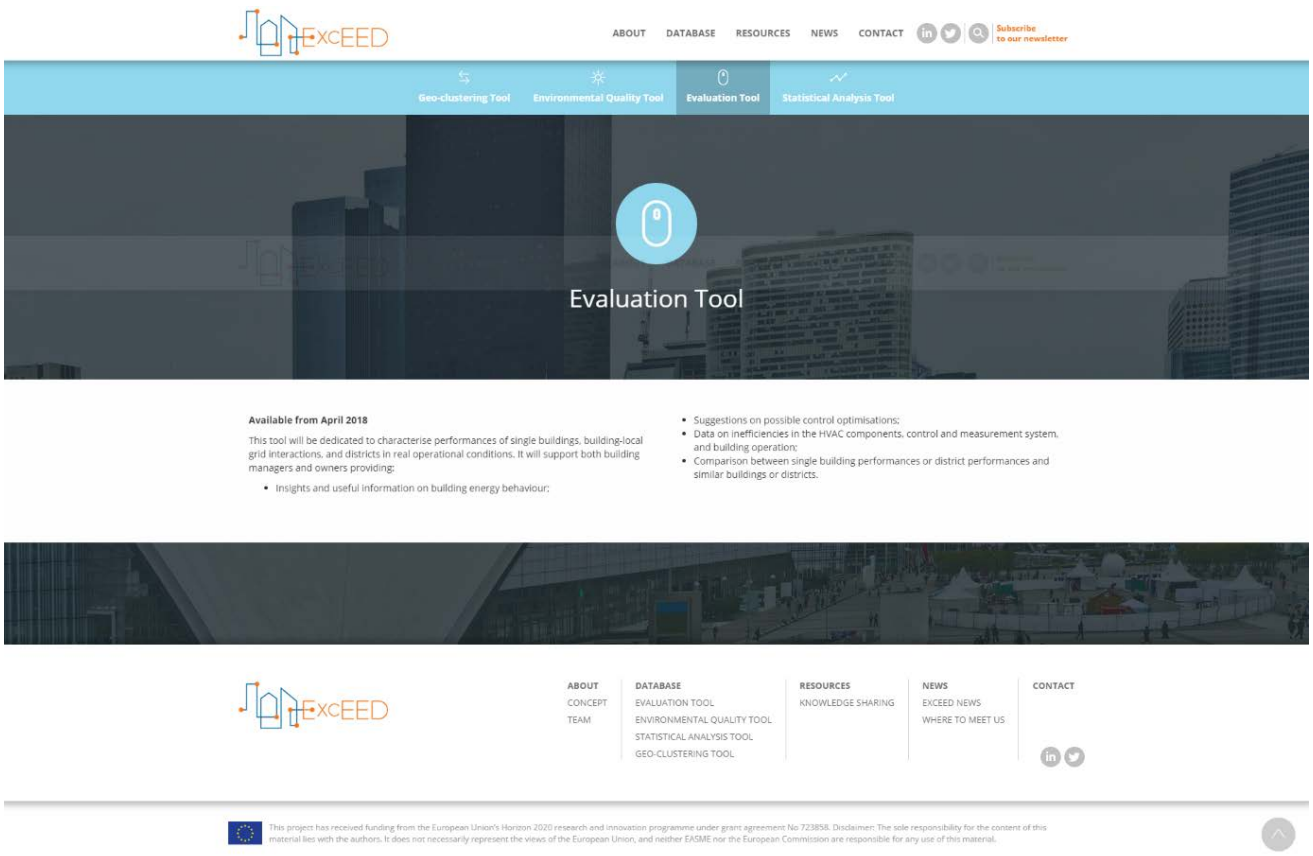
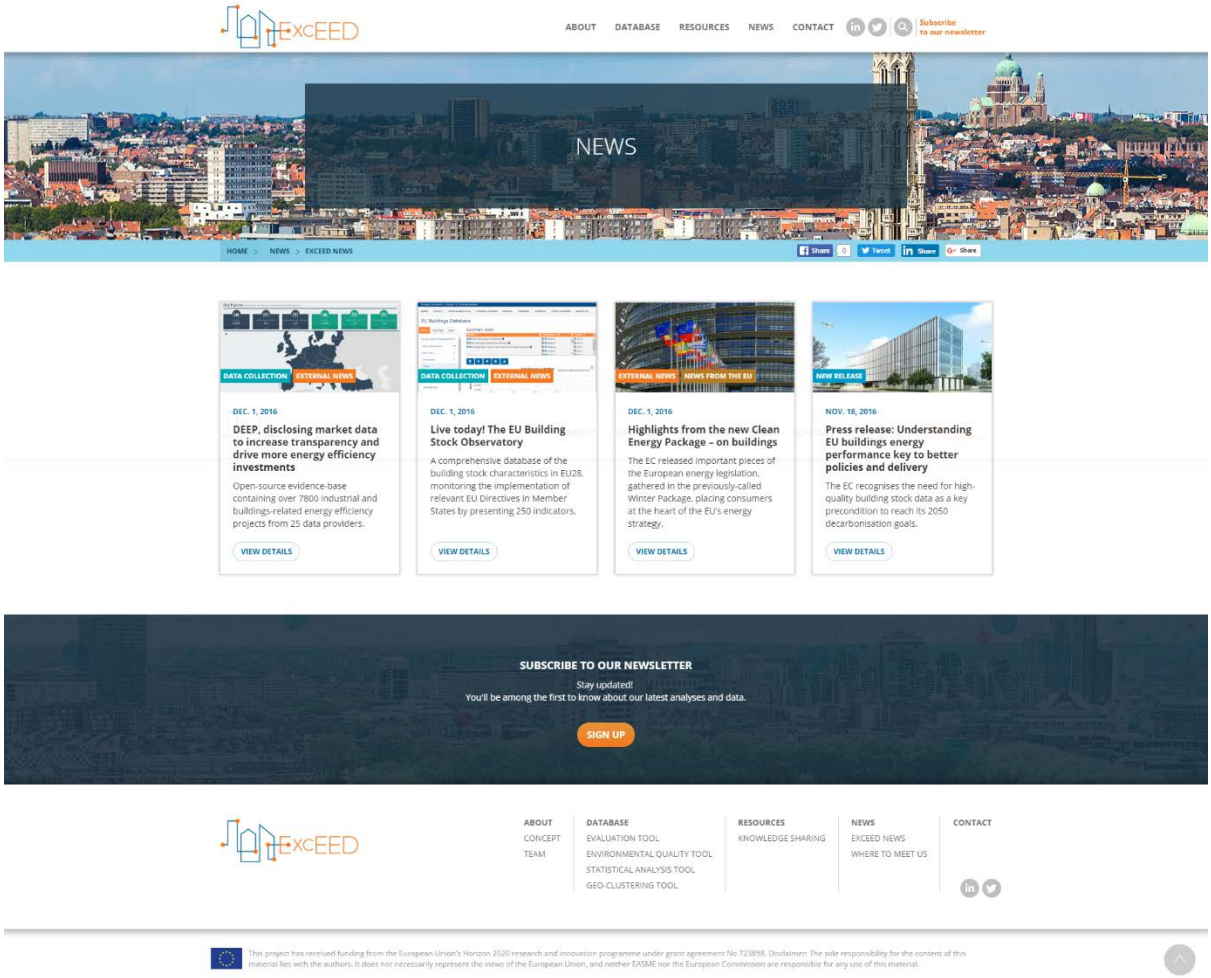


Figure 4 – One example of the embedded tools



For the moment each of the 4 tools has a description of the features to be expected and a date of launch. When they will become available these pages will link to the external platform on which the tools will be hosted.

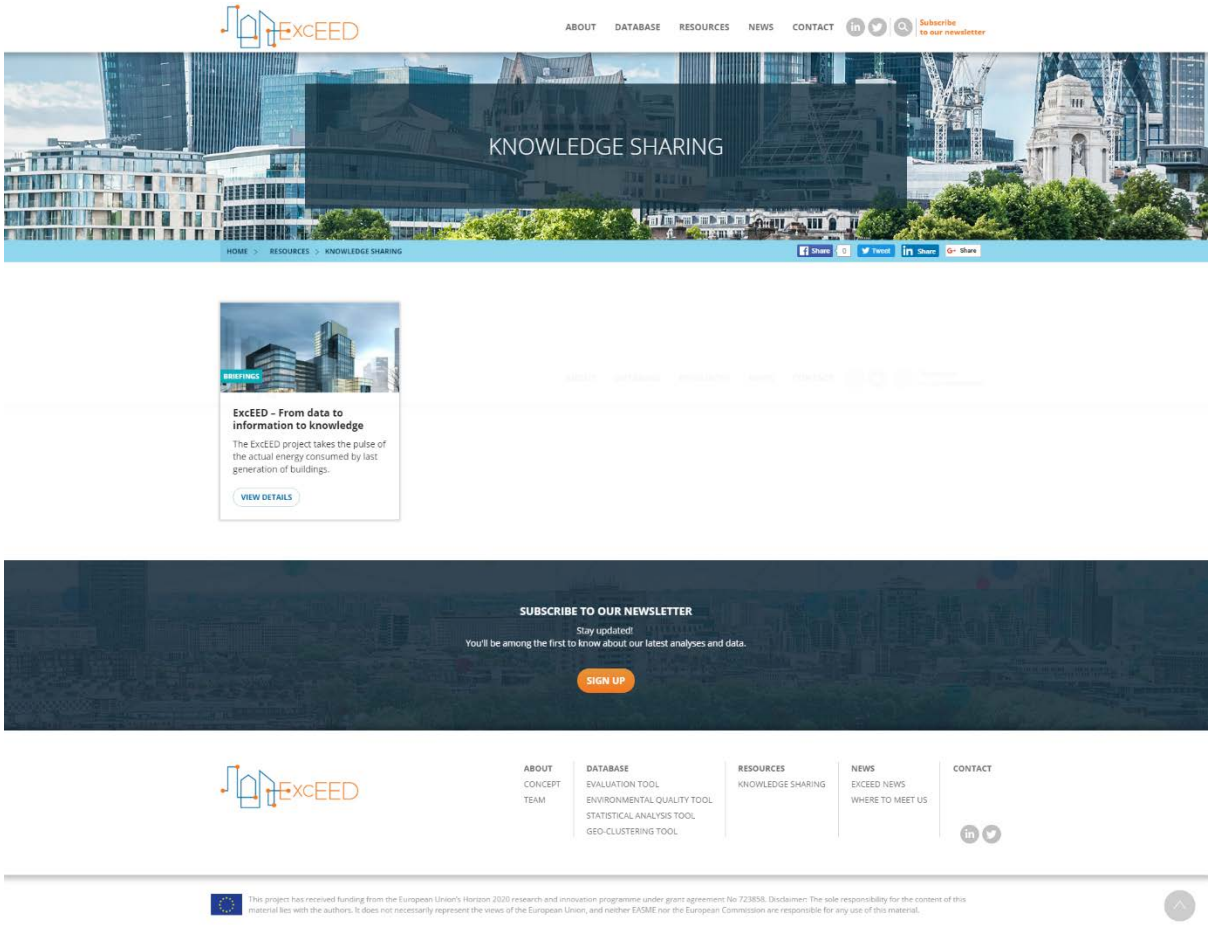
Figure 5 – News Page



The News section is split into categories to mark each item. The categories are the following:

- Data collection
- External news
- New release
- News for the EU
- Social aspects

Figure 6 – Knowledge sharing



The Knowledge sharing section will feature all products coming from the projects, mostly briefings, short papers, reports etc.

Some of the other pages of the website (such as the News Archive, Multimedia, Event where to meet partners) are for the moment hidden until content will be added.