

Project Website, Social Media & Visual Identity Package



Project Acronym: SmartLivingEPC

Project Full Title: Advanced Energy Performance Assessment towards Smart Living in Building and District Level

Grant Agreement: 101069639

Project Duration: 36 months (01/07/2022 – 30/06/2025)

Deliverable 7.2

Project Website, Social Media & Visual Identity Package

Work Package: WP7 - Sustainability, replication, and exploitation of project results

Task: T7.2 - Communication & Dissemination Activities & Material & Channels

Document Status: Final Version

File Name: D7.2 Project Website, Social Media & Visual Identity Package

Due Date: 31.12.2022

Submission Date: 31.12.2022

Lead Beneficiary: DEMO Consultants BV

Dissemination Level

Public	<input checked="" type="checkbox"/>
Confidential, only for members of the Consortium (including the Commission Services)	<input type="checkbox"/>

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Version History

v	Author	Date	Brief Description
0.1	Fatemeh Asgharzadeh	24.11.2022	First draft
0.2	Samaneh Rezvani	28.11.2022	DEMO internal review
0.3	Fatemeh Asgharzadeh	08.12.2022	Updated based on peer review
0.4	Fatemeh Asgharzadeh	16.12.2022	Final version available for submission to the EC

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Executive Summary

This report describes the deliverable D7.2 “Project Website, Social Media & Visual Identity Package”. It is part of task 7.2 “Communication & dissemination tools, material & channels” and it summarizes the activities performed to establish the communication channels and protocols. Project communication includes dissemination materials for partners’ use when carrying out dissemination and communication activities.

Additionally, it contains the corporate design, presentation, and report templates to be used throughout the duration of the project.

Deliverable 7.2 covers:

- SmartLivingEPC public website
- SmartLivingEPC SharePoint internal website for information sharing among the consortium partners
- Access and instructions to use the SharePoint site
- Protocols for Content Management System (CMS) and updates of the public website
- Setup and maintenance of social media channels LinkedIn page, Twitter account, and YouTube channel
- SmartLivingEPC logo and corporate design
- SmartLivingEPC presentation and document templates
- SmartLivingEPC half-yearly newsletter template

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List of Acronyms and Abbreviations

Term	Description
EPC	Energy Performance Certificate
WP	Work Package
M	Month (of project)
CMS	Content Management System
HTTPS	Hypertext Transfer Protocol Secure
GDPR	General Data Protection Regulation

1 Introduction

This document is a deliverable of WP7 of SmartLivingEPC project. In this chapter, the scope, objectives, structure, and relations of this deliverable to other tasks and deliverables are described.

In the following chapters, the elements of task 7.2 are described in more detail.

1.1 Scope and objectives of the deliverable

Deliverable 7.2 “Project Website, Social Media & Visual Identity Package” is a deliverable defined within the work package 7 “Communication, Dissemination & Exploitation” of SmartLivingEPC project. The type of this deliverable is “other” (the code used by EC for this type of deliverable). In this context, the deliverable of type “other” is not meant to be an elaborate report, yet this accompanying document describes the external and internal communication channels and provides an overview of the current dissemination activities for a reader.

1.2 Structure of the deliverable

This deliverable is structured according to the following sections:

- 2 describes the public website and the internal collaborative platform
- 3 describes the established social media channels
- 4 presents the project logo and the corporate identity of the project
- 5 presents the various presentation and document templates

1.3 Relation to other tasks and deliverables

The main deliverables of this task have been shared with the consortium partners and are currently in use for communication and dissemination activities. In principle the dissemination channels introduced here will be used by all partners to disseminate the results produced in the project.

2 Public and Internal Project Websites

As one of the most important elements of communication and dissemination for this project, a public website has been designed and launched by DEMO. The main purpose of the website is to present the project's summary, the list of consortium partners, sources of funding, targets and results, public deliverables, communication tools and materials, news and events updates, and a link to project social media, as well as a connection and synergies with multipliers in the field, EU channels and other H2020 and Horizon Europe projects. The website will be running throughout the project duration, and it will remain accessible online for at least 2 years after the project's end.

In addition to that, an internal password-protected project website is launched by DEMO, as the main intra-consortium communication tool and information storage for the consortium partners, to exchange documents throughout the project duration.

2.1 SmartLivingEPC Public Website

The public website will act as a communication and dissemination channel for the project's results and for involving and enlarging the stakeholders' community. In addition, it will serve as the main interface for organisations and people outside of SmartLivingEPC project consortium who are interested in the work and achievements of the project. The homepage of the public SmartLivingEPC website has been formally launched in M4 of the project, October 2022. The URL address is: <https://www.smartlivingepc.eu/en/>. The content of each page will be updated and extended regularly for the whole duration of the project. Figure 1-3 show the Homepage of the website. Figure 4 shows the Project Results page on the website.

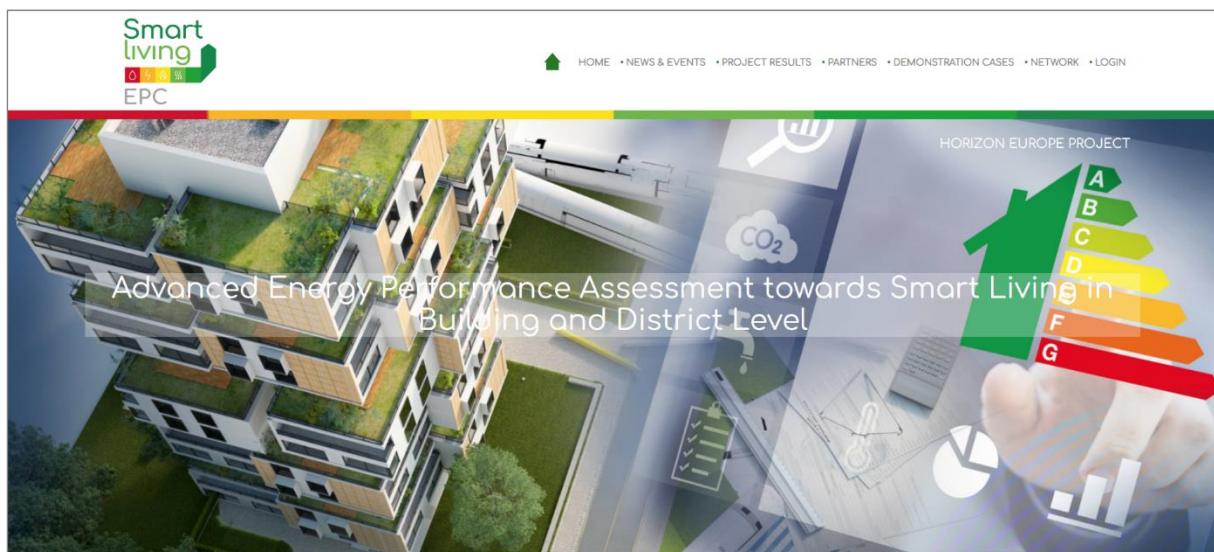


Figure 1 SmartLivingEPC Website's Homepage (1/3)

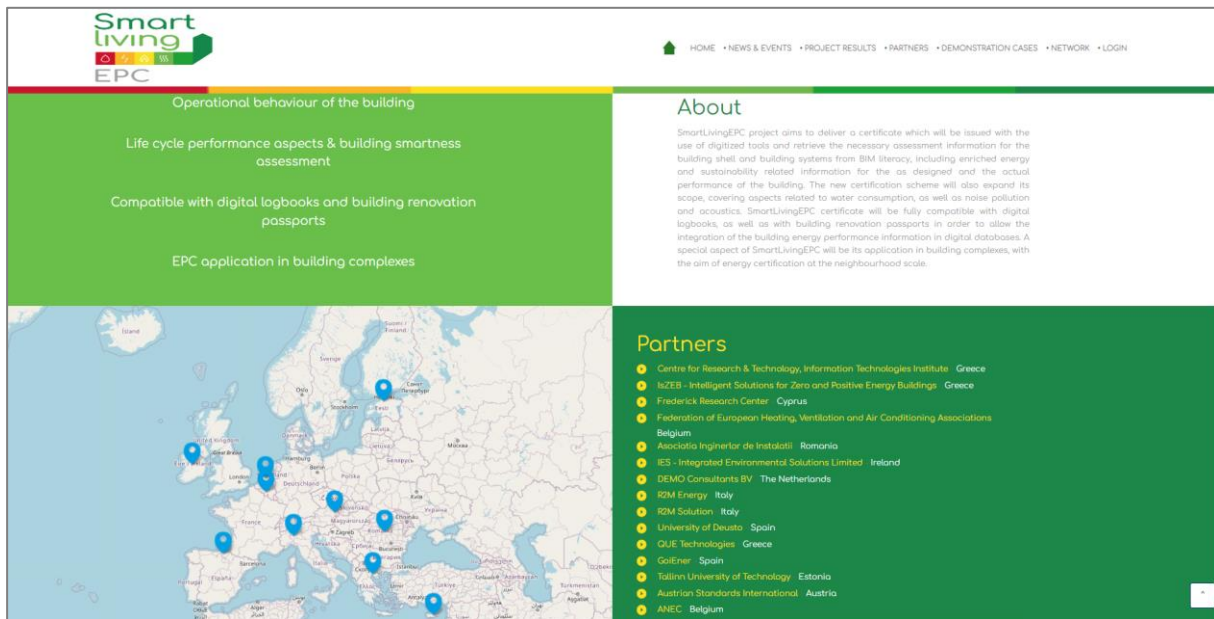


Figure 2 SmartLivingEPC Website's Homepage (2/3)

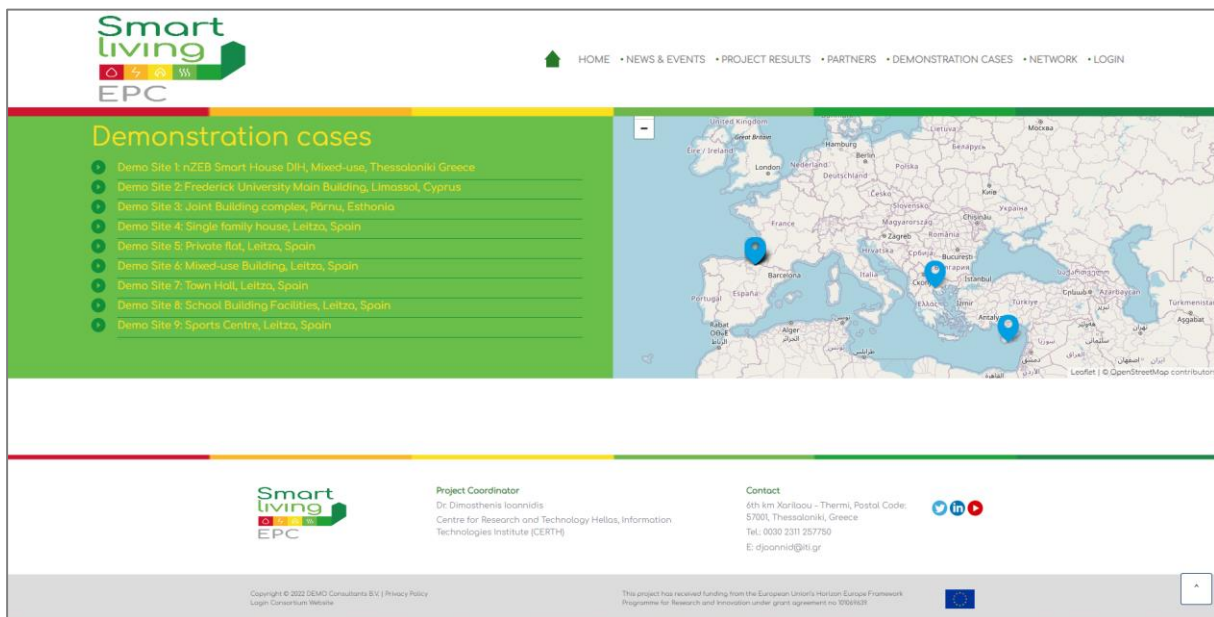


Figure 3 SmartLivingEPC Website's Homepage (3/3)

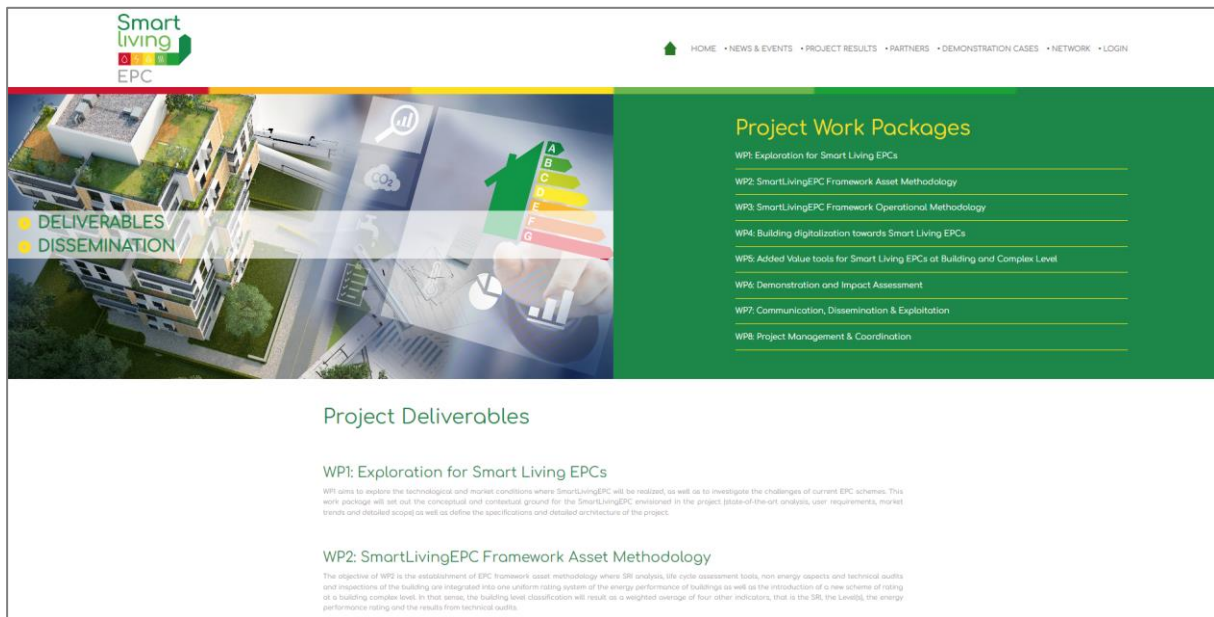


Figure 4 SmartLivingEPC Website Project Results Page

2.1.1 Public Website Menu Structure

The structure of the website is as follows:

- HOME
- NEWS & EVENTS
- PROJECT RESULTS
 - Project Work Packages
 - Project Deliverables
 - Dissemination
 - Newsletter
 - Promotional Materials
 - Scientific Publications
 - Videos
- PARTNERS
 - List of Consortium Partners
- DEMONSTRATION CASES
 - List of Demonstration Cases
- NETWORK
 - List of NextGen EPC Cluster

2.1.2 NextGen EPC Cluster

To facilitate the connection and synergy with multipliers in the field, EU channels and other H2020 and Horizon Europe, a dedicated page on the website is considered as shown in Figure 6. The list below shows the current projects in the NextGen EPC cluster :

1. X-tendo
2. QualDeEPC
3. U-CERT
4. E-DYCE
5. ePANACEA
6. EPC RECAST
7. crossCert
8. EUB SuperHub
9. iBRoad
10. TIMEPAC
11. D^2EPC

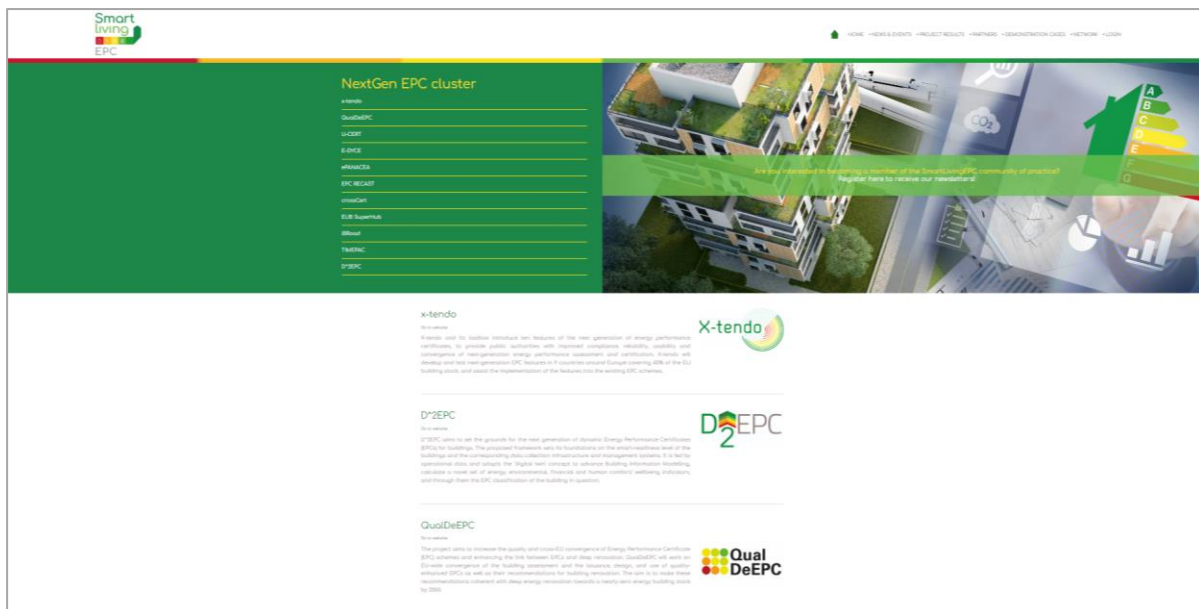


Figure 5 SmartLivingEPC Project Website Network Page

Additionally, interested users can become a member of the SmartLiving EPC community of practice by registering through the website as shown in Figure 6 to receive the newsletters.

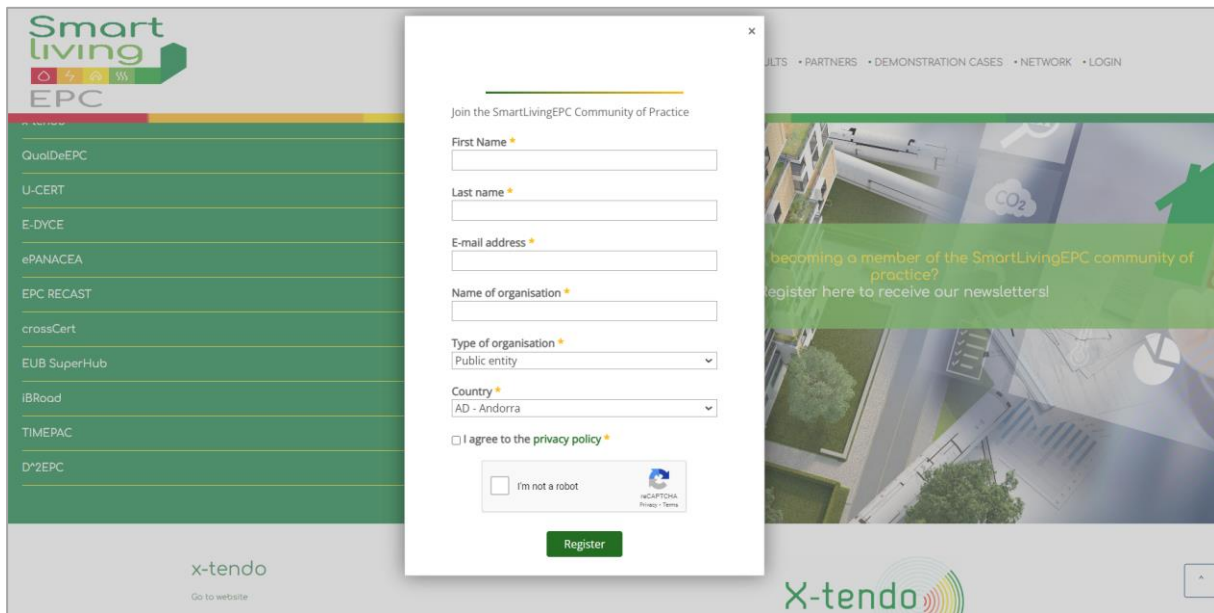


Figure 6 SmartLivingEPC Project Website Newsletter Registration

2.1.3 EU Funding Acknowledgement

The emblems and acknowledgment of EU funding of the project is visible in the footer of every page on the public website.

2.1.4 Protocols for CMS and Updates of the Public Website

Content management of the public website will be done by DEMO Consultants with support from all consortium partners. DEMO is responsible for the implications of external communications. All the partners are responsible for providing content for the public website relevant to their contributions and activities within the project. In addition, DEMO ensures website hosting and technical support. When documents need to be uploaded on the public website, DEMO will upload them first on the DEMO server due to security reasons and make them available for download from the SmartLivingEPC website through links. DEMO Consultants will keep the public website online until 2 years after the project's completion. Depending on the exploitation plan that will be developed during the project, this post-project website may be transferred into a commercial website for offering and selling the project results.

2.1.5 Information on Content Management System (CMS), Accessible by Webmaster

CMS is a computer application that supports the creation and modification of digital content using a common user interface and thus supporting multiple users. DEMO Consultants, as webmaster, owns the login credentials to work with this CMS. As a result, DEMO Consultants has the authorization to set up profiles giving partners access to provide input and other profiles with access rights to publish. It can thus be used in a decentralized way.

2.1.6 Security and Privacy

To ensure the safe exchange of data, all connections to the website are made using the Hypertext Transfer Protocol Secure (HTTPS). Personal information is only collected after informed consent, safeguarded, and fully compliant with the General Data Protection Regulation (GDPR).

2.2 SmartLivingEPC Internal Website

Next to the public website, an internal project website (SharePoint) has been set up to share information among consortium partners. Access to the SharePoint project website is possible both through the web-enabled portal as well as mobile devices (iPad App).

The internal project website of SmartLivingEPC was formally launched in M4 of the project, October 2022. The address is <https://www.smartlivingepc.org/>. Figure 7 shows the project SharePoint Homepage. The contents will be continuously updated and extended during the project. This is a restricted website which can be accessed only by the consortium partners and EC officials with login credentials. The Private Consortium Website is a collaborative platform, specifically called into action for the exchange of information. As such, content management is not centralized but rather distributed. Each registered user can add, modify, and delete content in the categories they have access to. User registration is centralized and under the overview of DEMO Consultants.

2.2.1 SharePoint Internal Website Menu Structure

- 00 Templates, manuals, logo, and promotion materials
 - Presentation and report templates
 - Leaflets, posters, presentations, and newsletters
 - Manuals for SharePoint
 - Logo, background
- 01 Legal and financial documents
 - Grant agreement
 - Consortium agreement
 - Financial information
 - Formal guidelines from European Commission
 - Privacy and informed consent
- 02 Deliverables and periodic reports
 - Submitted deliverables
 - Draft periodic reports
 - Submitted periodic reports
- 03 Meetings
 - Consortium information
 - Project technical committee meetings
 - Coordination Team meetings
 - Advisory Board meetings
 - Review meetings
- 04 Literature and reference documents
 - Literature
 - Other references
- 05 WP1_WP8 FOLDERS
 - Working documents
 - Presentations
 - Draft deliverables

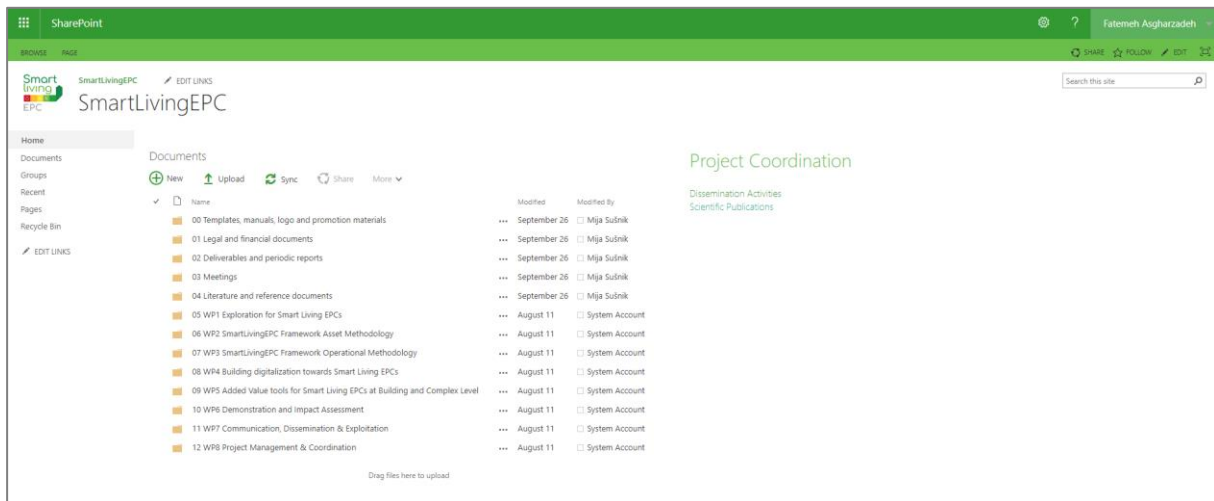


Figure 7 SmartLivingEPC SharePoint Home

2.2.2 Folder Structure of the Deliverables

To align with the deliverable reviewing process, each deliverable's folder is structured with four sub-folders including draft (provided by the responsible partner – editor), peer review (for the process of peer review by Internal reviewers), final draft (modification by Responsible parter, and controlled by Quality Control Board), and final submission (approved and submitted by Coordinator). This structure facilitates the process of reviewing the deliverables.

2.2.3 Registration of Dissemination Activities and Scientific Publications

The SmartLivingEPC SharePoint includes a option to systematically register dissemination activities and scientific publications, as shown in Figure 8. This approach will save a lot of time in producing overviews.

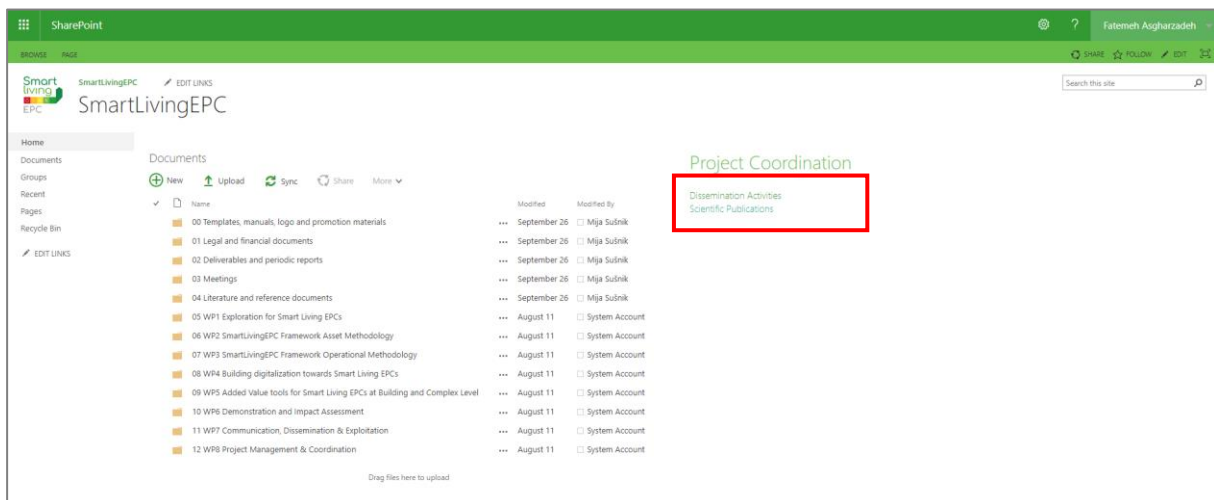


Figure 8 SmartLivingEPC SharePoint

2.2.4 Access to the SharePoint Internal Website

There are three ways to access this project website:

1. Web-enabled:

- By logging in with own credentials through the public website <https://www.smartlivingepc.eu/en> under Login Consortium Project Website
 - By accessing directly, the SharePoint via <https://www.smartlivingepc.org/>. A window will open where registered members will log in with their credentials.
2. As a 'network location':
- For an easy access, SharePoint can be added as a 'network location'
3. On The Go (iPad/iPhone, Android App):
- SharePlus Office Mobile Client app (available in App Store and Play Store for free) is an easy to use office app On The Go (shown in Figure 9, for retrieving and editing SharePoint documents on mobile devices. This can be easily done with or without network connectivity and will sync the changes securely when back at the office. If a file was changed by someone else while out of the office, the app will detect the collision and ask what version to keep.



Figure 9 SharePlus Mobile App Environment

2.2.5 Security and Privacy

The same protocols used for the website, as mentioned in 2.1.6, has been used for the security and privacy of SharePoint.

3 Social Media and Other Platforms

The social media are enriching existing professional networks and knowledge exchange platforms and ensure a wide reach of targeted audiences defined within SmartLivingEPC. The following social media groups have been activated for SmartLivingEPC:

3.1 LinkedIn

LinkedIn is the world's largest professional network. LinkedIn has evolved to become one of the most important and most prevalent resources for professional networking available. The SmartLivingEPC page on LinkedIn has been created, as shown in Figure 10. The main goal of this page is to share and exchange information and knowledge.

The link is <https://gr.linkedin.com/company/smartlivingepc>.

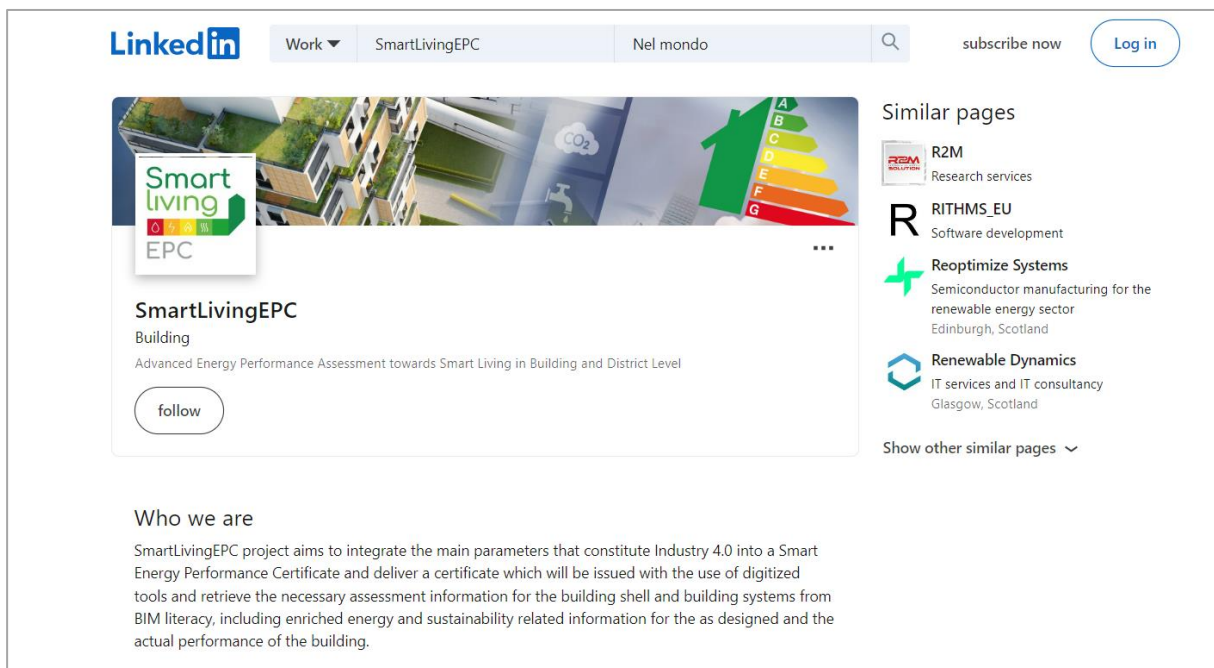


Figure 10 SmartLivingEPC LinkedIn

3.2 Twitter

Twitter is an online news and social networking service and was ranked as one of the most visited websites worldwide. The SmartLivingEPC account has been created on Twitter at the beginning of the project, as shown in Figure 11.

The link is <https://twitter.com/SmartLivingEPC>. The username is @SmartLivingEPC.

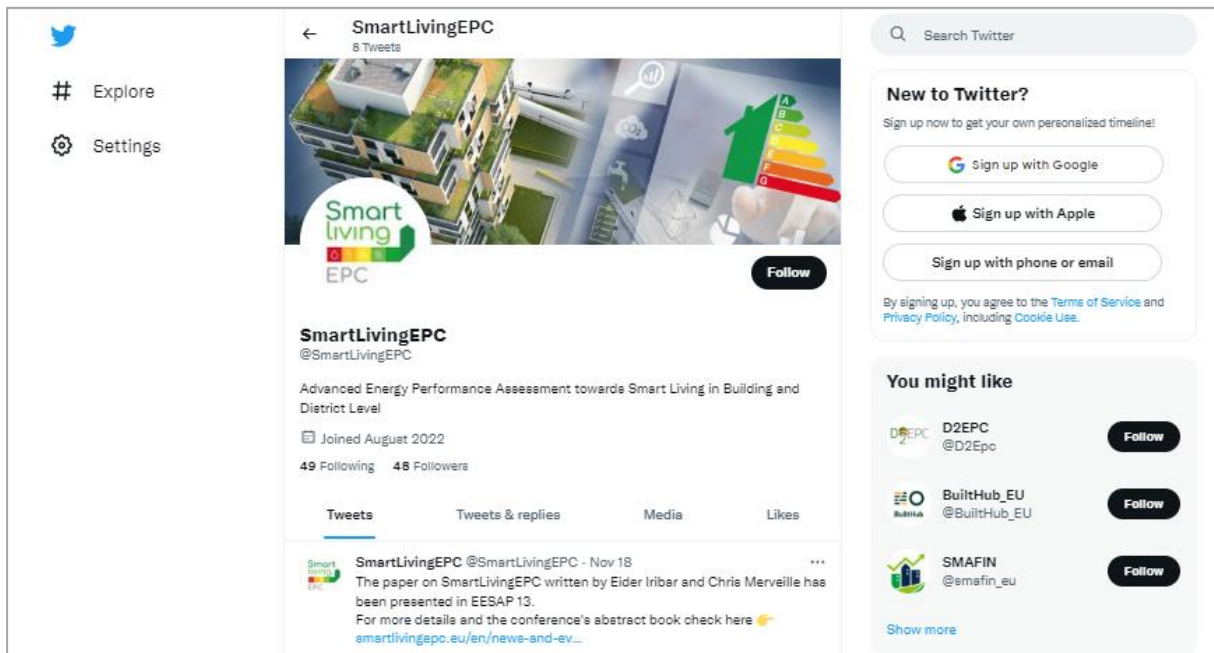


Figure 11 SmartLivingEPC Twitter

3.3 YouTube

YouTube is a video-sharing service where users can watch, like, share, comment, and upload their own videos. The video service can be accessed on PCs, laptops, tablets, and via mobile phones. SmartLivingEPC YouTube account has been created at the beginning of the project, as shown in Figure 12. This channel will be used to share tutorials and demonstrations developed over the course of the project.

The link is <https://www.youtube.com/channel/UC0SKa-20tiSabuwjtYDqRrQ>

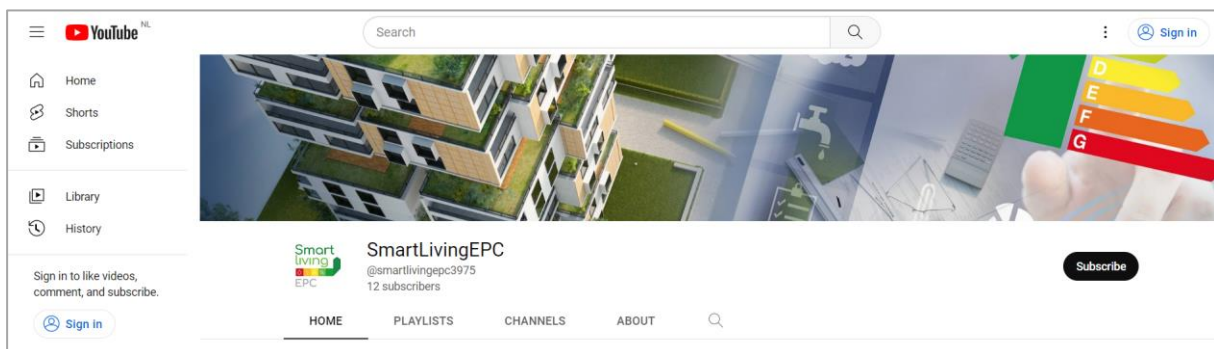


Figure 12 SmartLivingEPC YouTube

4 Logo and Corporate Design

Corporate design style of the SmartLivingEPC project is produced for all kinds of documents and presentations that will come out of project activities. The purpose of corporate design style is project branding. It establishes an identity that provides recognition and conjures up a positive image. SmartLivingEPC corporate design style contains a logo, color, style, and images.

SmartLivingEPC color scheme is green, yellow, orange, red, and grey. The color codes are defined in ANNEX A. The SmartLivingEPC logo contains the name of the project and an object. The main SmartLivingEPC theme image has been designed based on the logo and it visualizes the innovative characters of the project and its outcomes. This theme image will appear in the background of the document and presentation templates.



Figure 13 SmartLivingEPC Theme Image



Figure 14 SmartLivingEPC Logo

4.1 Design Process

To start the design process for the corporate design, two main ideas were considered. One, to keep a similar design to the other projects in the Next Generation EPC cluster; and two, to derive the color scheme from the existing energy certificates, to make a good visual connection for the audience.

In the next step, DEMO provided the consortium partners with 4 design options for the logo, and 3 design options for the theme image design. Figure 15 shows 3 unselected logo design options, and Figure 14 shows the final selected logo design. The selection of the final designs has been done by the vote of the consortium partners. Figure 16 shows the 2 unselected theme images, and Figure 13 shows the final selected theme image.



Figure 15 Options for SmartLivingEPC Logo



Figure 16 Options for SmartLivingEPC Theme Image

5 Presentation and Document Templates

The SmartLivingEPC project provides eight templates to be used for internal and external communication:

- SmartLivingEPC Agenda
- SmartLivingEPC General master presentation (shown in Figure 17)
- SmartLivingEPC Deliverable report (shown in Figure 18)
- SmartLivingEPC Management report
- SmartLivingEPC Management report cost
- SmartLivingEPC Minutes
- SmartLivingEPC Peer review report
- SmartLivingEPC Newsletter (shown in Figure 19)



Figure 17 Example of SmartLivingEPC Templates, PowerPoint Presentation



Figure 18 Example of SmartLivingEPC Templates, Deliverable Report Word Document



Figure 19 SmartLivingEPC Newsletter Design

6 Conclusion

This deliverable, D7.2 “Project Website, Social Media & Visual Identity Package” is of type “Other” and not of “Report”. Therefore, this document is brief in content and meant to accompany the real deliverable, the internal and external communication channels and materials. At this stage, we can only state that the various channels and materials mentioned in the present deliverable are well adopted by the consortium and are being used by partners, therefore, serving its purpose well. We take the opportunity in this chapter to elaborate on the next steps, which are as follows:

- DEMO will provide support when needed to the other members of the consortium to ensure that everything is used in the most optimal way and to create maximal impact;
- The consortium partners will contribute to draft the related news, events, and scientific publications to be published on the website, and to be echoed by the social media channels. They will also promote the project within their own networks.
- There will be a newsletter issued and distributed in M6.

ANNEX A: SmartLivingEPC Color Codes


	PMS 7731C	C83 M22 Y86 K7	R29 G134 B73
	PMS 360C	C61 M0 Y85 K0	R106 G191 B75
	PMS 107C	C3 M7 Y89 K0	R253 G224 B33
	PMS 1235C	C0 M33 Y88 K0	R255 G183 B27
	PMS 186C	C11 M100 Y81 K3	R206 G14 B45
	PMS 422C	C40 M29 Y30 K8	R158 G161 B162

Figure 20 SmartLivingEPC Color Scheme

Advanced Energy Performance Assessment towards Smart Living in Building and District Level



<https://www.smartlivingepc.eu/en/>



<https://www.linkedin.com/company/smartlivingepc/>



<https://twitter.com/SmartLivingEPC>



<https://www.youtube.com/channel/UC0SKa-20tiSabuwjtYDqRrQ>

