FEEdBACk®

Fostering Energy Efficiency and
BehAvioural Change through ICT

WP7 -Dissemination and exploitation of results

Project Communication

Project Website

D7.1

The FEEdBACk Consortium
2017

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EXECUTIVE SUMMARY

The first deliverable of WP7, which goal is to disseminate and promote the knowledge, technical solutions and results achieved during the project, is the Project Website. The FEEdBACk's website will be one of the main communication tools used in this project. Not only because we have defined unique strategies targeted to specific audiences to be disseminated throughout the website, but also because it will also aggregate most of the other tools used to communicate with our target audience during the project, such as news feeds, press releases, scientific publications, newsletters or public deliverables.

Four different groups have been defined as the target audience of this website: The first target group defined is the EU community (EU organisations, other EU projects or agencies), aggregators, retailers, ESCO and network operators', general public, player community and restricted external partners.

The contents targeted to each of these groups will not be all available since the launch of the website, because some of them depend on tasks from other WPs.

The topics target to the first two groups (consortium/EU partners and the general public) will have content since the launch of the website, even though the type of content will evolve during the project.

The six menus of the website compose the subjects targeted to the first group (consortium/EU partners): about, consortium, work packages, demos, news & events and dissemination material.

An independent page entitled "What do you know about energy efficiency?" is targeted to the second group, the general public. This target involves all the consumers who have interest in the energy efficiency topic and are committed in promoting a more efficient behaviour. The contents will be available in three phases:

- 1st phase (since the launch of the website) – informative texts about energy efficiency with saving tips to create and raise consumer awareness about the benefits of energy efficiency;
- 2nd phase (second semester of 2018) – cinema player with informative videos about energy efficiency in order to increase the levels of engagement with consumers;
- 3rd phase (2019) – generic game with questions about energy efficiency to help people to change their perceptions and to promote behaviour changes.

Another independent page entitled "A whole immersive world of energy saving currently being built by our player communities…coming soon" is targeted to the third group, the player community. The architecture for this page includes: homepage, four subsections (community profile, game narrative, current player status and player blog), player cinema and player support area. This page will only be available during the second semester of 2018, since we need to wait until some of the tasks of WP2 are finished, such as the profile characterization and segmentation, in order to have reliable contents.

The last target group, the restricted external partners, will only have an independent page during the first semester of 2019, after the digital marketplace and gamification are fully developed. This page will require a registration field, because only users with access will be authorized to contribute in the collaborative community.

Four KPIs have been defined to analyse the impact of the website as an effective communication tool:

- Number of views of the website;
- Number of games played;
- Number of participations in the player community per country;
- Number of downloads of material from the website until the end of the project, which needs to be, at least, 5,000.

The website is available at www.feedback-project.eu.

1. INTRODUCTION

The website report is included in Work Package 7 – Dissemination and exploitation of results. The objective of this WP is to disseminate and promote the knowledge, technical solutions and results achieved during the project. The website report is one of the main communication tools that are going to be used to communicate the project's progress and results to the relevant stakeholders and parties interested in the FEEdBACk solution.

Before starting to describe the details of the project website, it is important to clarify some concepts, such as corporate communication or the importance of the stakeholders. A website as a communication tool is only effective when all these notions and aspects are defined and well targeted.

"The basic idea of corporate communication (CC) is a synchronization of different aspects of communications by an entity and the integration of messages that this entity is sending to its audience" (Podnar, 2014) [1]. One of the aspects of communications performed by an entity is the creation of a website as a communication tool. However, the creation of a website as an isolated strategy is not an effective way to achieve our goals. First, we need to understand who our audience is. This is when the concept of stakeholders emerges. Joep Cornelissen (2011) [2] defined stakeholder as "any group or individual who can affect or is affected by the achievement of the organization's purpose and objectives".

There are different types of corporate communication. Taking into consideration that this in a European project, and not an organization, we will follow an integrated marketing communication strategy.

Philip Kotler (2006) [3] stated that a website could be a means to communicate a brand. Once again, FEEdbACk is not a brand, but the project also wants to promote ideas to different target groups, so this online presence is a crucial aspect. The project website will assure wide awareness of the FEEdBACk project and help facilitate stakeholder engagement and future exploitation.

This deliverable will present the strategy behind and the structure and the initial content of the project's website. The website content will be continuously updated as the project progresses. The website is available at www.feedback-project.eu and it was launched on January 31 2018.

2. THE MENUS

Six main menus compose FEEdBACk's website: about, consortium, work packages, demos, news & events and dissemination material. Next to the menus, we can find logos of Facebook, Twitter and LinkedIn that are linked to our project pages on these social media channels.

2.1 THE HOMEPAGE

FEEdBACk's homepage is designed according to the last trends in web design, the so-called "scrolling effect". This means that the user can access all the menus, not only by clicking on their buttons on the top of the page, but also by simply scrolling down the website.

On the top of the homepage, on the left side, there is an image of the project logo. After that, we have the six menus listed and then the icons of the social media channels in which the project is present.

A title saying "Energy management in buildings" together with some images are also present on the homepage to help visitors to understand the scope of the project.

In Figure 1 below, it is possible to see the cover of the entrance pages that are targeted to the "general public" and the "player community". Those pages will be detailed in section 4.2. and 4.3. respectively.

The three captions and images displayed in Figure 1 are not fixed elements. This means that as new content is added or updated, such as a video explaining the project or an app available for download, it can be highlighted on the homepage.

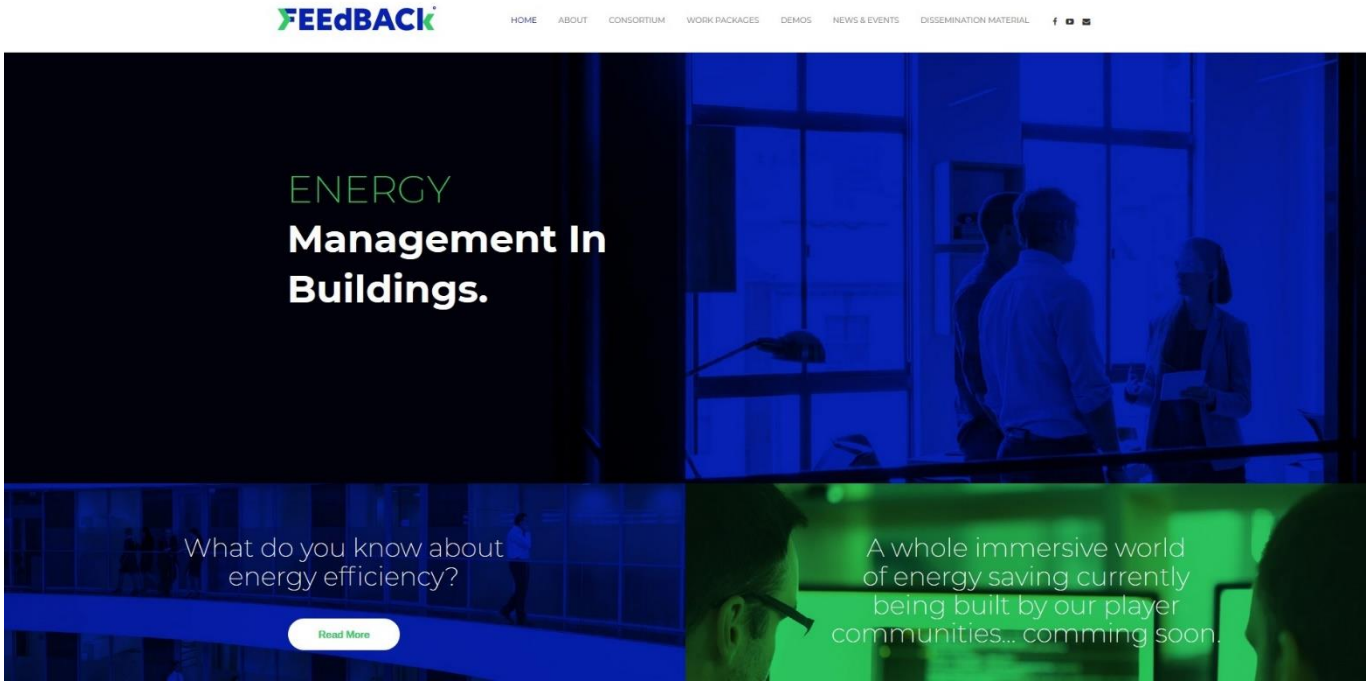

FIGURE 1 – THE HOMEPAGE

2.2 ABOUT

The first menu of the FEEdBACk website is the "About" so that the user can easily access the general explanation about the project.

This section contains by a short description of the general scope of the project: the core objectives and how they will be achieved. A graphical representation with the main objectives of the project is also part of this section.

FIGURE 2 – THE ABOUT MENU

2.3 CONSORTIUM

The Consortium menu is divided in two sub-sections: 1) a page with general information about the partners the project and 2) an individual page with more detailed information about the partner.

A map of a graphical representation of Europe is part of sub-section 1. The logos of the eight partners in the FEEdBACk project and their cities and countries are represented in the map. Underneath the map, a brief description of each partner's role in project is presented.

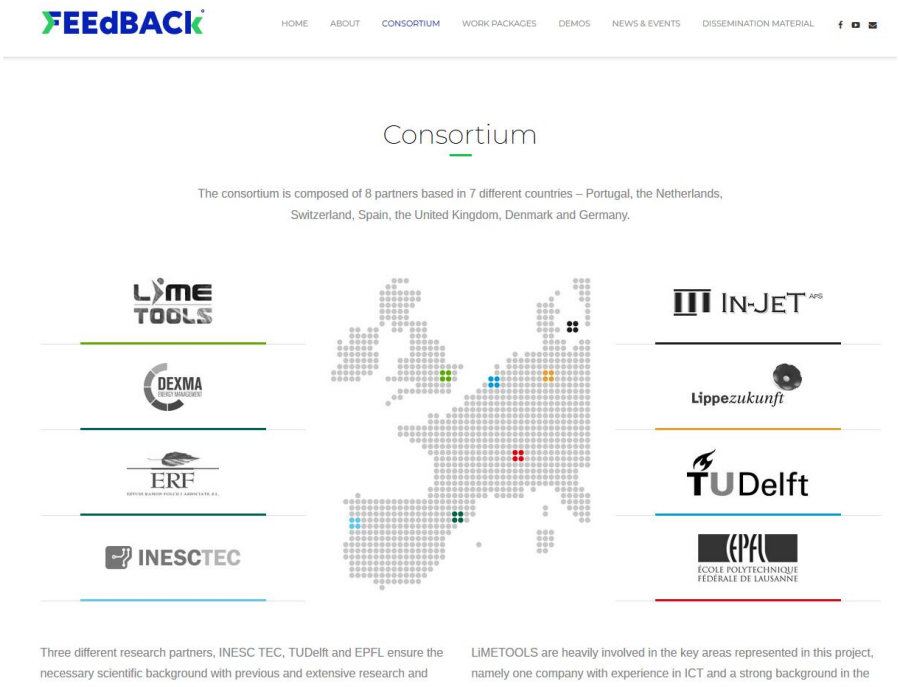

FIGURE 3 – THE CONSORTIUM MENU

The logos of the institutions on each side of the map are linked to partners' individual pages (cf. sub-section 2). Each individual page has a brief description of the partner organisation, a link to the partner's website, the logo and the main tasks in the project.

FIGURE 4 –EXAMPLE OF AN INDIVIDUAL PAGE IN THE CONSORTIUM MENU

2.4 WORK PACKAGES

A graphic representation of the overall structure of the work plan is part of the section “Work Packages”.

A description with the main goals of each work package is accessed by clicking on the work package titles on the left side of the page:

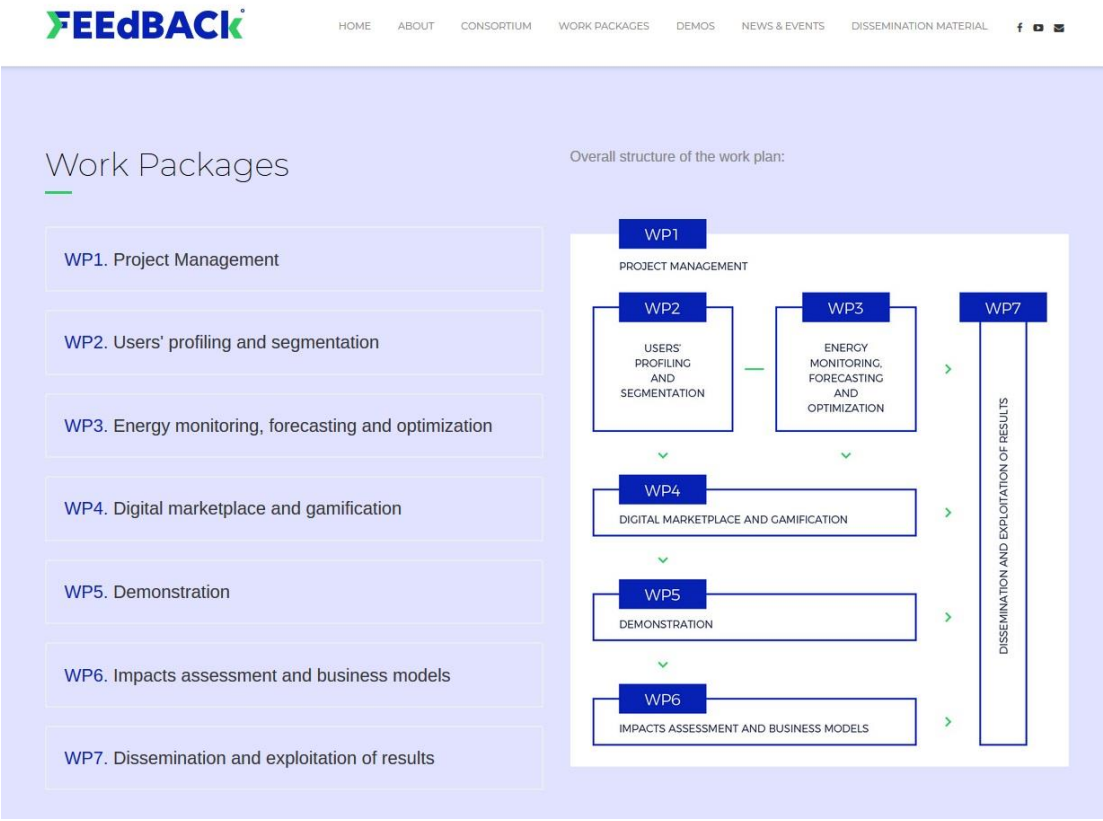

FIGURE 5 – THE WORK PACKAGES MENU

2.5 DEMOS

The FEEdBACk project has three demonstrators in three different countries – Portugal, Spain and Germany. Each demonstrator has different features with its own specific characteristics. With a similar graphical representation, the different features of each demonstrator can be accessed by clicking on the name of the country.

Each demonstrator involves a data collection process as well as interaction with the users of the buildings in the demonstrator sites. For that reason, a document about the ethics requirements can be accessed in this section. By clicking on the button “ethics requirements”, the visitor is directed to the footer of the website, where a document with information about this subject can be downloaded.

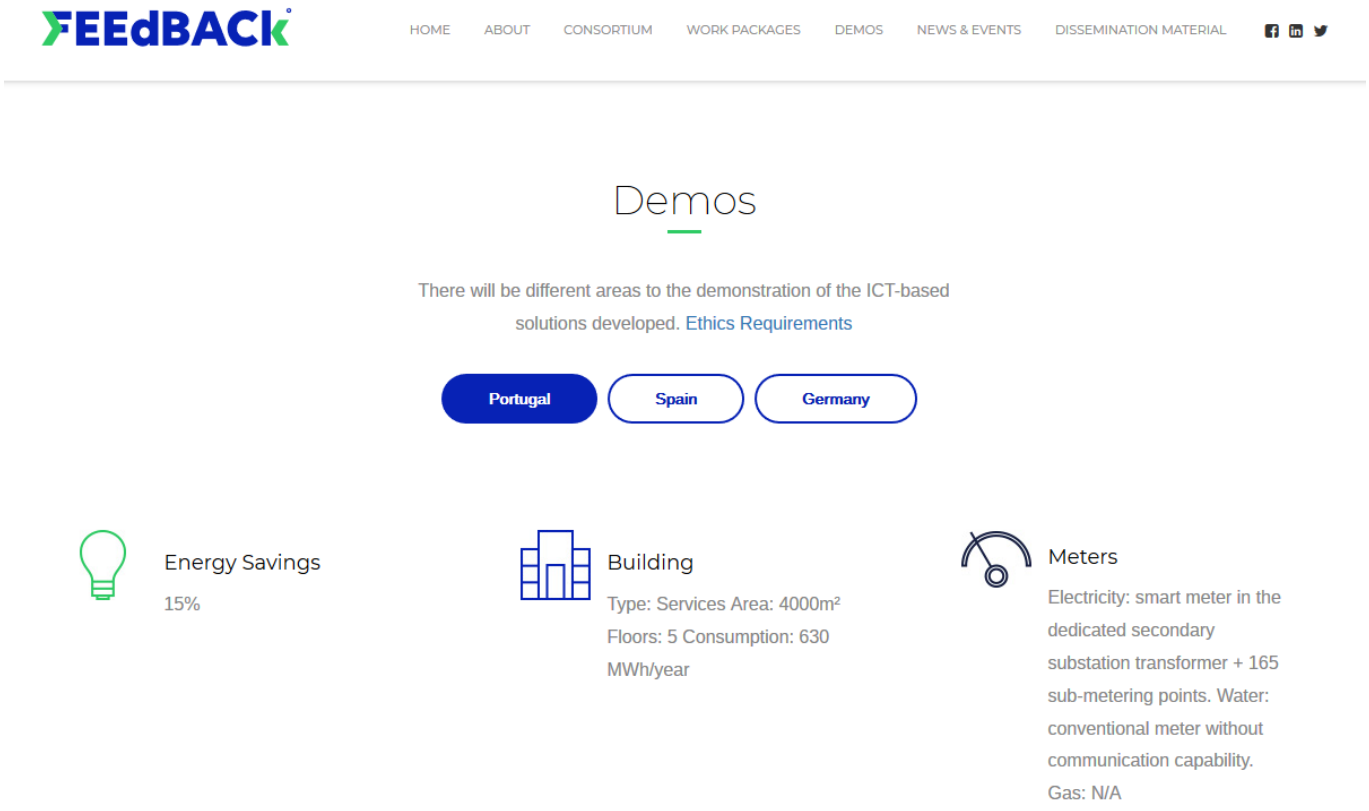

FIGURE 6 – WEBSITE'S DEMOS PAGE

2.6 NEWS & EVENTS

The website will have a menu that works like an online newsroom. This menu will include the news stories that will be produced during the course of the project as well as information about the events where the FEEdBACk project or its partners will participate.

Two tags will exist in this menu – News and Events – so that the visitor can distinguish between the type of content that he/she is reading.

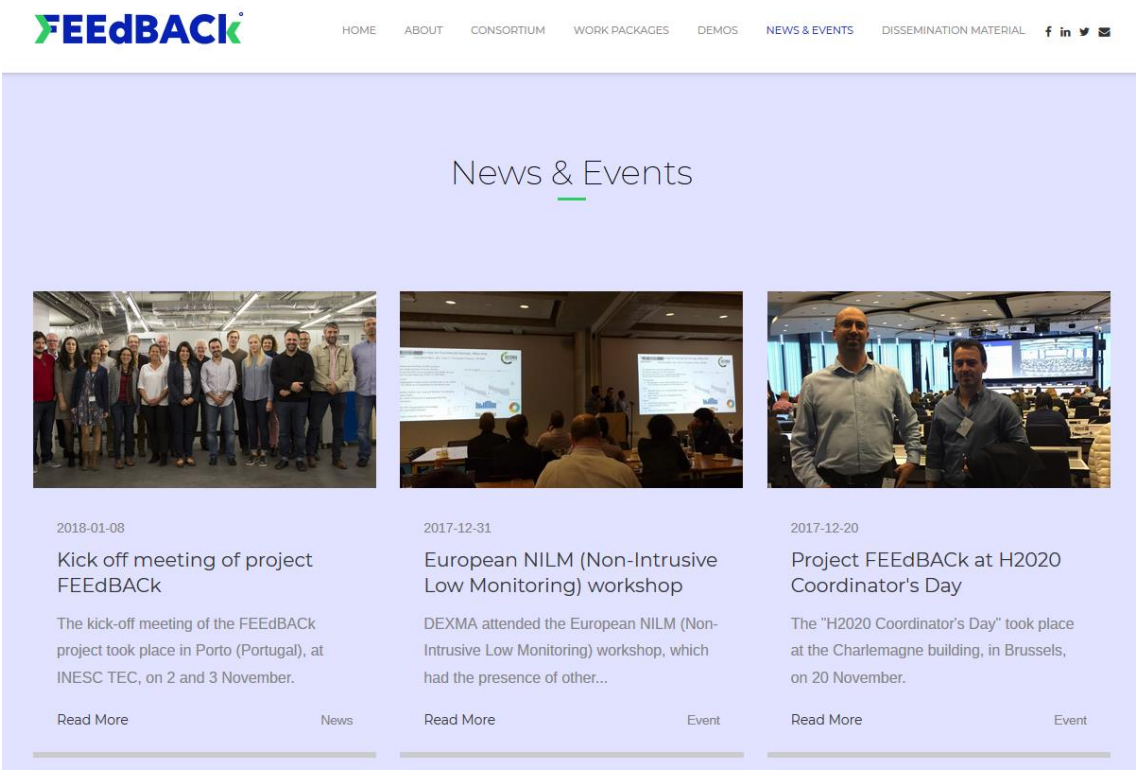

FIGURE 7 – THE NEWS & EVENTS MENU

2.7 DISSEMINATION MATERIAL

This menu is divided in four different sub-sections: Public Deliverables, Scientific Communications, Press Releases and Newsletters.

There are several public deliverables in the project and since the website is one of the main communication tools of FEEdBACk it will be possible for the visitor to download public deliverables in the "Public Deliverables" sub-section. This way it is easy for every stakeholder to have access to these documents. Visitors will not be required to register to download public deliverables or other public documents as registration requirements are often a limiting factor.

Several scientific articles are expected to be written within the scope of this project. The references of these articles will be listed in this sub section.

All Press Releases launched to the media will be available in the "Press Release" sub-section.

The newsletters that will be produced during the three years of the project will be accessible in "Newsletter" sub-section. It will also be possible to subscribe to the newsletter in which case it will be sent directly to the visitor's email address (see below).

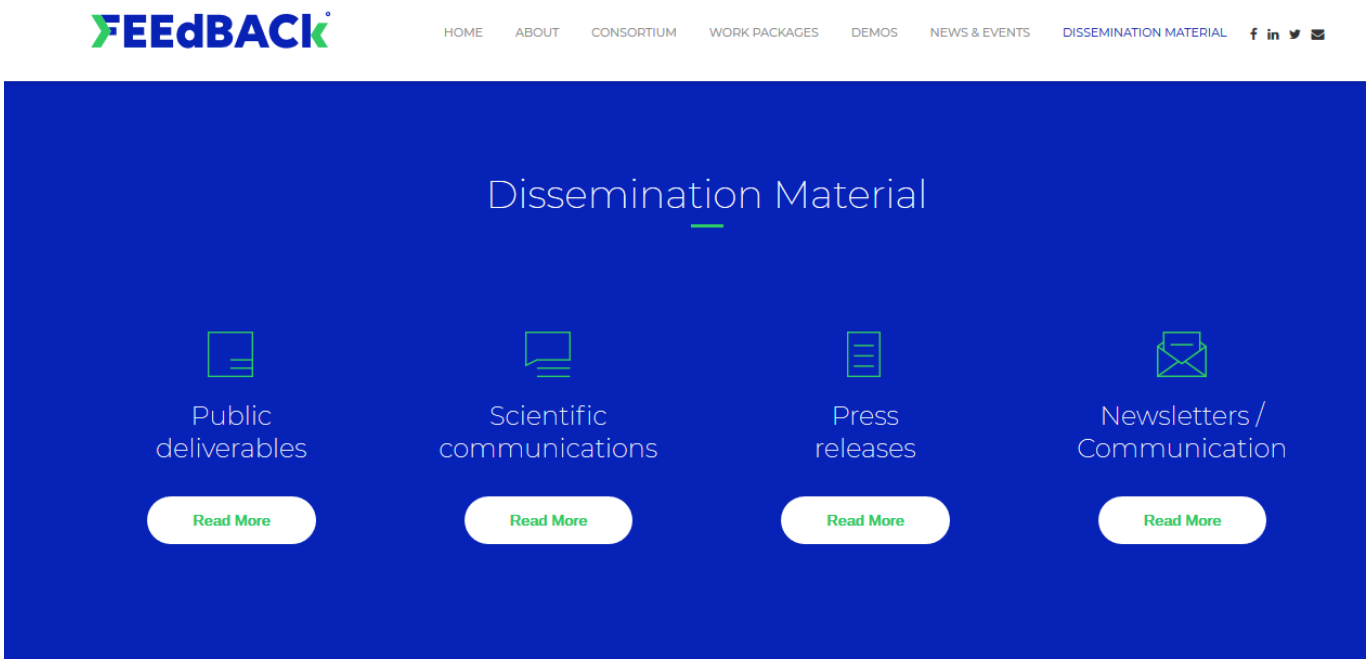

FIGURE 8 – THE DISSEMINATION MATERIAL MENU

3. THE FOOTER

The footer, which cannot be accessed through the menus that are on the top of the homepage, has only contact information, a document with guidelines about the ethics requirements, a button for subscribing the newsletters and a link to the social media channels of the project.

3.1 CONTACTS

As project co-ordinator and Dissemination Manager, INESC TEC is listed as the main contact. INESC TEC's location and an official e-mail address of the project is provided. In addition, it is possible for visitors to submit a message directly from the website and select the name of a WP as a topic for the contact. This way it will also be quite easy for the Dissemination Manager to get an overview of the received messages, forwarding them to the respective work package leader as necessary.

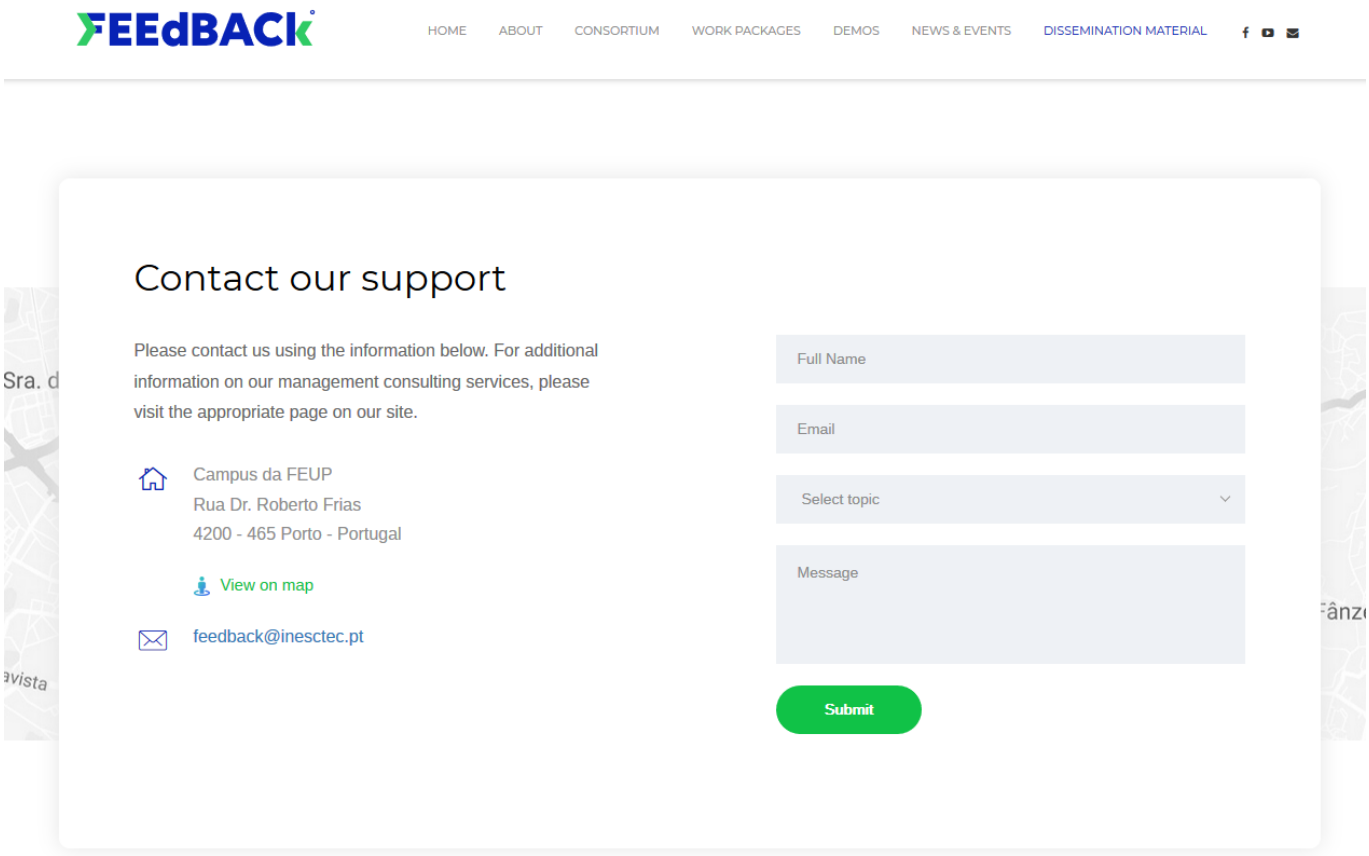

FIGURE 9 – THE CONTACTS MENU

3.2 ETHICS

The FEEdBACk project will handle a lot of data from the users involved in the demonstration site. Therefore, an ethics menu has been included which describes how the project will handle data protection and privacy issues and other ethical concerns that may arise during the project. The Ethics Menu will also contain the project's ethical guidelines and contact details of the Ethics Advisors assigned to each demonstration site.

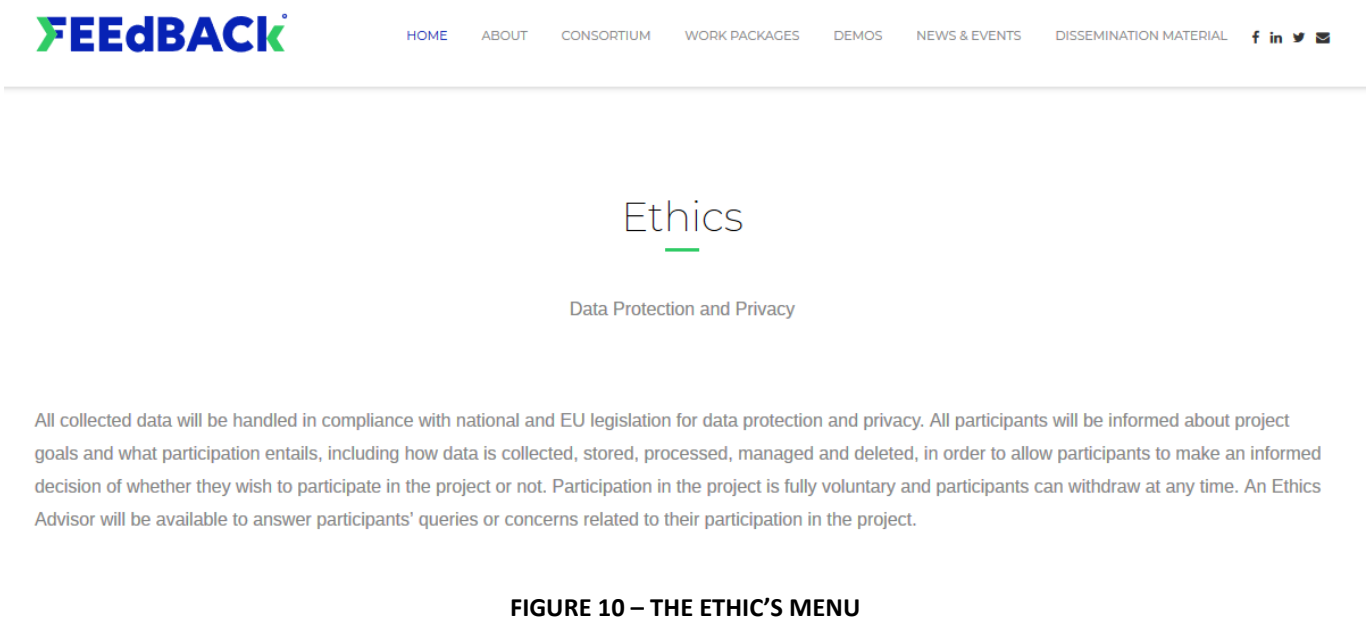

FIGURE 10 – THE ETHIC'S MENU

4. THE TARGET GROUPS

A website must have its target audiences well defined in order to be effective as a communication tool. However, the FEEdBACk project website is not like most of the other projects' websites that often target one type of audience; rather the FEEdBACk project has identified fours specific target groups for the website who have very different needs, and communication goals for each target group therefore differ.

For that reason, it is important to introduce here the notion of stakeholder: "any group or individual who can affect or is affected by the achievement of the organization's purpose and objectives" (Cornelissen, 2011) [1].

We have defined four different target groups as the most relevant stakeholders' groups that will be using the website: EU community, aggregators, retailers, ESCO and network operators; general public; player community and restricted external partners.

There are different communication strategies and goals for each of these groups, which will be explained in detail below.

4.1 EU COMMUNITY, AGGREGATORS, RETAILERS, ESCO AND NETWORK OPERATORS

The first target group defined is the EU community (EU organisations, other EU projects or agencies), aggregators, retailers, ESCO and network operators'. The main objective here is to inform this target group about the main goals and structure of the project, as well as about the latest updates, for example the latest news pieces or events in which the partners are participating and available dissemination material, such as public deliverables or scientific publications.

The menus on the top of the website homepage (about, consortium, work packages, demos, news & events and dissemination material) fulfil the needs of this target group.

The menus will not be detailed again since they have all been explained in the previous chapter. Even though these menus are not fixed items, since there are documents that can be uploaded over time, they are all available since the launch of the website, unlike the pages created to target the other groups.

4.2 THE GENERAL PUBLIC

By general public we mean every individual who has interest in the energy area in general, and in topics related to energy efficiency in particular. To capture the general public's interest in the project, an independent page, entitled "What do you know about energy efficiency?", has been created on the website with the following goals:

- To create and raise consumer awareness about the benefits of energy efficiency;
- To increase the levels of engagement with the general public;
- To facilitate people to change their perceptions on energy usage;

- To promote consumer behaviour change;

In order to accomplish the above goals, different types of information in different phases of the project will be published on the dedicated page.

In the first phase, that initiates with the launch of the website, informative texts about energy efficiency, energy saving tips, other curiosities, etc., will be inserted in this page to create and raise consumer awareness about the benefits of energy efficiency.

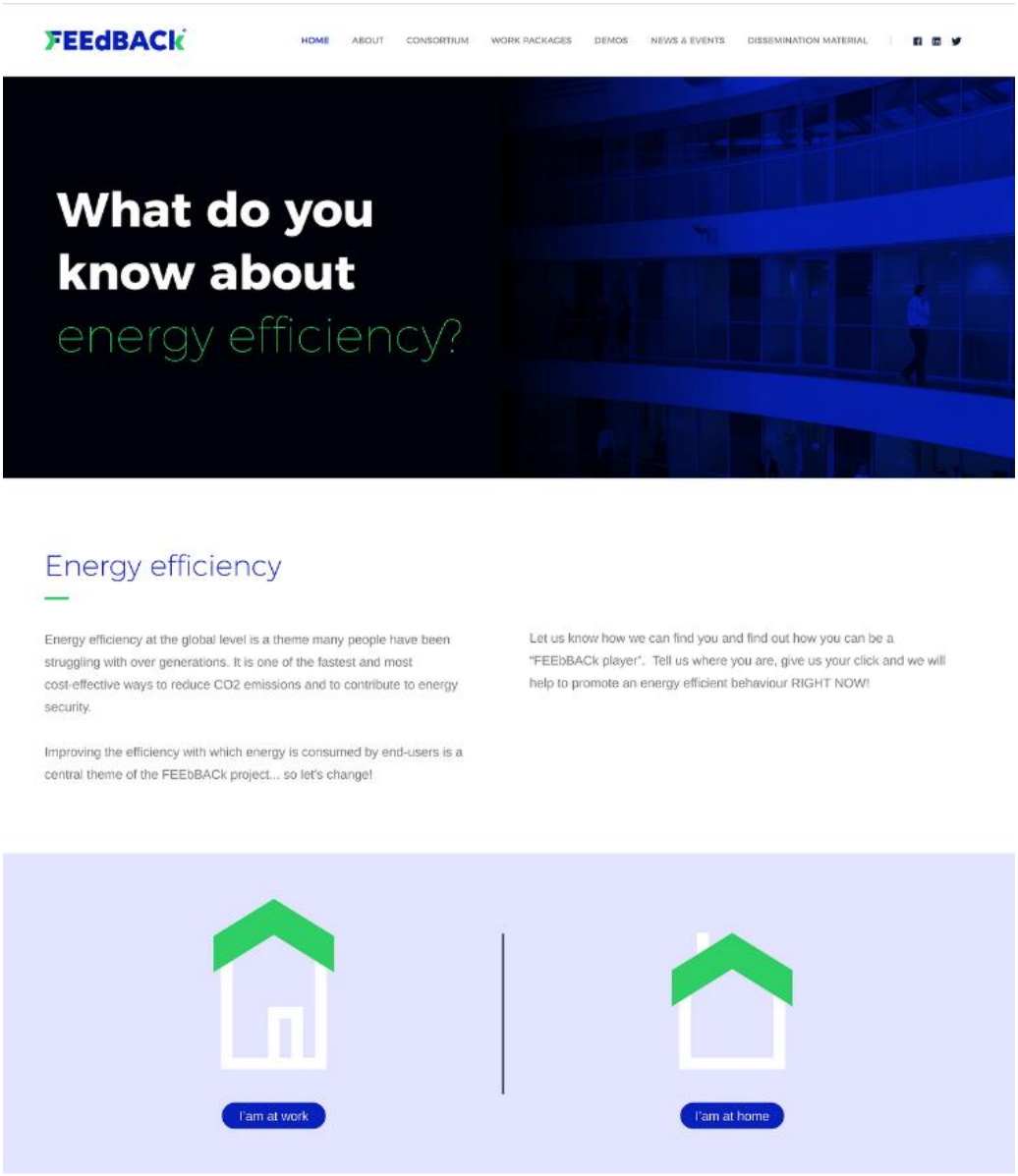

FIGURE 11 – THE "WHAT DO YOU KNOW ABOUT ENERGY EFFICIENCY" PAGE

In the second phase, that will only be available during the second semester of 2018, a Cinema Player will be inserted into this page. This player will contain informative videos about energy efficiency in order to increase the levels of engagement with the general public.

In the third phase, expected to be available during 2019, a generic game, like a trivia one, with questions about energy efficiency will be created and inserted into the page. The idea is that the game has several

playing levels. To unlock the other levels the individual has to perform some specific actions, for example a) subscribe the project newsletter or b) follow our social media channels. The idea of this game is to facilitate a change of people's perceptions and as the individual unlocks other levels, it will help them to promote lasting behaviour changes in terms of their energy usage.

4.3 THE PLAYER COMMUNITY

The Player Community section of the website will only be available with content in the second semester of 2018, even though the cover page will exist since the launch of the website with the following phrase "A whole immersive world of energy saving currently being built by our player communities… coming soon". The content will only be provided by that date because it is necessary to wait until some of the tasks of WP2 have finished, such as the profile characterization and segmentation.

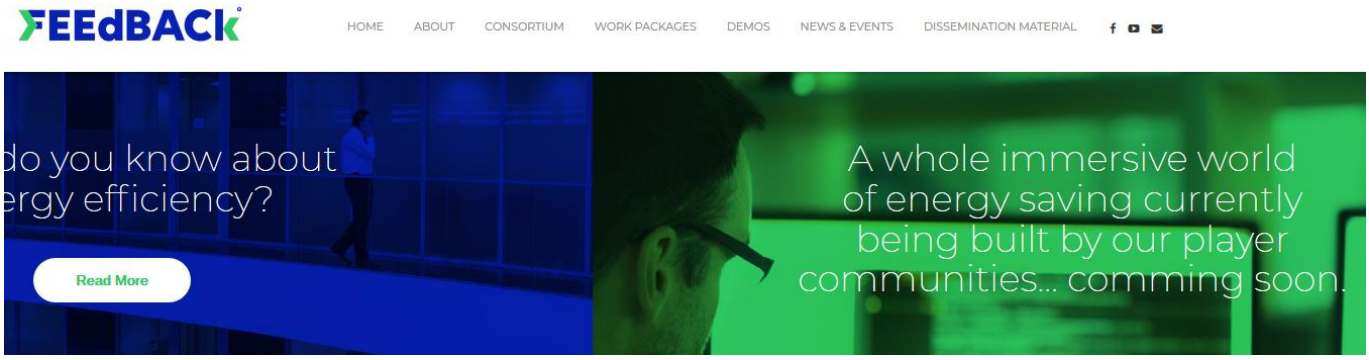

FIGURE 12 – COVER OF THE PLAYER COMMUNITY PAGE ON THE WEBSITE'S HOMEPAGE

This page will be targeted to the player community of each of the demonstrator sites in order to engage them with the project and change their behaviours so that by the end of the FEEdBACk project their energy usage is far more efficient.

The architecture for this page has been defined with the following information:

- Homepage – main introduction about the goals of this page, embedded video screen showing a carousel of video updates and four summary text boxes with still images for different activities;
- Tab links to four tabs:
  - Community profile – largely text with animated revolving mix-thru still images;
  - Game Narrative – mix of text and still photograph storyboard;
  - Current Players status – text only;
  - Player blog – curated blogs chosen from players' input;
- Player cinema - Click on one of the four 'Tickets' and you can access the menus for different narrative media archives of all the games so far. [The actual interactive gamification will be delivered by a Learning Management System – this is just a straight 'play out' facility with no interaction].
- Player support area - this is mostly text-based advice that we will ask our players to refer to when setting up, encountering problems and solving common issues or FAQ's. This is where the Technical Support embedded e-mail button will be hidden away, so that only players will naturally find it.

For this area of the website, we want it to:

- Have its own user agreement and governance;
- Be media-rich and require robust and high levels of storage;
- Be easily accessed and updated daily by several internally nominated and trained people;
- Have a high level of players' personal data;
- Be monitored daily for an agreed level of compliance that is higher than most sites.

4.4 THE RESTRICTED EXTERNAL PARTNERS

This part of the website will only be created during the first semester of 2019, after the digital marketplace and gamification approach have been fully developed. This section is expected to work as a collaborative community. A catch-up phrase, such as "Do you want to create a new app? You can earn money for each download! Register here and get access to more information and data" will be on the top of the page.

A register field needs to be created to access this page, since it will not be open to the general public. Only users with access can see and explore this part of the website.

Regarding the content, this page will mostly contain of text-based advice. We will ask our app developers to refer to this page when setting up or if they encounter problems; it will include information on how to solve common issues and/or FAQ's section. This is where the Technical Support embedded email button will be hidden so that only app developers will naturally find it.

5. TIMELINE

In the table below, it is possible to find a summary of the implementation dates for the pages dedicated to each of the different stakeholders' groups.

TABLE 1 – TIMELINE SUMMARY

Target Group	Expected implementation date
EU community (EU organisations, other EU projects or agencies), aggregators, retailers, ESCO and network operators'	End of January 2018
General Public	1st phase |Informative texts about energy efficiency – from January 2018
	2nd phase | Player Cinema – second semester of 2018
	3rd phase |Games – 2019
Player Community	Second semester of 2019
Restricted External Partners	First semester of 2019

6. TECHNICAL DETAILS ABOUT THE WEBSITE

The website of the FEEdBACk project has been created and developed by an agency called "Modal Creativity". The technology used to develop this website was created from scratch, even though the agency has acquired a theme to give support and speed-up some CSS and HTML elements. However, all the data base infrastructure and the programming of the front end have been made from scratch throughout HTML, PHP and MySQL.

The pages of the website are mostly indexed on Google to obtain the analytics data. The website runs and is designed in a responsive way, that answers to a bootstrap grid, in order to optimize it to different devices, whether they are desktop or mobile.

The website is hosted on a virtual machine with an Ubuntu server that has one vCore, 1GB of RAM and one Gigabit internet connect with public IP.

The main language used on the website is English, however, Modal Creativity has been asked to add a translation module to the website because it is very important that at least the stakeholders involved in the demonstration areas can access the information available on the website in their local language (Portuguese, Spanish and German). However, the goal is to give all of the partners the opportunity to include the official languages of their countries (Danish, Swiss, and Dutch). For those partners who want to include their languages, they will be responsible for translating the contents to their own language and INESC TEC will be in charge of inserting them on the website.

FEEdBACk's website is registered with an *.eu* domain.

7. HOW TO MEASURE THE RESULTS

By the end of each year, we will evaluate the impact that the project's website is having on our target audience to know if the strategies that we are implementing are being effective or if we need to adapt them.

In order to evaluate the impact, we need to establish relevant quantitative indicators, which must be reachable and realistic. Therefore, four Key Performance Indicators (KPIs) have been determined concerning the website. The KPIs have been defined according to the objectives previously presented.

The KPIs defined to be evaluated by the end of each year are related to the website traffic in the following variables:

- Number of unique visitors on the website;
- Number of sessions on the website;
- Number of page views on the website;
- Number of games played;
- Number of participations in the player community per country.

By the end of the project we have also defined another KPI:

- Number of downloads of material from the website until the end of the project: 5,000.

This data will be extracted from Google Analytics and presented in deliverables D7.3 and D7.4.

8. CONCLUSION

Even though the first phase of the website has been launched in January 2018, as we have described above, this is not a static process.

By the end of January 2018 the first phase of the website is concluded. This phase includes the contents targeted to EU community, aggregators, retailers, ESCO and network operators' and the informative texts about energy efficiency targeted to the general public.

A second phase will try to be implemented in the second semester of 2018. This includes updates in the demonstrator pages and the development of the cinema player in the page dedicated to the general public.

The third phase of the project includes the development of games to the page dedicated to the general public, the creation of content to the player community and the conception of the page targeted to the restricted external partners. All of these actions will take place in 2019, since they are dependent on the end of specific tasks in other work packages, as already explained.

Besides, all of the actions developed throughout the website will be integrated with the communication strategy that will be described in the dissemination and exploitation plan.

REFERENCES

EXTERNAL DOCUMENTS

[1] Podnar, Klement (2014), "Corporate Communication – a marketing viewpoint", Published by Routledge..

[2] Cornelissen, Joep (2011), "Corporate Communication – a guide to theory and practice", Published by SAGE

[3] Kotler, Philip (2006), "B2B Brand Management", Published by Springer.

FEEdBACk DOCUMENTS

[4] FEEdBACk Grant Agreement number 768935.

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ABBREVIATIONS AND ACRONYMS

CSS	Cascading Style Sheets
EU	European Union
FAQ	Frequently Asked Questions
GB	Gigabyte
HTML	Hypertext Markup Language
KPI	Key Performance Indicator
PHP	PHP Hypertext Preprocessor
SQL	Structured Query Language
WP	Work Package