



Plug-n-Harvest

**Plug-n-play passive and active multi-modal energy
Harvesting systems, circular economy by design, with
high replicability for Self-sufficient Districts & Near-
Zero Buildings**

768735, H2020-EEB-2017

Deliverable D6.2.1:

Project Website & Social Media

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Deliverable D6.2.1: Short Description

This report describes Plug-n-Harvest website and Social Media accounts in terms of purpose and functionalities, both for project partners and external entities with potential interest in the project.

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1 Executive Summary

Deliverable D6.2.1 document named “Project Website and Social Media”, is the first document outputted by Work package 6 “Dissemination of Results and Communication”.

As indicated by its name, the goal of WP6 is disseminating project activities, exploiting properly all results obtained and guaranteeing the project outreach. This document aims at “extending the awareness and impact of the project through the website and social media presence”. The aim of this report is to explain the insights of why and which communications means have been set up to fulfil that goal.

The website is described in section 2 of this document, including screenshots to illustrate the functionalities. The graphical layout has been designed by professionals assuring an easy and user-friendly navigation experience provided across a wide range of devices (from desktop to smartphones).

Also, this report includes information about all started social media activities, put in place with the aim of inviting and disseminating project content to a wide audience, potentially interested in what Plug-n-Harvest is working and producing. This content is included in section 3.



2 Project Website

The project website (www.plug-n-harvest.eu) will be the main communication tool for the project and the primary information source for Plug-n-Harvest target audience. The purpose of the website will be to proactively promote the project and its final results by providing targeted information to various audiences within and beyond the project's own community.

The website is organized into 6 key areas: Home, About, Pilots, Consortium, News and Contact. They are described in detail in the following sub-sections on this chapter.

The website has been structured with the following functional elements:

- **Page header.** It is fixed to enable easy navigation. It is made up of the Plug-n-Harvest logo (left hand side) and a navigation menu (right hand side) containing direct links to all six key areas mentioned above.
- **Body of the site.** Depending on the page selected, it contains the information to be shared. Some pages will just display text and images. Others might be enabled with multimedia content, such as videos and animations. Others can act as document repositories, with download links. Some might even have internal navigation links.
- **Footer.** The very bottom of the page is devoted to permanent links to all social media accounts, to the mandatory dissemination reference to the EC, as well as to a sign-up form to Plug-n-Harvest newsletter (electronic newsletters focused on briefing the project, addressing the general scientific community but also the general public will be sent).

To measure the website traffic, gather more information on how visitors find and use the website and determine how to ensure periodic visits, careful monitoring on the website activity will be performed through Google Analytics tool.

CERTH, as Dissemination Manager, will be responsible for the design, creation and hosting of the website. Nevertheless, all partners will be committed to keep the website dynamic and "alive" by providing content and materials for the different sections (news, events, pictures, documents, publications, etc.). Content management and publishing will be centralized and performed by CERTH.

2.1 Home

Home page is the cover section of the website. As an entry point, it presents general information and allows users to navigate to more detailed info. The more prominent feature of this page is the video-enabled carousel, populated now with Plug-n-Harvest motivation animation.

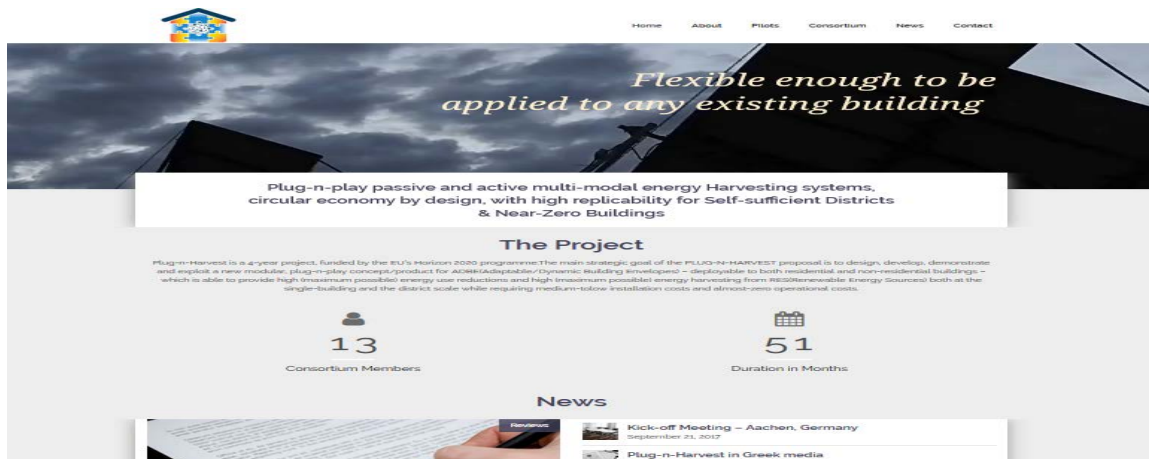


Figure 1. Plug-n-Harvest website – Home page

The bottom section of the main page is devoted to relevant news, covering for the time being the documentation of project meetings and events attended. As project results start to emerge, figures and graphics will be developed and advertised here. In addition, new images regarding project related activities, and latest news regarding the project or the energy sector (in general) will be uploaded.

2.2 About

The about section provides a general overview of the project, the strategic goal, the innovation and how it will be implemented. The idea behind this section is providing a comprehensive rationale about the project for all readers, especially newcomers, stressing the call objectives and how Plug-n-harvest aligns its core objectives with it.



Figure 2. Plug-n-Harvest website – About section

2.3 Pilots

This section includes specific information for each demonstration pilot to be deployed. The cover page includes the location and title of all 4 Plug-n-Harvest pilots, being additional details available by clicking on each item, as shown on Figure 4.

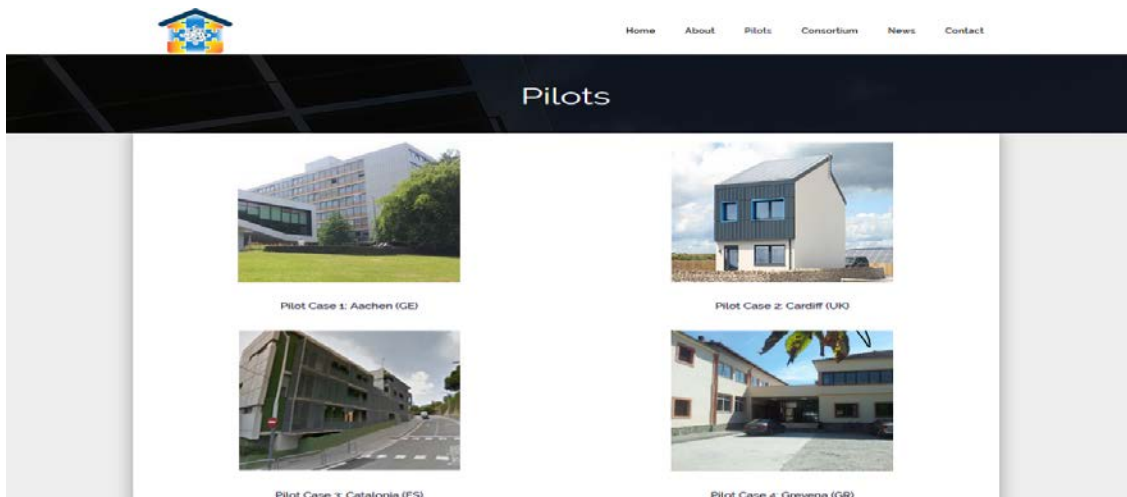


Figure 3. Plug-n-Harvest website – Pilots section

The extended information about pilots includes currently just the main goal as described at project proposal. It is important to note that pilot activities are not envisaged to start until the second half of 2019. Therefore, the information available for the moment is limited. In future interactions, this content is envisaged to grow both on descriptions and interactive material, such as extended information, relevant achievements, video and illustrative figures.



Figure 4. Plug-n-Harvest website – Pilots Example, United Kingdom

2.4 Consortium

The Consortium section of the site includes specific information about partners involved in Plug-n-Harvest project. In a large project, in terms of partners, such as Plug-n-Harvest, it is very important to properly display and organize all participants in a clear page. The cover consortium page allows clicking on each partner for extended information, a link which leads to their organization website.



Figure 5. Plug-n-Harvest website – Consortium section

2.5 News

The news page is intended to act as a content broker, aggregating all relevant pieces of information. The source provider of this information might be, on the one hand, Plug-n-Harvest project itself (referencing maintained meetings or participation/organization of events) or, on the other hand, energy stakeholders (relevant energy-related news impacting Plug-n-Harvest scope will be also included).

Three items are listed so far, in a beautiful timeline which was made to serve the purposes of the newsfeed of our newly-built website.

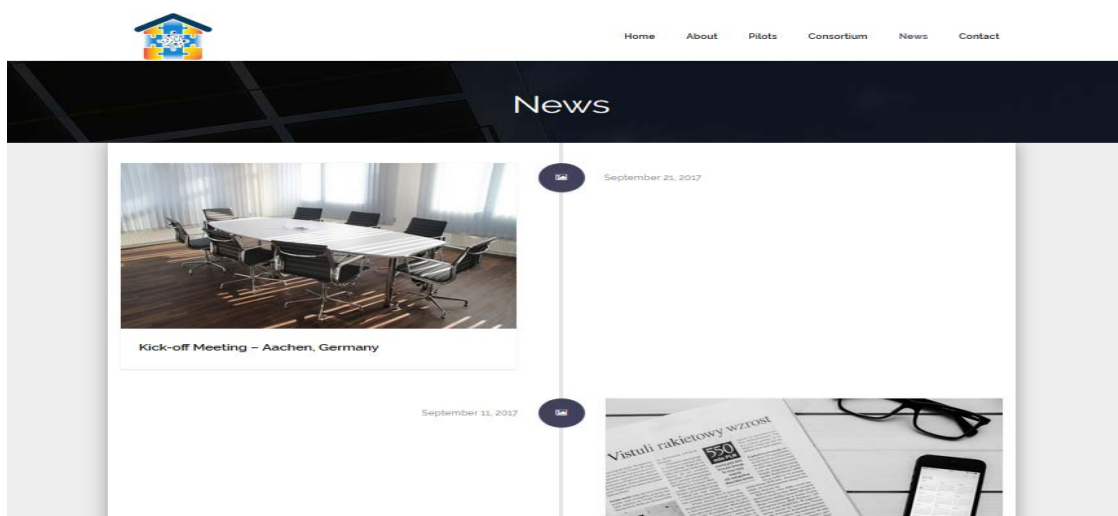


Figure 6. Plug-n-Harvest website – News section

Extended information regarding each listed new is available through clicking on each entry. This additional material includes, depending on each entry, photos, videos, presentations and/or relevant links to other webpages or documents.

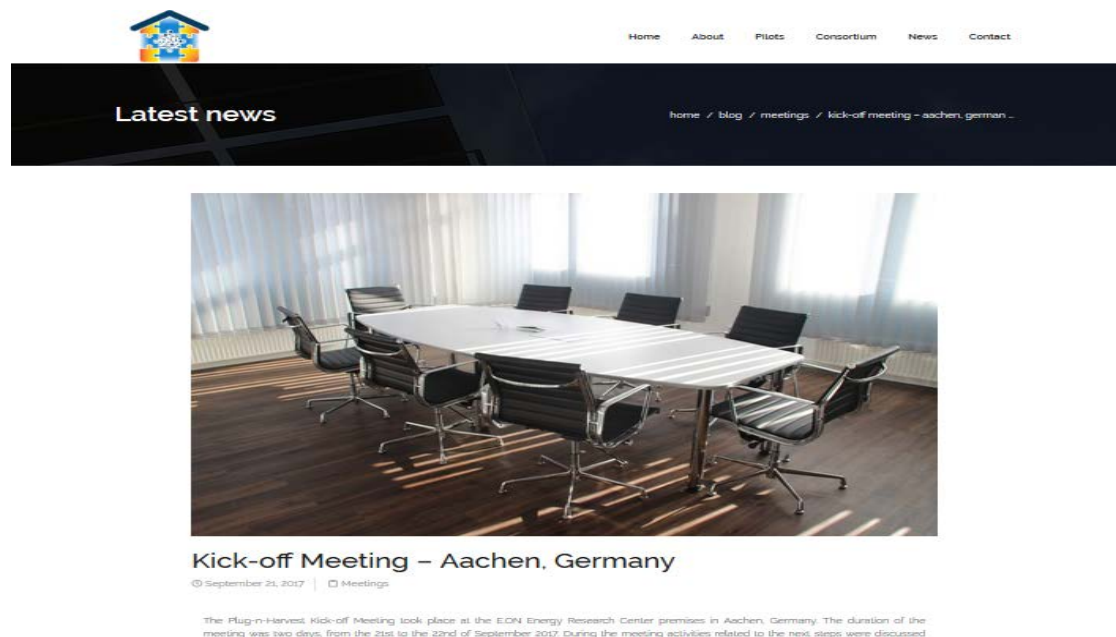


Figure 7. Plug-n-Harvest website – News Example, Kick-off Meeting

2.6 Contact

The contact section is the Plug-n-Harvest website contact point. The idea behind this section is to encourage visitors to contact Plug-n-Harvest people through a light and clear contact form, expressing their questions or suggestions. The bottom section of this page the managerial and scientific board of Plug-n-Harvest is presented.

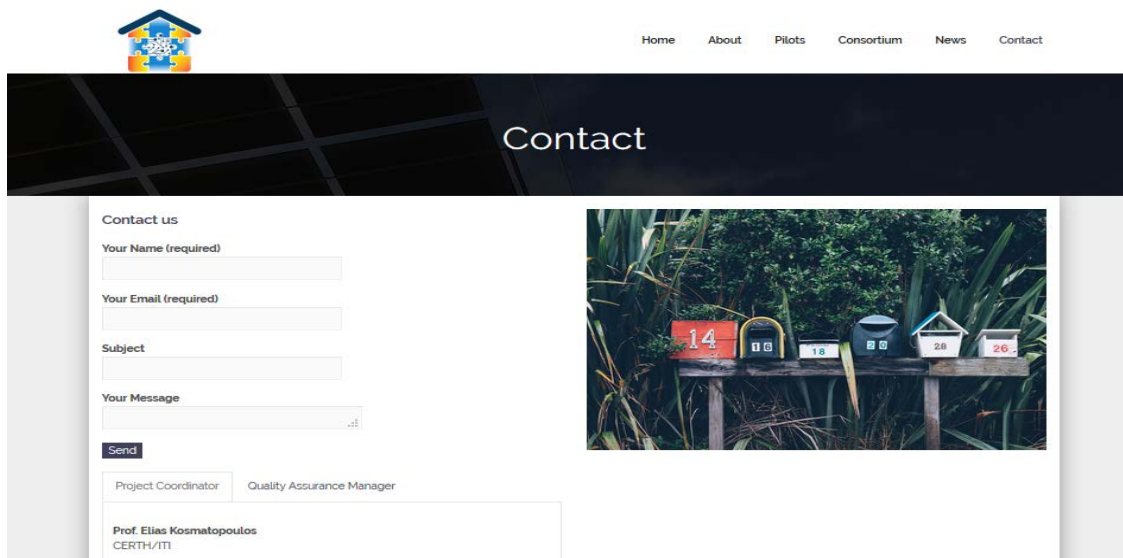


Figure 8. Plug-n-Harvest website – Contact section

2.7 Project Library

The Project library page has a prominent role inside the webpage. All former sections are informative, just content coming from the project is displayed for the potential audience. In this case, the goal is acting as a repository for all relevant information related to Plug-n-Harvest.

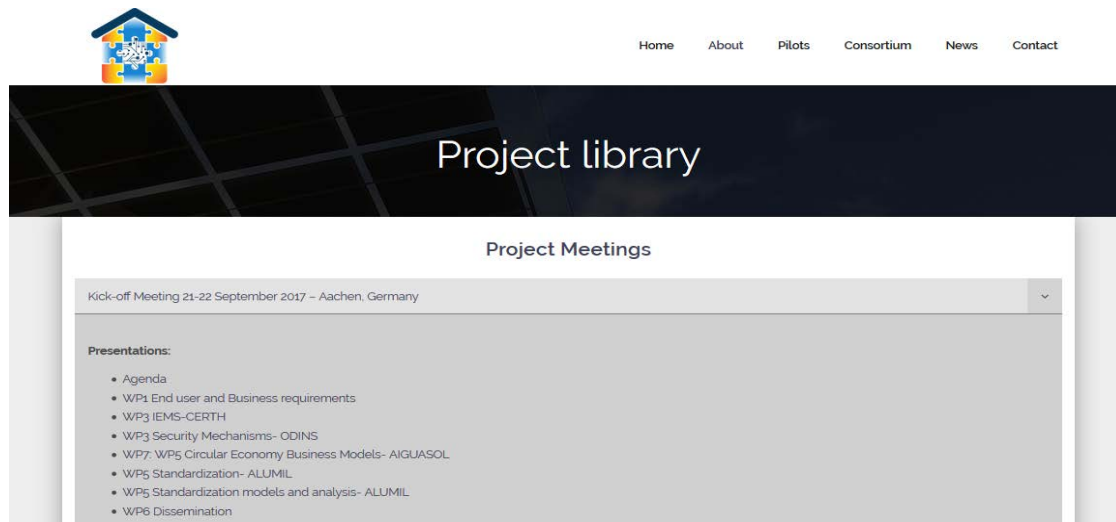


Figure 9. Plug-n-Harvest website – Project library page

Pursuing this objective, an internal classification is introduced on the page to guide users through four different topics, namely meetings, deliverables, journal publications and conference publications all downloadable (in case they are marked as public material) and described properly.



3 Social media

Lately, social networks have become a powerful mean of communication. User engagement through these networks is almost infinite and spontaneous. In this sense, the project presence on social network platforms has been established to reach a greater number of stakeholders from the target audience.

Via social media, different information about the project will be shared, such as:

- Updates on the project status.
- Updates on the publication of Plug-n-Harvest official documents/deliverables.
- News on real-time or upcoming meetings and events, where the project is directly involved (as organiser or as participant).
- Major achievements at specific project activities or milestones.
- Software related with the project.

For that purpose, the following social media resources will be used by the project, presented in relevance order with respect to planned focus.

1. **Facebook** (<https://www.facebook.com/Plug.N.Harvest/>): A project Facebook account was created and is fully operational. The project partner CERTH uses Facebook capabilities to curate information from influencers and to schedule posts. Facebook analytics tools ensure Social Media Optimization (SMO).
2. **Twitter** (https://twitter.com/Plug_N_Harvest?lang=el): Twitter has become a massive network highly active and full of potential stakeholders willing to receive the latest news on their topics of interest. Therefore, it is a huge opportunity for a project such as Plug-n-Harvest to engage potential audience through this platform. The focus here will be linking to the relevant activities of the project (mainly links to our webpage) via short messages.
3. **LinkedIn** (<https://www.linkedin.com/company/plug-n-harvest-h2020/>): Being LinkedIn a professional network, the goal here will be to participate on relevant discussion groups on behalf of the project, presenting the core view and achievements. Project partners are encouraged to post on relevant news on behalf of Plug-n-Harvest, but additionally, a project profile and a discussion group is also created.
4. **Google+** (<https://plus.google.com/109563437316398919262>): As it is very useful to gather analytics for the webpage and other statistics, Plug-n-Harvest has also created a Google+ account. The main goal, as already stated, will not be actively disseminating material but enable the use of Google apps.
5. **YouTube** (https://www.youtube.com/playlist?list=PLBXbqSuN23sgWBNbvEPkhWzUdPNUjJuQ_) A playlist Plug-n-Harvest was created in CERTH's group, ConvCAO Research Group channel to upload short videos introducing the project, its activities, experiments and results.



4 Conclusions

All starting dissemination activities promised by Plug-n-Harvest are already put in place. The website is currently online and referenced in several early dissemination events addressed by the project, so the number of visits is expected to be growing in the near future. The content will be further refined, coinciding on project milestones outputting relevant data, to also engage a wider audience.

All these updates and outcomes will be also promoted by making use of the targeted social media activities. Facebook, Twitter, LinkedIn, Google+ and YouTube networks will be of great use during the project lifetime.