



Low valued energy sources UPgrading for buildings and industry uses

Project Website

Deliverable D5.1

Lead Beneficiary: LGI

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<http://www.lowup-h2020.eu>



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11/04/2017	Motunrayo Shafau, LGI	Chloé Chavardes, LGI	1.0 First version covering the process of building the website
27/04/2017	Motunrayo Shafau, LGI	Jose C. Esteban ACCIONA	1.3 Final version

About LowUP

LowUP – Low valued energy sources UPgrading for buildings and industry uses – is developing efficient alternatives to supply heating and cooling for building and industries, based on the use of renewable free energy and heat recovery from non-valuated residual energy sources that are currently wasted. As a result, these technologies will contribute to reducing significantly CO₂ emissions and primary energy consumption, and increasing the energy efficiency in buildings.

Led by the Spanish firm ACCIONA, the LowUP project gathers 13 partners (3 large companies, 3 research and technology organisations and 7 SMEs) from 7 European countries. During 42 months, the consortium will develop efficient alternatives to supply heating and cooling for buildings and industries based on renewable free energy as well as non-valuated wasted thermal sources:

- 3 technologies will be developed and demonstrated: one heating and one cooling system for buildings, and one heat recovery system for industrial processes.
- The systems will be demonstrated at 4 demo sites: a water treatment plant (ACCIONA) in Madrid, a test facility (ACCIONA) in Sevilla, an automotive factory and a retirement home.

For more information visit: www.lowup-h2020.eu

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Executive Summary

The LowUP Public Website was designed and developed to serve as a dynamic information and communication tool, as well as a platform for the project team. It acts as the main channel for news and updates with the aim to address the key questions that external visitors are expected to have, these include:

- What the project is about
- What the project is delivering, and why
- Who the partners of the project are
- Where to find more information on the topic or related topics

Google Analytics is being employed as a tool to monitor the statistics of the website and make changes to the content architecture if necessary.

The LowUP website was officially launched in February 2017. It will be continuously updated and will evolve with the lifecycle of the project, according to the dissemination and communication policy of the project (Del 5.3 and successive versions)

Keywords

LowUP, Communication, website, content, energy efficiency, energy saving

1 Introduction

The key objectives of LowUP in terms of public communication are to:

- Raise awareness about LowUP and its aim to develop and demonstrate three new efficient heating and cooling technologies that will significantly reduce both CO₂ emissions and primary energy consumption.
- Centralise and make available all possible relevant public reports.
- Ensure international visibility for LowUP and its associated activities.

The public website for LowUP will contribute to achieving these objectives by serving as the main channel for news and updates, as well as a repository for all the project's public deliverables such as reports and communication and promotional material (flyer, poster, etc.)

It also provides access to the private area for LowUP partners. This platform allows partners to share documents and work in a collaborative way.

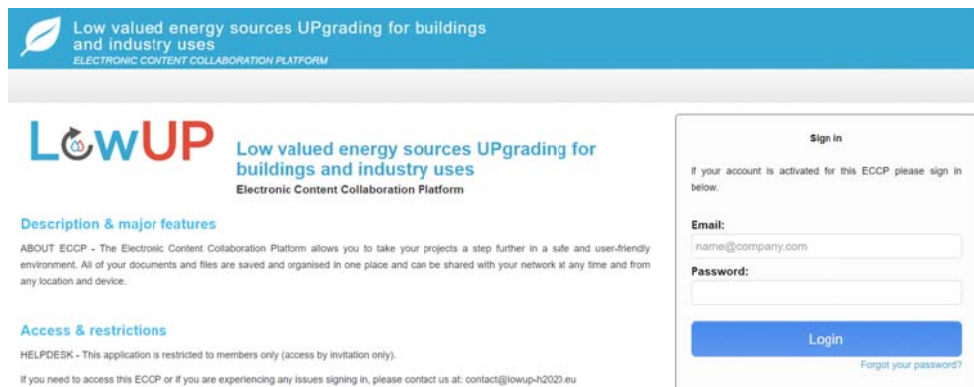


Figure 1: Screenshot of the entry to private document platform

This document outlines the main sections and technical characteristics of the website.

2 Content

The public LowUP website will promote the international visibility of the project, communicate on the progress achieved and disseminate the results stemming from the project.

To make useful and relevant information available to the general public, it was decided that the website should address the needs and the questions that would most likely interest external stakeholders or visitors, such as:

- What the project is about
- What the project is delivering, and why, including its vision
- Who the partners of the project are
- Where to find more information on the topic or related topics

2.1 Homepage

All of the important information on the project can be accessed directly from the homepage and highlights of each section or topic are displayed.



This represents the central point of information, it aims to provide general information about the project, the three technologies to be developed during the project and the four demonstrations to test the technologies.

Therefore, visitors have direct access to information on:

- The project
- The activities carried out
- The expected results
- The blog
- The latest news and events
- Access to subscribe to the project's Newsletter
- The link to the partner area
- Latest published resources
- The partners of the consortium



2.1.1 About the LowUP project

The “About LowUP” section describes the project in general – its objectives, work plan and EU context.

Visitors can also access all the pages on the website directly from the header, left sidebar titled More Information which includes links to key sections of the website and the footer where they can find latest news and upcoming events, the Twitter feed and other key details about the project (*this is the case on all pages*).

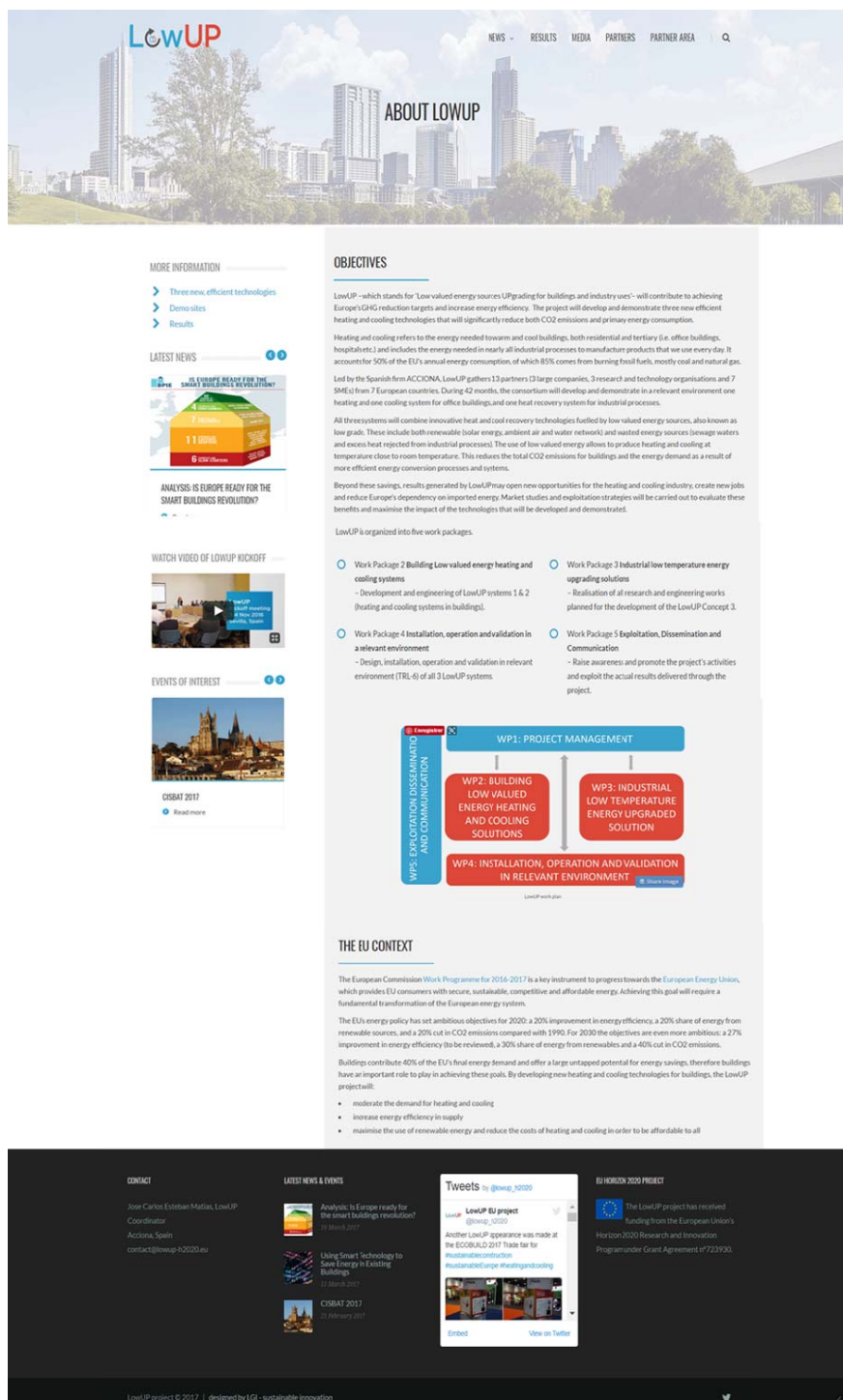


Figure 3: Screenshot of the About page

2.1.2 Three technologies

This section describes the three technologies which the LowUP partners are working together to develop and demonstrate.

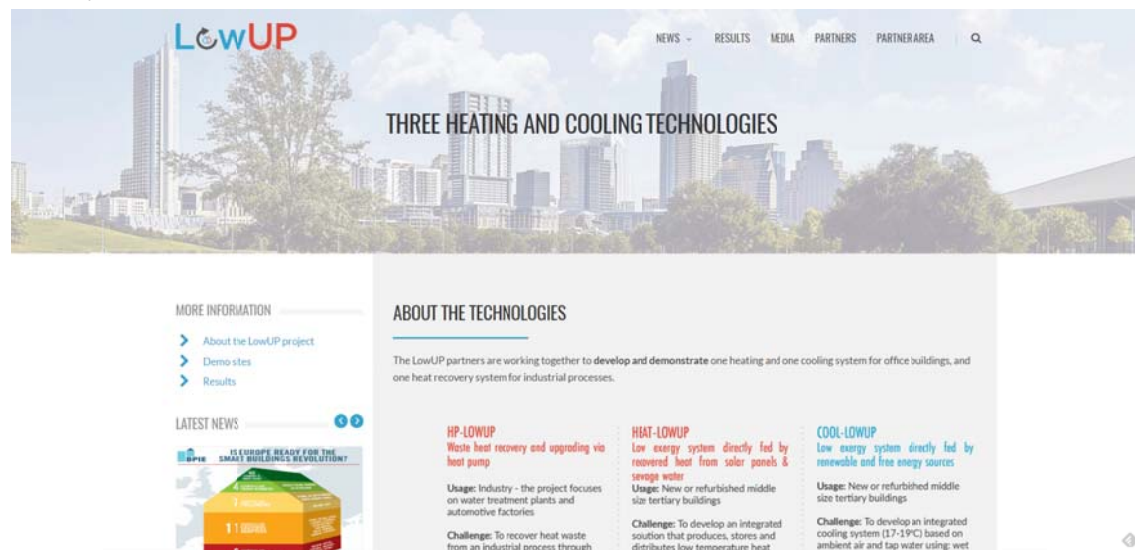


Figure 4: Screenshot of technologies page

2.1.3 Demonstration sites

This section describes the different sites at which the developed technologies will be demonstrated.

2.2 The Partners

The “Partners” section lists the partners participating in the project, showing their logo, a short description and link to their website. On the home page, users can also view a list of the partners.



Figure 5: Screenshot of Partners

2.3 News

2.3.1 News and Events

The 'News and Events' reports on the news of the project and all related projects or news in the field to the key stakeholders.

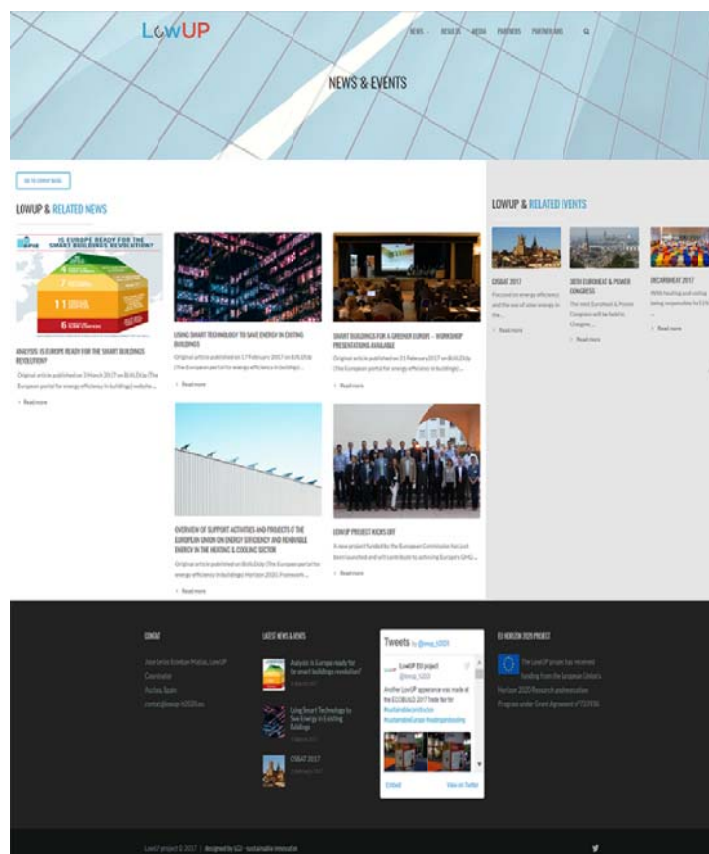


Figure 6: Screenshot of News & Events

2.3.2 Blog

The 'Blog' section promotes LowUP's progress and results. It also shares interesting infographics pertinent to the field.



Figure 7: Screenshot of Blog

2.3.3 Newsletters

The 'Newsletter' section makes it easy for users and stakeholders to access the bi-annual newsletters which will inform them on the project's achievements.

2.3.4 Social Networks

The link to the social networks of the project ([Twitter, @lowup_H2020](#)) have been also included (the access can be found in the lower area of the web page)



Figure 10: Screenshot of Twitter page

2.4 Results

The 'Results' section gives access to the results produced in the project and public reports/deliverables etc. On the page, users can also subscribe to receive the latest news and highlights relating to LowUP. This section will be updated as these documents are made publicly available.

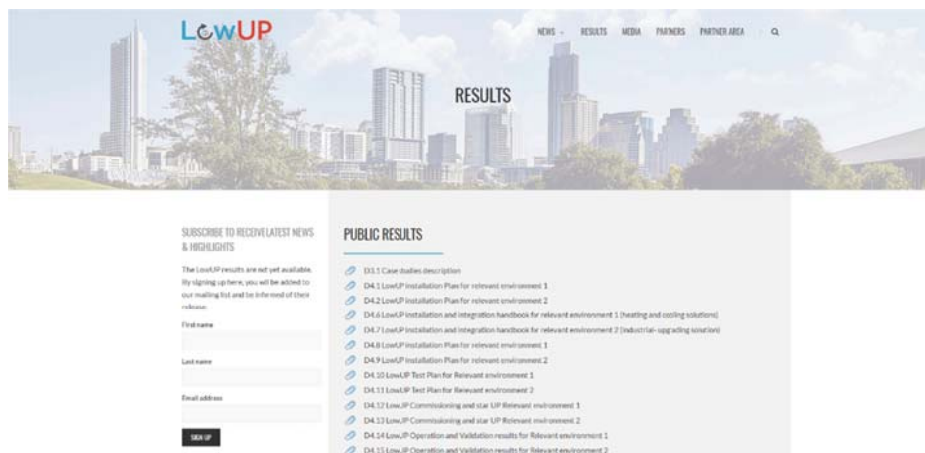


Figure 8: Screenshot of Results

2.5 Media

The 'Media' section gives access to documents that provide additional information on the project, such as press releases, videos and other promotional materials (brochures/flyers, poster).

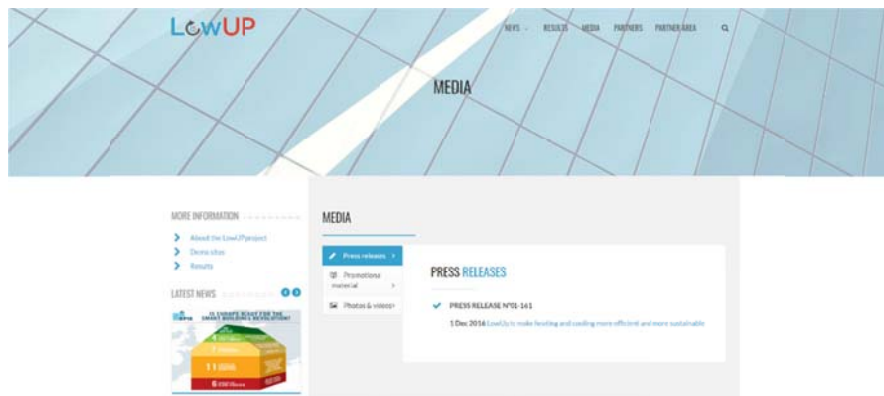


Figure 9: Screenshot of Media section

2.6 Partner Area

A link to the private area dedicated to partners is also available in the top menu.

This platform allows partners to share documents and work in a collaborative way. Partners can take the project a step further in a safe and user-friendly environment. It gathers updated information about the management of project, contacts, results from the meetings, as well as internal work documents related to different WPs that require to be shared. All documents and files are saved and organised in one place and can be shared at any time and from any location or device.

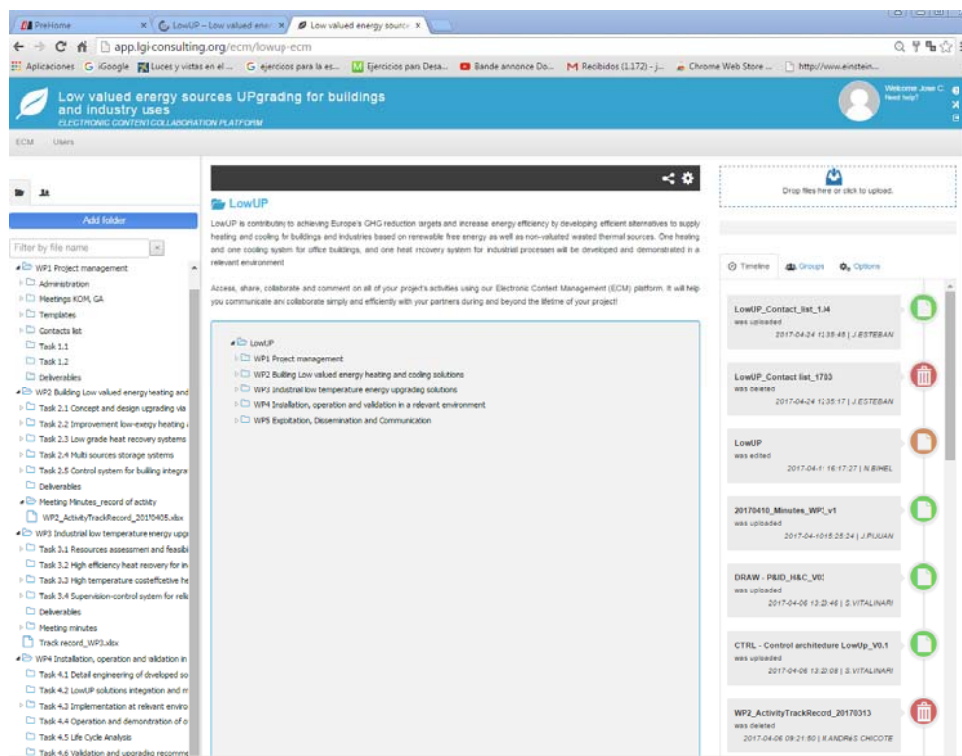


Figure 11: Screenshot of the Private Data Sharing Platform

3 Other considerations

3.1 Browser compatibility

The website is compatible with the common web browsers on all common operating systems. These include various versions of Internet Explorer, Firefox, Safari, Opera and Chrome.

The layout of the website is also responsive: it adjusts the design display based on the screen size of the device it's viewed on, regardless of whether it is viewed on a desktop, tablet or mobile.

3.2 Google Analytics

To understand how the website is used by visitors, a Google Analytics account was registered for LowUP. The reports will give a clear idea on:

- How many users are visiting the site
- Which pages are the most viewed
- The geographic location of visitors

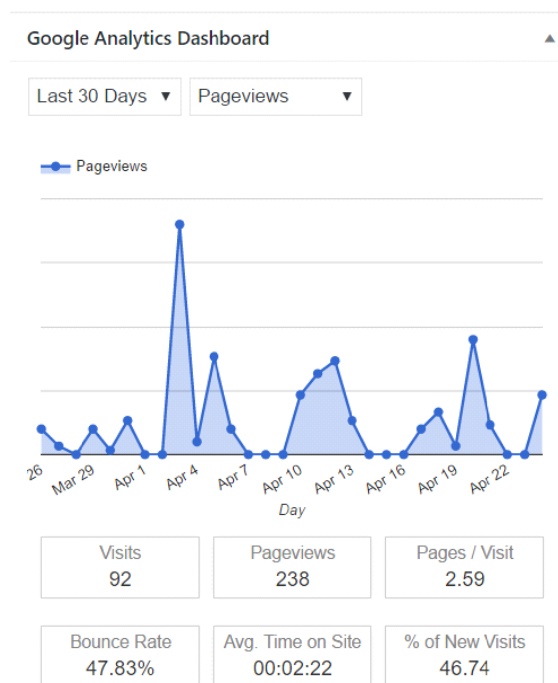


Figure 12: Google Analytics

3.3 Update of the Webpage

The Communication and Dissemination Plan clearly states that the webpage will be continually updated as progress is made in the project cycle. Updates will be made every 4 – 6 months so that it continues to adapt to the important milestones (e.g. the completion of each demonstration). This is



to ensure that the website remains a dynamic and useful tool to spread the knowledge acquired during the Project.

For more details, please refer to the “Communication and Dissemination Plan”. (Del 5.3 and successives)

4 Conclusions

The LowUP website has been prepared during this first stage of the project, and was launched on March 2017 according to specific needs and aims to maximize the impact of the project. It also aims to boost the awareness on the results and milestones to be accomplished during the project. Its structure is focused on highlighting the development of *three* new technologies for heating/cooling to be validated over *four* demonstrations. Public documents as well as disseminations material (flyer, poster, presentation etc.) are ready from this website. Different media to spread the news generated by the Project are included: Newsletter, Blog, connection to the Twitter account.

The LowUP website will be updated regularly and will remain a flexible tool, content and structure evolve when necessary.