



## D 9.1 PROJECT WEBSITE

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### Raising awareness on energy saving

Project title	<b>Collaborative Recommendations and Adaptive Control for Personalised Energy Saving</b>
Project acronym	<b>enCOMPASS</b>
Project call	<b>EE-07-2016-2017 Behavioural change toward energy efficiency through ICT</b>
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Contributing Partner(s)	<b>n.a.</b>
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Reviewers	<b>WVT SUPSI EIPCM</b>

## History of changes

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Version	Date	Comments	Main Authors
0.1	24/11/2016	Website table of content	P. Fraternali/M.Tumiati
0.2	14/12/2016	First content structure revision	K. Arvanitis
0.3	10/01/2017	Beta version release	K. Arvanitis, J. Novak, A. Rizzoli
0.4	18/01/2017	Comments and corrections	All partners
1.0	31/01/2017	Final release	P. Fraternali

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## EXECUTIVE SUMMARY

The deliverable 9.1 presents the project website.

In this document, an **overview of its structure and main features** is provided, together with some accompanying screenshots. Politecnico (PMI) has designed the website and coordinated the task with the participation and joined effort of all project partners.

The enCOMPASS website provides a brief, but impactful description of the project and of its activities. It is meant to be **a tool for communication**, which helps promote the project goals and results beyond the project own community, in a way that is understood by non-specialists. The tone of voice will be simple, clear and straightforward.

The website presents the same style of the other communication materials composing the brand identity and **coordinated image** - Logo, Headed Paper template, PowerPoint Presentation template, etc. - making the project instantly recognizable.

The enCOMPASS website has been released on January 31st, 2017 and it is available at the address <http://www.encompass-project.eu/>. The website is written in English.

# 1. GENERAL FEATURES

The enCOMPASS website has been released on January 31st, 2017 and it is available at the address <http://www.encompass-project.eu/>. Politecnico di Milano (PMI) has designed the website and coordinated the efforts and contributions of all project partners.

The website is the primary source of information as per the project's activities and achievements. This is the reason why, the design and setup of the enCOMPASS website has been one of the first tasks to be accomplished at the very beginning of the project.

Dissemination through the website aims at raising:

- awareness (making the project known);
- understanding (learning about project approach and results);
- action (engaging and influencing).

The website architecture has been studied by PMI together with the content editing. The technical development and adjustments have been accomplished by PMI using the platform CMS Wordpress (php open source) based on DB MySQL and PHP code hosted on a Linux server. The website template is designed with a responsive layout to fit into any screen size available.

The enCOMPASS website provides a brief, but impactful description of the project and of its main activities. The website presents the same coordinated image and style of the other communication materials - Logo, Headed Paper template, PowerPoint Presentation template, etc. - making the project instantly recognizable.

The enCOMPASS website is written in English.

Hereafter, an overview of the website is provided by following the site map. Screenshots are also provided.

## 2. PROJECT WEBSITE

The enCOMPASS website offers information, data and materials about the project, its partners, and the designed research.

The website template is built with a responsive design to fit into any screen size. Responsive web design (or "RWD") is a type of web design that provides a customized viewing experience for different browser platforms. A website created with RWD displays a different interface depending on what device is used to access the site. For example, a responsive website may appear one way on a laptop, another way on a tablet, and still another way on smartphone. The template comes with rtl (right to left) support, Image Slider, a three line menu icon and Google Fonts. The domain name is 'encompass-project.eu' and it has been acquired and will be maintained for 5 years.

At the present stage, there are six main sections composing the site: 1.Project, 2.Consortium, 3.Pilots, 4.Project materials, 5.Contact, 6.Twitter energy news. The section "**Project**" provides an overview of the project, its main objectives and expected results together with an explanation of the technical architecture of the platform for energy saving and behaviour change applications. The section "**Consortium**" presents the fourteen technical and scientific partners with a short description of their contribution to the project. The section "**Pilot**" is meant to explain how and where the pilots will be carried out too assess the effectiveness of the enCOMPASS system. The "**Project materials**" allows visitors to and to view and download all the communication and dissemination materials generated by the project, the press kit, the press releases, videos, photos, etc. The "**Contact**" section is the interface page where the audience can get easily in contact with the project via e-mail or via social networks (i.e. Twitter and LinkedIn). The "**Twitter energy news**" aggregate Twitter news related to **energy research** and **energy business**.

All project partners have contributed to the structure and contents of the website and moderate the content.

## 2.1 HOME PAGE

The website is structured to enable a quick access to all the sections -detailed description of the project, , partnership, pilots, project materials, contact and Twitter energy news - through a navigation allowed by a six line menu section, on the central part of the screen (available in each page). By clicking on the menu icon, it opens up a side menu with a selection of options and additional pages

Style, pictures, layout, and colors have been selected in order to be emotional, attractive and in line with the domain of energy saving and efficiency.

The central part of the home page hosts the most significant news related to the project: its meetings, its participation to relevant international events, etc.; while the right side hosts quick news and tweets about any project activity.

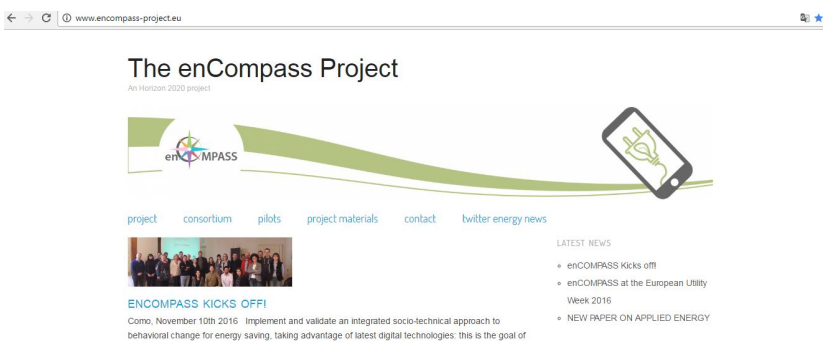


Figure 1: Screenshot of the web home page

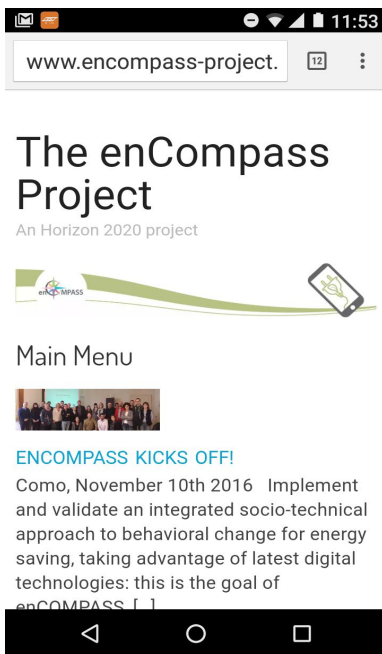


Figure 2: Screenshot of the mobile home page





Figure 3: Screenshot of the web home page (continued)

The footer menu at the bottom of the home page shows all the project collaboration and the EU disclaimer as follows:

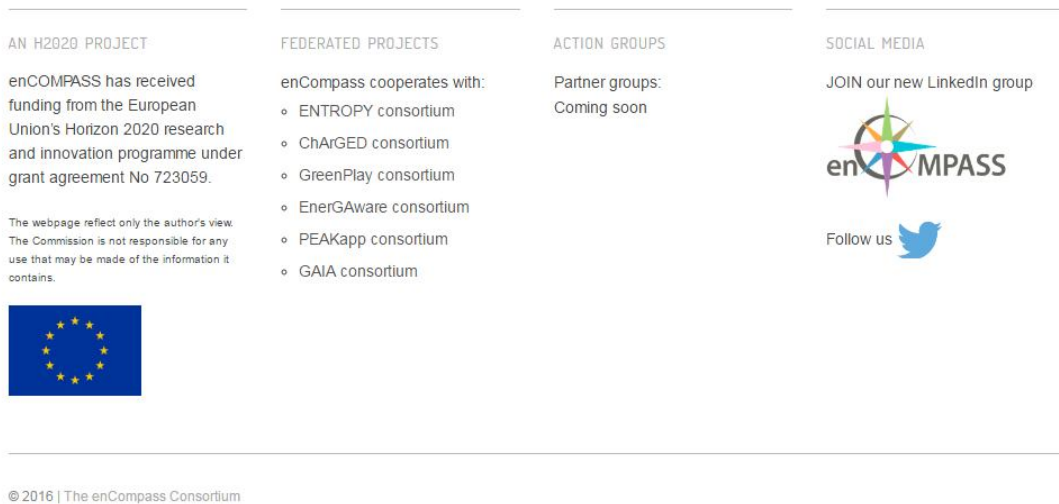


Figure 4: Screenshot of the footer of the web home page

## 2.2 CONSORTIUM

A brief description of the project partners' roles in the project, their logos and a link to the respective website are available.

The screenshot displays the 'CONSORTIUM' section of a website. It features four partner logos and descriptions:

- POLIMI**: Politecnico di Milano. Description: Politecnico di Milano is the leading Italian technical university. With the Dept. of Electronics, Information & Bioengineering and the Dept. of Management, Economics and Industrial Engineering, it leads WP4 Saving water by social awareness and WP9 Dissemination. [READ MORE](#) [ON POLIMI](#)
- SUPSI**: Scuola universitaria professionale della Svizzera italiana. Description: SUPSI is the University of Applied Science of Southern Switzerland, with two institutes: IDSIA, the Dalle Molle Institute for Artificial Intelligence, and ISEA, the Institute for Advanced Electronics Systems. SUPSI is the project coordinator and leader of WP3 (User modeling). [READ MORE ON SUPSI](#)
- SHF**: stadtwerk haßfurt
- NABU**: Logo featuring a bird in flight.

On the right side, there are two sections:

- LATEST NEWS**:
  - enCOMPASS Kicks off!
  - enCOMPASS at the European Utility Week 2016
  - NEW PAPER ON APPLIED ENERGY
- TWEETS**:
  - @enCompassH2020 January 27, 2017: enCompass will participate on the Workshop on Energy Efficient Solutions in EESIoT 2017, check it out: [goo.gl/wt1EN](http://goo.gl/wt1EN) #energy
  - @enCompassH2020 December 23, 2016: enCOMPASS Kicks off! [shar.es/1DqOHH](http://shar.es/1DqOHH)
  - @enCompassH2020 December 22, 2016: enCompass at thr European Utility Week 2016 [shar.es/1DretU](http://shar.es/1DretU)

Figure 5: Screenshot of the consortium page

## 2.3 PILOTS

This webpage gives an overview on the structure of the pilot phase, of the geographical areas involved, of their characteristics and on the buildings involved in the pilots. The drop down menu of this page allows the selection of the desired area (Germany, Greece and Switzerland).

The screenshot displays the 'PILOTS' section of the enCOMPASS website. At the top, there is a navigation menu with links: [project](#), [consortium](#), [pilots](#), [project materials](#), [contact](#), and [twitter energy news](#). The 'enCOMPASS' logo is visible on the left, and a smartphone icon with a lightbulb is on the right.

The 'PILOTS' section contains the following text:

Pilots were selected to assess the effectiveness of the enCOMPASS system under the following conditions:

- 3 different climate zones (humid continental, hot-summer Mediterranean, continental subarctic)
- 3 different building types (residential buildings, schools, office buildings)
- 3 different cultural settings (central European, Mediterranean, sub-alpine European)

Climate differences must be addressed to establish the effectiveness of the enCOMPASS approach. First, the perceived necessity of consuming energy can vary in different climate conditions. Second, differences in climate can result in different environmental beliefs, and thus the perceived urgency of saving energy. Also, differences between building types must be considered as they yield different saving potentials. Third, differences in cultural factors can influence environmental beliefs and the propensity to save energy. Regarding technological infrastructure, all selected buildings share the same conditions (e.g., all will have smart meters, smart home sensors, use electric heating).

At the bottom of the text, there are social sharing icons: Facebook Share, Twitter Tweet, Email, Print, Like, and Google+.

On the right side, there are two sections:

- LATEST NEWS**:
  - enCOMPASS Kicks off!
  - enCOMPASS at the European Utility Week 2016
  - NEW PAPER ON APPLIED ENERGY
- TWEETS**:
  - @enCompassH2020 January 27, 2017: enCompass will participate on the Workshop on Energy Efficient Solutions in EESIoT 2017, check it out: [goo.gl/wt1EN](http://goo.gl/wt1EN) #energy

Figure 6: Screenshot of the pilot page

## 2.4 PROJECT MATERIALS

In this page all the available public materials generated by the project will be made available:

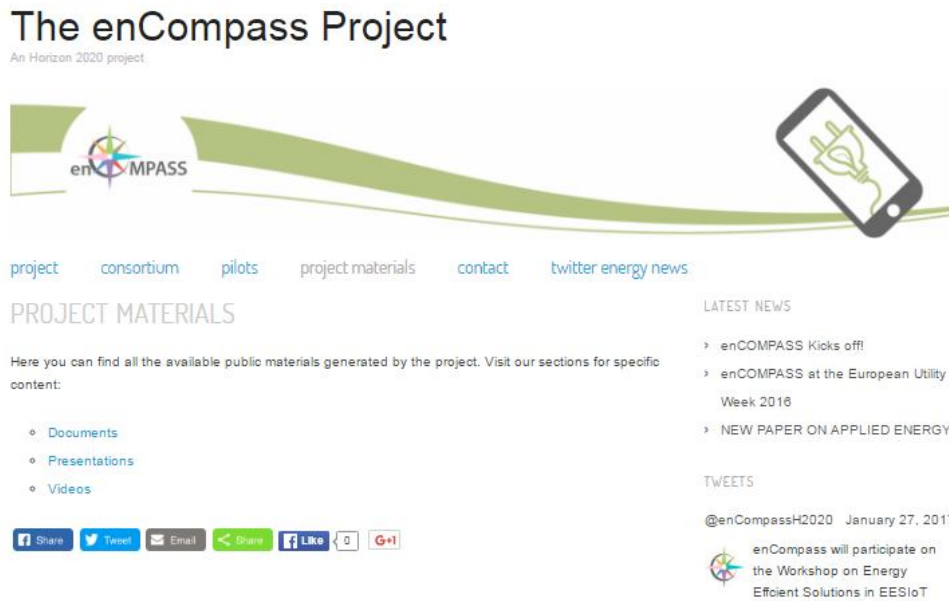


Figure 7: Screenshot of the project material page

## 2.5 CONTACT

In this page, several ways to reach the project are available:

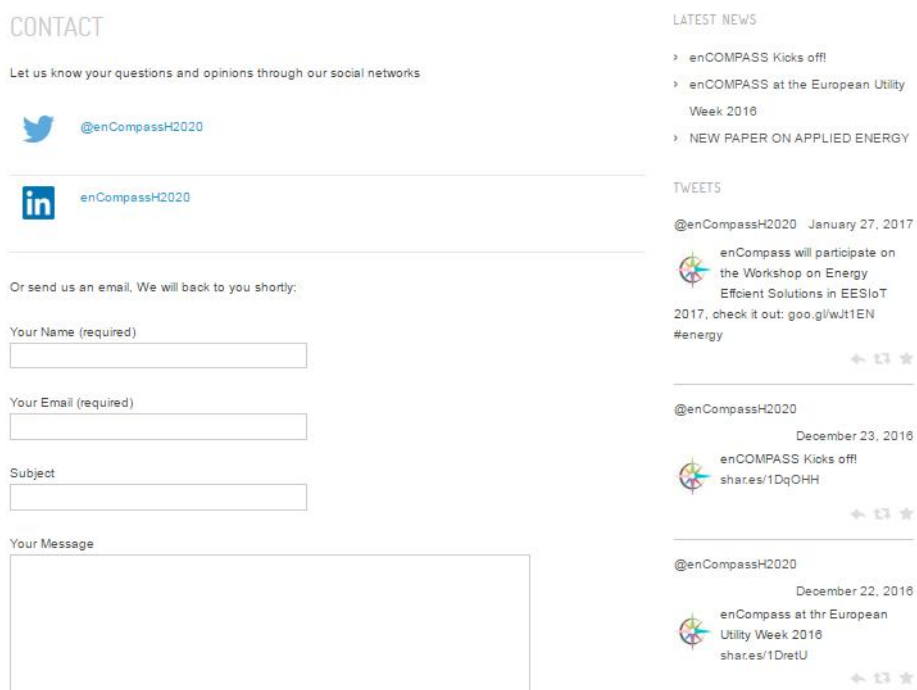


Figure 8: Screenshot of the project contact page

## 2.6 TWITTER ENERGY NEWS

On this page, we aggregate Twitter news related to **energy research** and **energy business**. The **energy research** aggregator contains news from selected twitter accounts in energy research and awareness, with a special focus on energy saving and energy sustainability. The energy **business** aggregator contains news from selected twitter accounts in energy business-related developments, with a special focus on energy saving and energy efficiency.

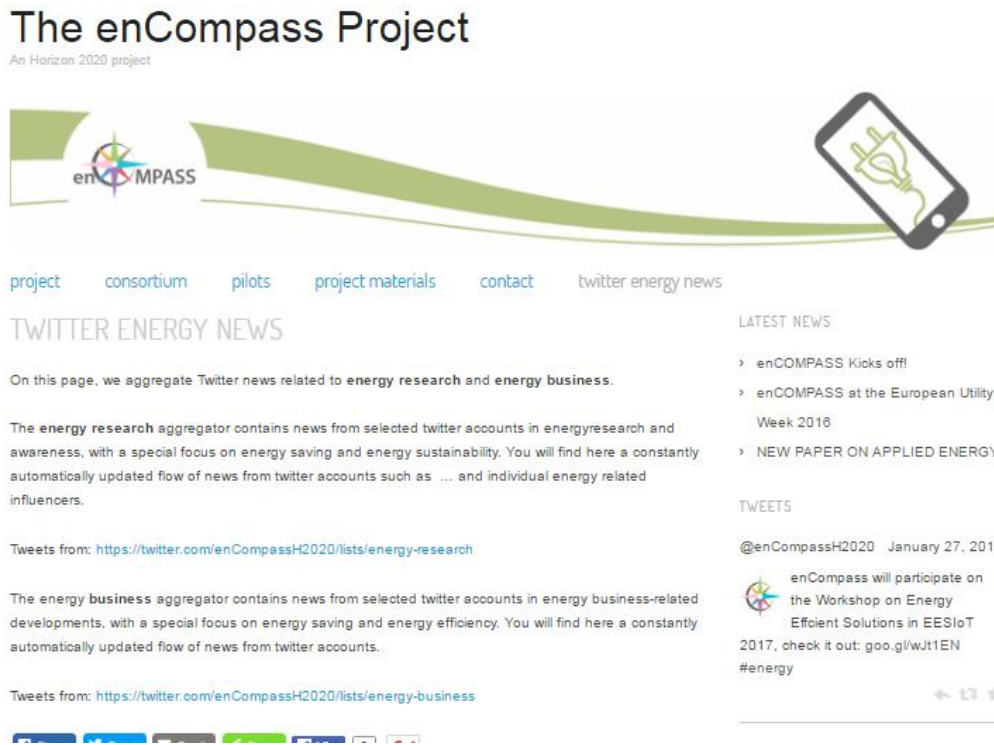


Figure 9: Screenshot of the project Twitter energy news page

### **3. WEBSITE ANALYTICS**

Google Analytics is active and will be used to analyze visitor traffic and behavior. Google Analytics is a powerful tool to monitor the results of the communication strategy and to get a complete picture of the audience, in terms of: number of hits; number of unique visitors; traffic sources; location, etc.