The BRIGHT project is co-founded by the EU's Horizon 2020 innovation programme under grant agreement No 957816

Ref. Ares(2021)698740 - 28/01/2021

Boosting DR through increased communIty-level consumer engaGement by combining Data-driven and blockcHain technology Tools with social science approaches and multi-value service design

Deliverable D8.1 Project Website

Author: Francesca Santori
ASM Terni S.p.A

The project Boosting DR through increased communIty-level consumer engaGement by combining Data-driven and blockcHain technology Tools with social science approaches and multi-value service design (BRIGHT) has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 957816. The sole responsibility for the content of this publication lies with the authors. It does not necessarily reflect the opinion of the Innovation and Networks Executive Agency (INEA) or the European Commission (EC). INEA or the EC are not responsible for any use that may be made of the information contained therein.

Imprint

Title:	**Project Website**
Contractual Date of Delivery to the EC:	31.01.2021
Actual Date of Delivery to the EC:	31.01.2021
Author(s):	Francesca Santori (ASM)
Participant(s):	SONCE, APC, SunContract, ENG
Project:	Boosting DR through increased communIty-level consumer engaGement by combining Data-driven and blockcHain technology Tools with social science approaches and multi-value service design (BRIGHT)
Work Package:	WP8 – Dissemination, Exploitation and Impact Creation
Task:	T8.4 – Dissemination & Public Outreach Activities
Confidentiality:	Public
Version:	1.0

Table of Contents

List of Figures

List of Tables

List of Acronyms and Abbreviations

BRIGHT	Boosting DR through increased communIty-level consumer engaGement by combining Data-driven and blockcHain technology Tools with social science approaches and multi-value service design
DR	Demand Response
DSO	Distribution System Operator
ESCO	Energy Service Company
GDPR	General Data Protection Regulation
IoT	Internet of Things
LEC	Local Energy Community
TSO	Transmission System Operator

Table 1 List of Acronyms and Abbreviations

Executive Summary

The deliverable 8.1: Project Website reports the first outreach activities of the BRIGHT project, describing the the webportal structure, in addition logo selection procedure, and the social media channels, are reported, all that needed to communicate significant moments and outcomes throughout the project lifetime. Since the project website is considered one of the most effective communication interfaces with the relevant stakeholders, the content of the website will be continuously extended and updated throughout the project. This will give a broad overview of the project's objectives and report significant progress. The social media channels LinkedIn and Twitter have been chosen based on their outreach to targeted audiences.

1. Introduction

The increasing electrification of heat and transport coupled with larger deployment of decentralized renewable energy resources is disclosing new opportunities for Demand Response (DR). However, DR potential has been exploited so far to a very limited extent at end consumer residential level, due to technologies immaturity, regulatory fuzziness and distorted business framework, preventing end consumers to capture an appropriate value. To cope with the above challenges, BRIGHT will leverage on a participatory co-creation process where the consumers will play a central role. As a result, it will be creating a framework for promoting an adaptable multi-timescale DR in a multi-layer community centred and cross-domain.

To maximise the impact of the project activities and ensure that all the BRIGHT solutions will be widely spread among the stakeholders, BRIGHT will use communication channels to reach the target groups, like DSO's, TSO's, Utilities, Energy Retailers, Sellers, Traders, Aggregators, LEC, Energy Cooperatives, ESCOs, Standards Development Organizations, policy makers, consumer associations, researchers and the general public, and the project Consortium. Among the communication activities, gathered in the Work Package 8 (WP8) "Dissemination, exploitation and Impact Creation", the creation of the project website and specific social media channels represents the first dissemination activity. Therefore, the present document provides the first deliverable of BRIGHT reporting activities carried out in the framework of Task 8.4 "Dissemination & Public Outreach Activities". The document depicts the logo selection procedure, the project website and social media coverage, aiming to act as the primary dissemination and communication channels of the project.

The project website is an important element of the project, communicating the overview and recent updates of the project activities, while acting as an indicator of interest raised among the stakeholders' groups. Moreover, it is considered one of the most effective communication interfaces of the project with the relevant regional stakeholders, such as energy communities, cooperatives, local/regional authorities, etc., in order to create awareness of the concepts, technologies and innovation activities. Therefore, the website has to be clear and should provide all necessary information in order to give web-visitors a quick, but also a complete overview of the project progress. In this sense, it is very important to keep the website up-to-date with news related to scientific & technical results, project meetings, public documentation (new public deliverables, technical publications, etc.) and other events that are of interest for the intended audience.

Furthermore, social media channels are an integral part of the BRIGHT dissemination and communication strategy, attracting a broad audience and engaging them via instant, short broadcast messages about notable outcomes of the project, as well as significant content on the BRIGHT fields of interest.

1.1. Purpose

The report presents the project website conceivieng and realization, the logo selection, and social media activity, aiming to attract a wide audience from diverse domains. The report is public and, thus, everyone is welcome to read it. However, given the project scope, it could be especially interesting to a specific audience. Stakeholders on the technological domains covered by the project are among the main audience as well as civil society and business actors. Among future

adopters, policy makers, influencers, mentors, entrepreneurs, strategists, analysts from the IoT, Blockchains, Digital Twins, Edge Computing domains can be classified. Moreover, technical audience, including researchers, software engineers, IoT equipment manufacturers, information solution providers, TSOs, DSOs, energy suppliers, etc. are among the potential stakeholders of the BRIGHT solutions.

1.2. Relation to Other Activities in BRIGHT project

Thisreport presents the project website, the logo selection and social media accounts. Therefore, it is highly relevant to the project dissemination and exploitation activities (WP8), providing information on the website and social media handles structure and content that can be considered relevant for publication.

1.3. Structure of the Document

The document is organized as follows:

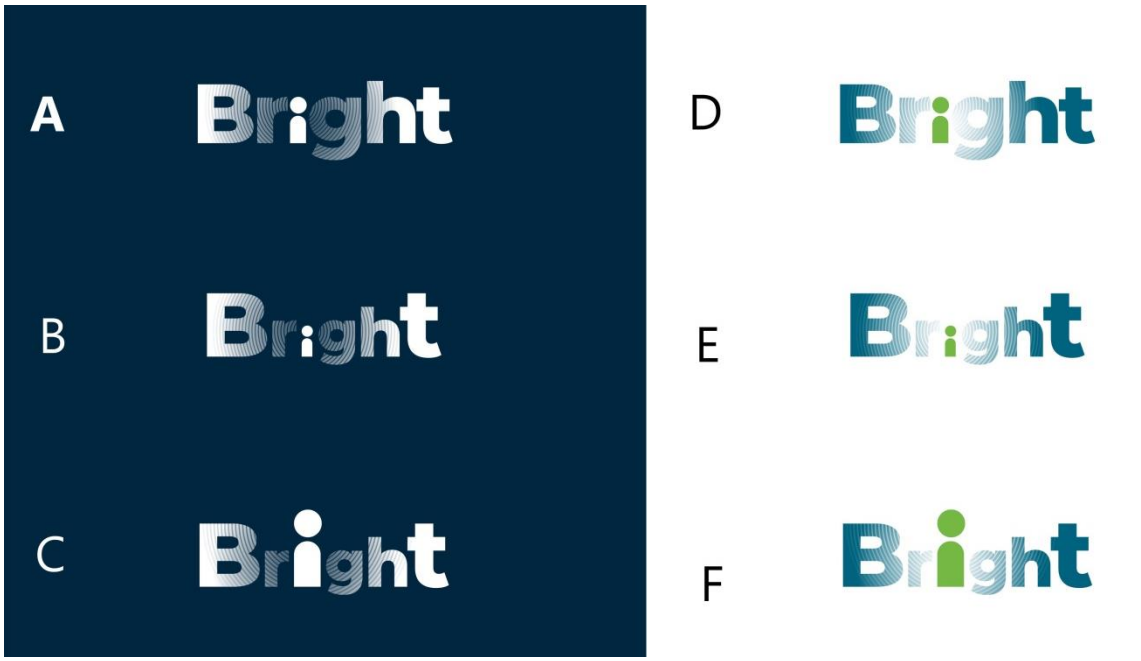
- Section 2 presents the BRIGHT logo
- Section 3 depicts the BRIGHT website
- Section 4 presents the BRIGHT social media profiles
- Section 5 draws conclusions

2. The BRIGHT logo

The bright logo is considered as element of the project branding and introductory to the website realization, it was designed and selected among six different variants, to capture the essence of the project in an icon design.

The logo was designed starting from the name of the project; it includes two main symbolisms: i) the green human, at the center of the word due to its role in the green energy transition and ii) the concentric circles around the human, highlighting the central role played by the consumers/energy communities.

The six variants shown in Figure 1 were presented to the consortium and each partner expressed his preference. Logo D reached 9 votes and therefore was chosen as logo of the BRIGHT project.



	A	B	C	D	E	F
15 participants	✔7	✔1	✔5	✔9	✔0	✔3

Figure 1 – Logo selection

The logo was released in png, pdf and eps formats and uploaded in the project repository.

3. The BRIGHT Website

In this section, the BRIGHT online presence via the project portal is reported. Section 3.1 sets the objectives which are desired to be met via the website, which acts as main drivers for collecting, organizing and providing content about BRIGHT. Accordingly, section 3.2 presents briefly the website structure, providing samples of the website content. The project website is hosted and can be accessed on the URL: https://www.brightproject.eu/

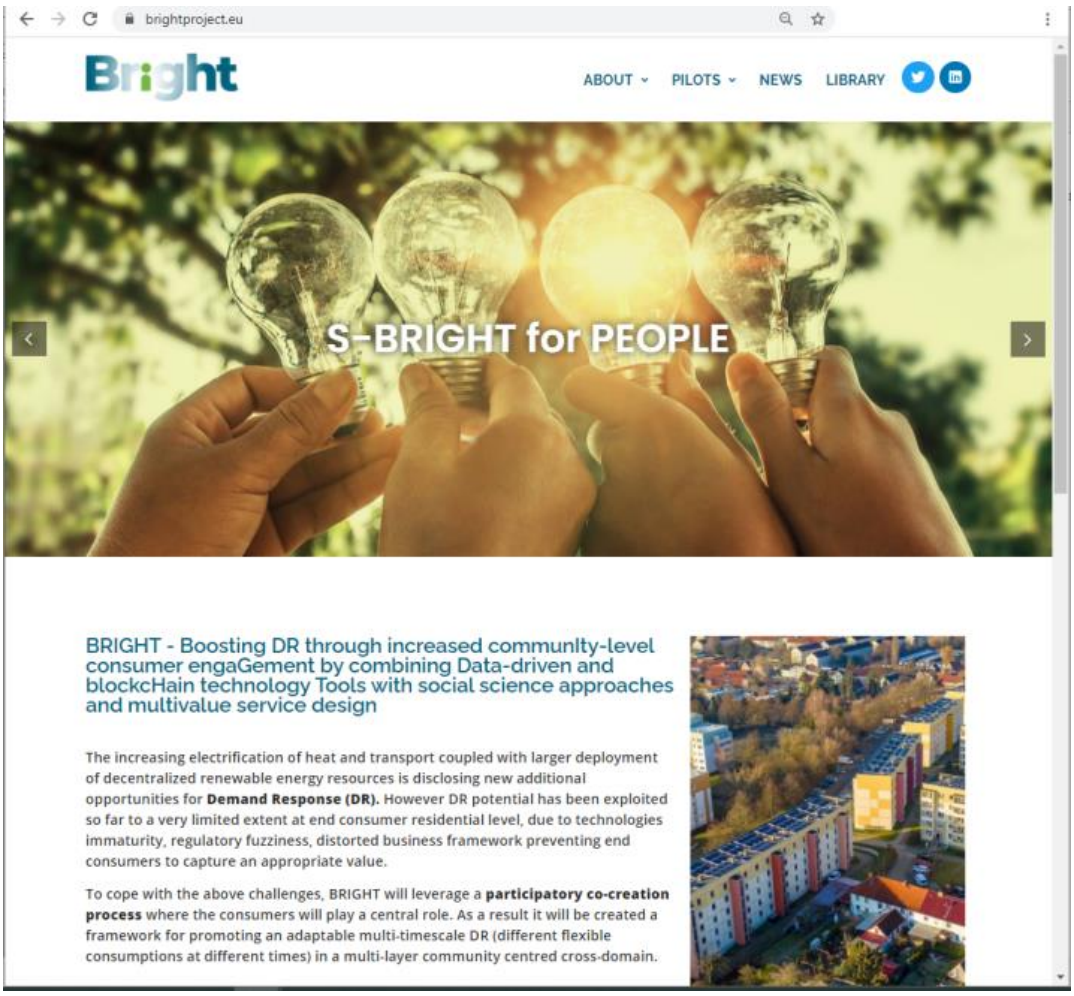


Figure 2 – Project Website

3.1. Objectives

Website is often the state-of-the-art dissemination channel of research and innovation projects, covering any application domain, as it provides visibility, easy access and, in the long run, sustainability. To this end, the BRIGHT website is intended to cover the following objectives:

- Maximize the potential impact of the BRIGHT solutions. So, information about BRIGHT has been carefully collected and formulated in such a way that indicates the main project elements in an easy and digestive way, indicating inter-relations with different disciplines, spanning technological fields, application domains, research interests, etc.

- Provide ease of access to information of interest. The information about BRIGHT should be well organized to allow effortless access for users to the information of their interest. Also, responsiveness of the website in any kind of client device is crucial to the ease of access, considering the highly heterogeneous devices that could be used to access the project website.

- Upload any project related news on the website. News should raise awareness about meetings and events where BRIGHT is present, about significant results and milestones achievement or any other issue deserving publicity.

- Provide updated information, regarding both notable project achievements, publications, presentations and public documentation. The website must be regularly updated to include any publishable material generated during the BRIGHT project.

- Monitor the website activity, following privacy requirements, respecting legal requirements and the General Data Protection Regulation (GDPR) 2016/697.

- Properly indicate acknowledgement to the European Commission (EC) funding.

Driven by these objectives, WordPress has been selected as a web-framework, blogging engine and as the technical platform of the project website. WordPress is an highly flexible, open-source and provides free content management system for the web, which allows creation of a wide variety of versatile websites. It also provides remarkable blogging features. A unique benefit of WordPress is that it is very simple and fast to start and develop a website. Moreover, this platform provides a wide variety of plugins, allowing users to extend their website functionalities. For example, WordPress provides plugins to manage events, show public events calendar, giving the opportunity for people signing up for newsletters, moving banners, etc., which are significant features for a research project website. WordPress has become a standard for website creation and there is considerable documentation and a lot of information about how to use and how to create a website based on this software. Of course, maintenance and updates are mandatory, as happens with every other web-platform, in order to ensure proper operation of all functionalities, cyber protection, as well as efficient operation. In brief, WordPress fulfils the requirements, which are aligned to the objectives set before:

- An intuitive user interface for website administrators and other users to create new blog posts

- Advanced user management with fine-grained access rights

- Many available plugins in order to extend the platform with third party-plugins

- Connection to the most popular social networks

- Advanced analytics of website visitors

3.2. Website structure

The BRIGHT website is organized following the needs of a research and innovation project. The architecture is shown in Fig. 3

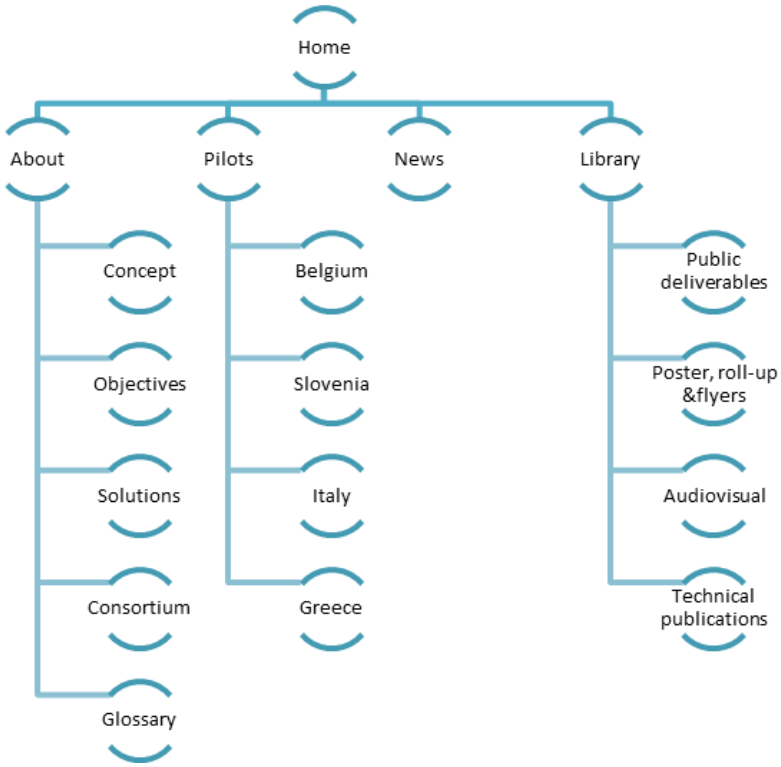


Figure 3 – Website architecture

Specifically, the visitor of the website is directed to the "Home" page which is the "first entrance" to the BRIGHT environment. Then, the visitor may navigate through a number of pages accessed via the navigation bar. The possible options include:

- "About", which is presented in section 3.2.2.
- "Pilots", which presents the BRIGHT trials, as shown in section 3.2.3.
- "News" which provides information related to the project concept and updates about project activities, as explained in section 3.2.4.
- "Library", which includes all the public material produced over the project, namely public deliverables, poster & flyers, audiovisual and technical publications as presented in section 3.2.5.

The webpages in the whole website are gently separated in three sections by the means of a header, a footer and the main section.

The website header (Fig. 4) consists of the project logo and the main menu having a sticky function to be kept always on top of the page when navigate/scrolling down the pages. In the right of the menu an easy access to the project's social media, by means of clickable icons with the social media logos is provided.

Figure 4 – The BRIGHT website header with the logo and navigation bar

The main section of each page is the body of the page and consists of the actual content of each page, presenting the unique BRIGHT characteristics based on the page category (e.g. trials, news, library, etc.).

In the footer of each page the main contact details are reported: the official mail for asking information as well as the project coordination and the responsible for the website. Moreover, to comply with the grant requirements, the footer provides the acknowledgment to the funding agency of the project, the European Union's horizon 2020 research and innovation program.

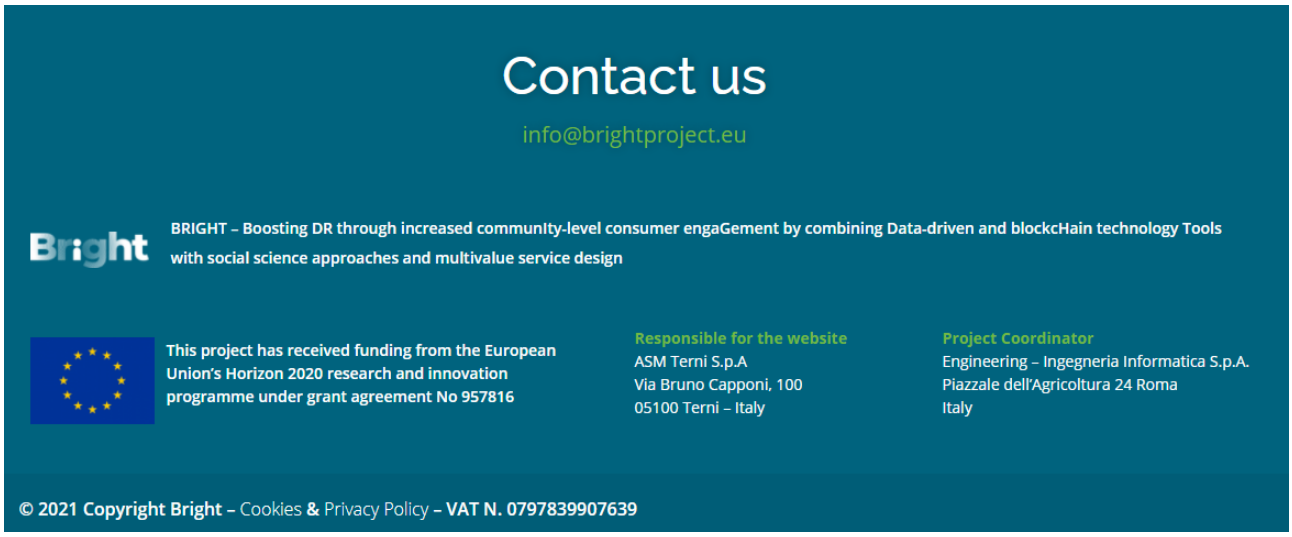


Figure 5 – The BRIGHT website footer

The BRIGHT webpages are further analysed in the following subsections.

3.2.1. HOME section

The "first entrance" to the BRIGHT website aims to provide a comprehensive presentation of main concepts and highlights arising from the project. First of all, in the homepage a quick summary of the project solutions is reported, exploiting the images on the slider. The three BRIGHT pillars, namely S-BRIGHT (Social BRIGHT), T-BRIGHT (BRIGHT Technological enablers) and B-BRIGHT (BRIGHT Business Ecosystem) are introduced by means of three pictures and three key messages, as shown in Figure 6; clicking on the picture, a link to the "Solution" page is active where a basic explanation of the three BRIGHT solutions is reported.

Figure 6 – The BRIGHT HOME page – the slider view

Below the slider, the main concept of the project is introduced (Fig. 7) followed by the three most recent news articles with links to the related pages (Fig.8).

Figure 7 – The BRIGHT HOME page – project introduction

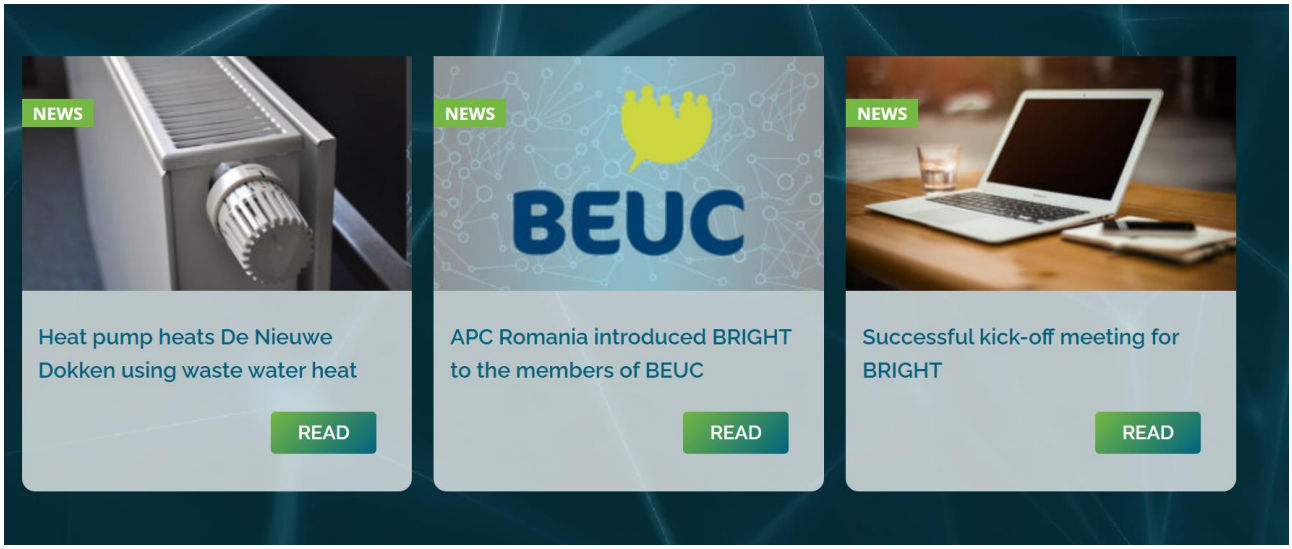


Figure 8 – The BRIGHT HOME page – the latest news

3.2.2. ABOUT section

The “About” section is divided into a submenu with five options: Concept, Objectives, Solutions, Consortium, Glossary. Clicking on one of the options, the following information are reported:

- CONCEPT - the main concepts covered in the project are presented; due to several technical words and acronyms, a link to the "glossary" section has been created.
- OBJECTIVES – the nine main objectives of the BRIGHT project are reported using flip boxes for a streamlined user experience; a screenshot is shown in Figure 9.

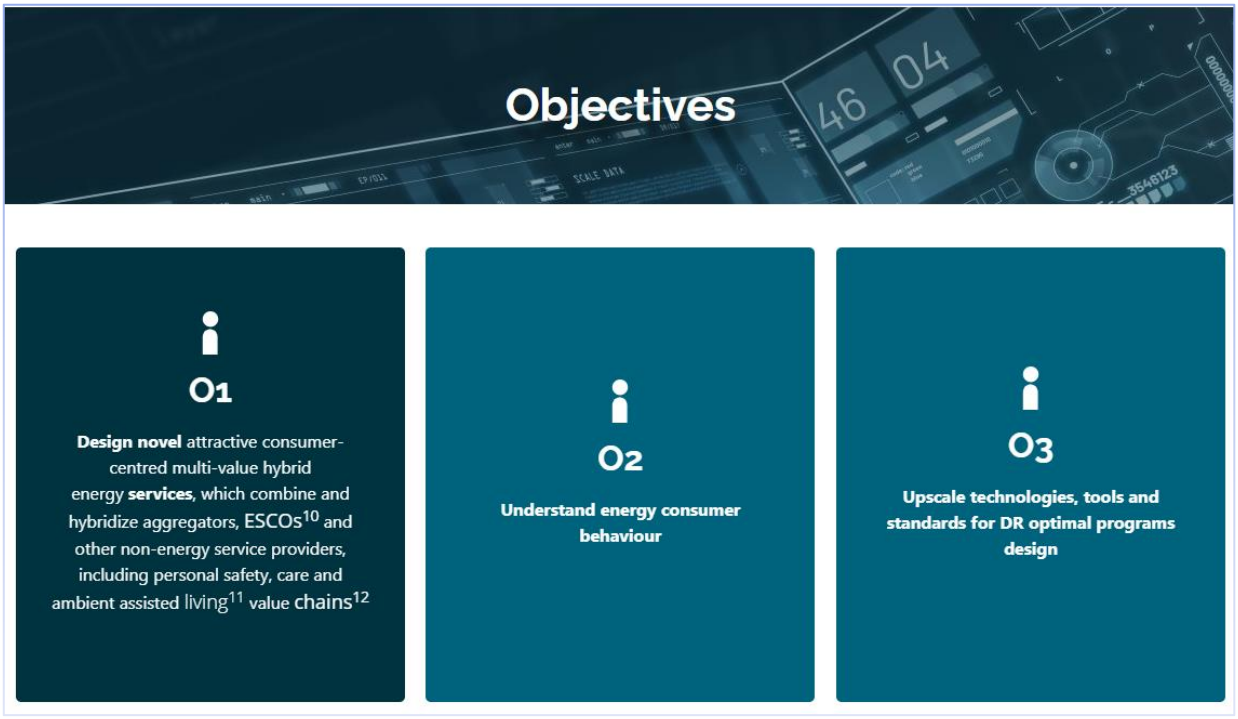


Figure 9 – The OBJECTIVES page

- SOLUTIONS –the main research and innovation outcomes are introduced, gathered into the three BRIGHT pillars, namely S-BRIGHT, T-BRIGHT and B-BRIGHT, by using flip boxes, as shown in Figure 10.

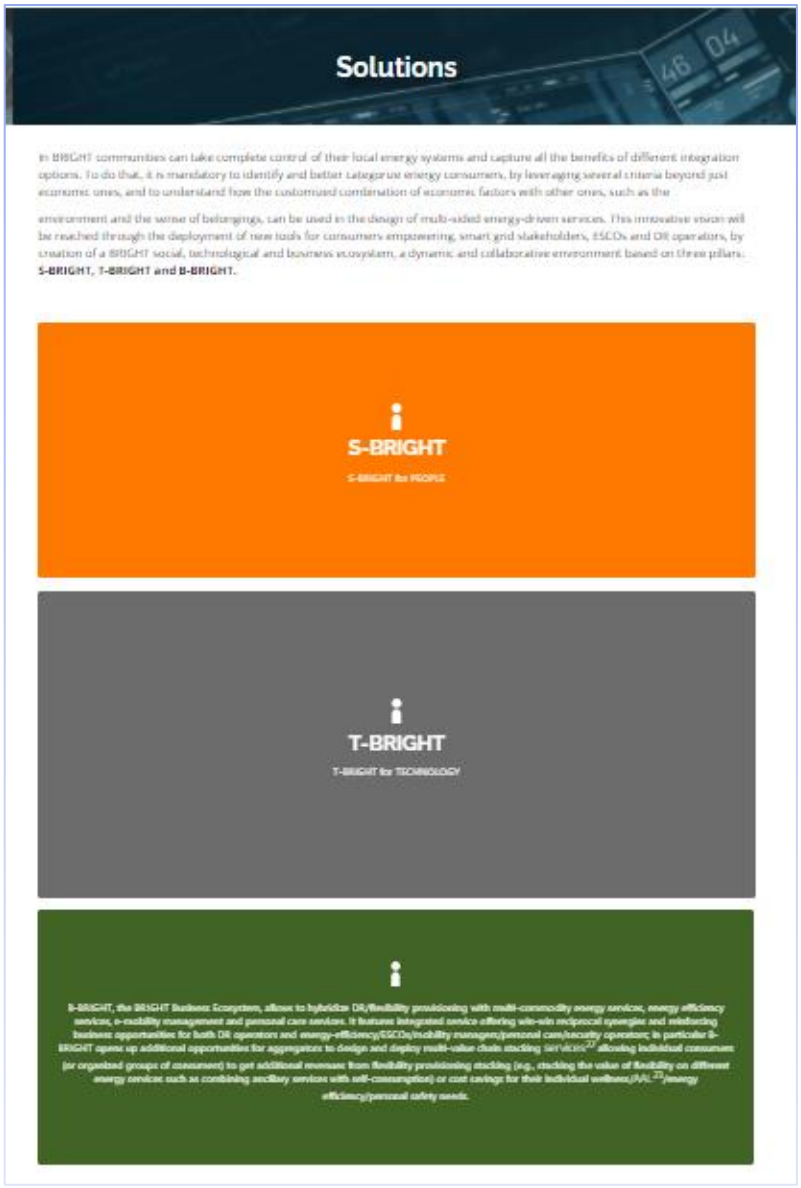


Figure 10 – The SOLUTIONS page

- CONSORTIUM – this option of the "About" submenu directs to a page listing all BRIGHT partners' logos, as depicted in Figure 11. When clicking on a logo, the visitor may access to the official organization website.

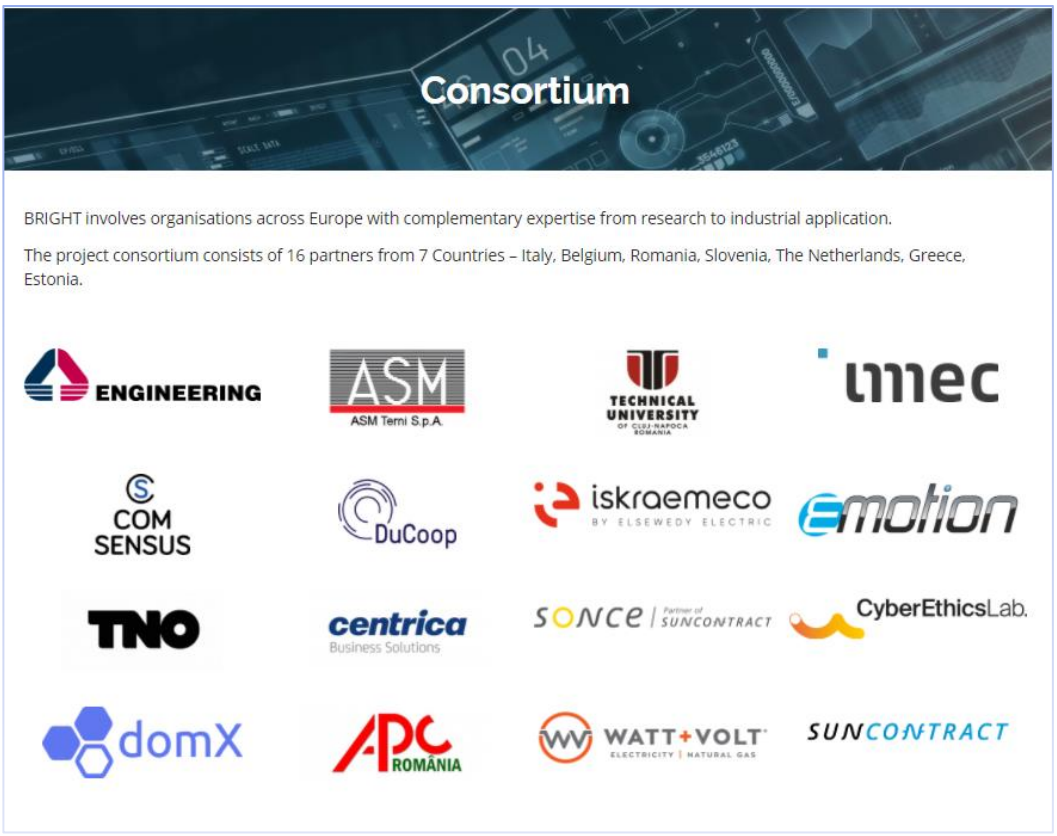


Figure 11 – The CONSORTIUM page

- GLOSSARY – In this section 24 notes have been included and linked to technical words in the website texts in order to help people in the understanding process.

3.2.3. PILOT section

The "Pilots" section provides general information about the BRIGHT trials, along with links to 4 pages in the form of tiles, each one corresponding to one BRIGHT trial (Trial #1: Belgium; Trial #2: Slovenia; Trial #3: Italy; Trial #4: Greece). In the specific pages, the user may find information about the selected trial, along with the planned use cases and their contribution to the unique points of BRIGHT. Figure 12 illustrates one of the trial pages, which details the location, the use case and the objectives of the trial.

Figure 12 – The BRIGHT webpage devoted to the trial #4

3.2.4. NEWS section

This section is aimed to accommodate any updates on the BRIGHT activity, including information about initiatives and events organized or attended by the Consortium, talks, presentations, meetings, blog posts, etc. Figure 13 presents the "News" page of the current version of the website.

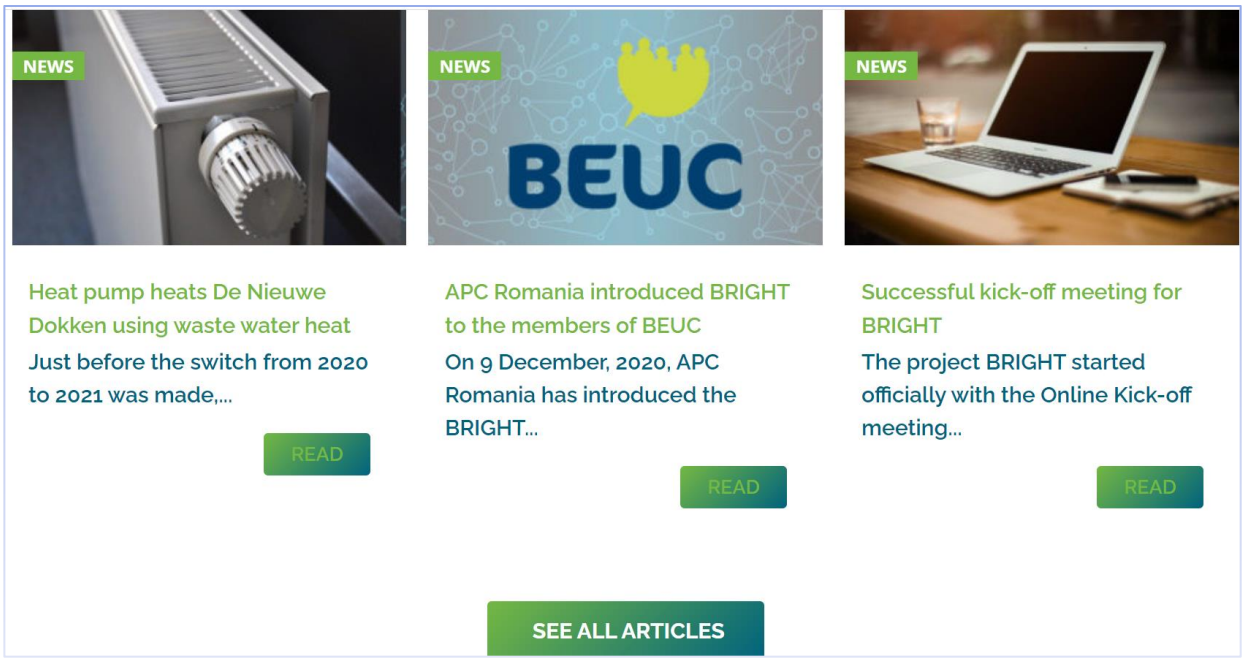


Figure 13 – The NEWS page

3.2.5. LIBRARY section

This page is intended to provide access to significant outcomes of the BRIGHT project. At this nascent stage of the project, no documents are present in this page, but the public deliverables, poster/roll-up/flyers, audiovisual and technical publications will be uploaded as soon as they are available, properly organized as options in a "LIBRARY" submenu, as depicted in 3.2 – Website architecture, which is planned to be added, as soon as content is available. Figure 14 shows the current state of this page.

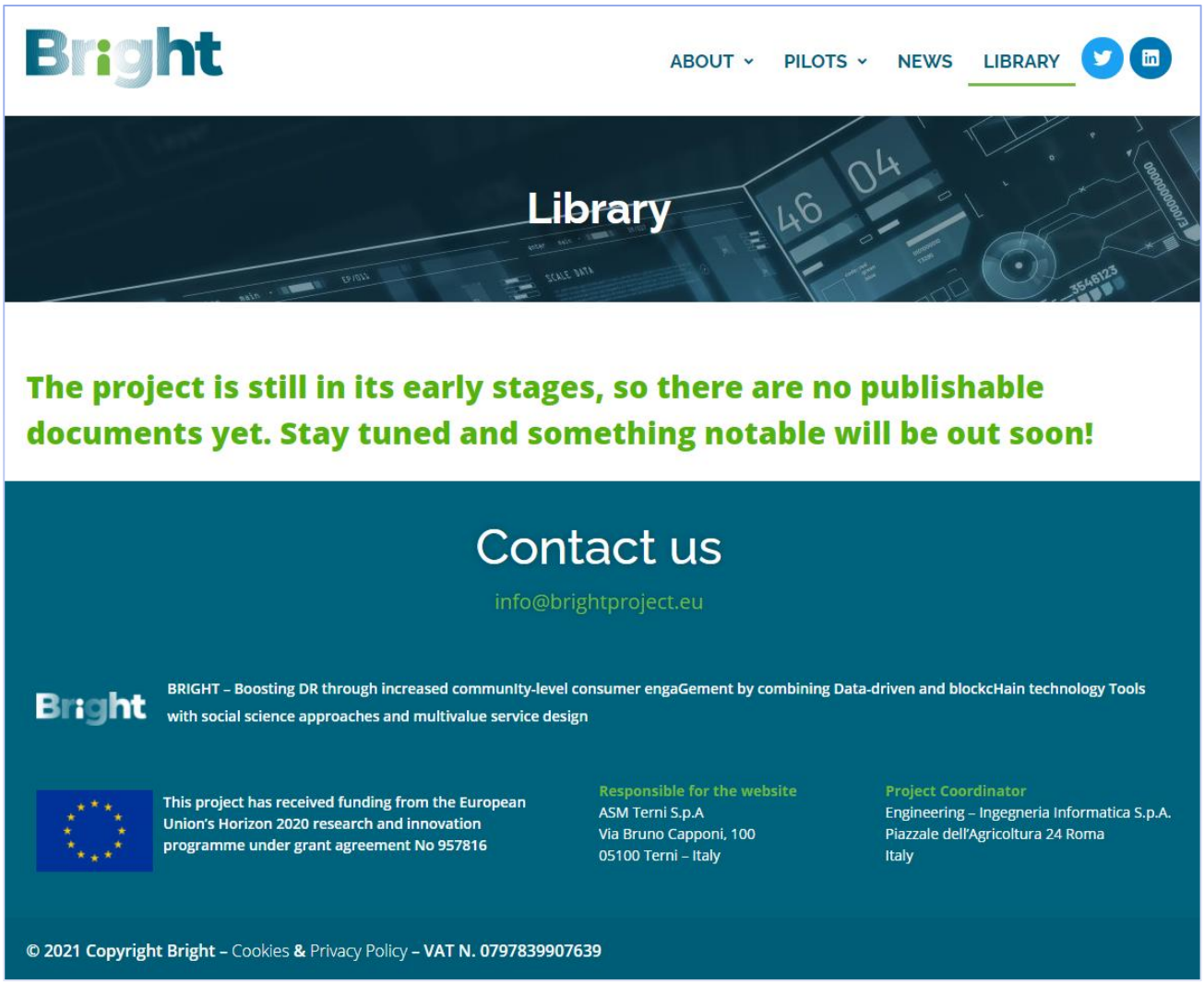


Figure 14 – The LIBRARY page

3.3. Outlook

The content available on the BRIGHT website will be extended within the next months of the project. Moreover, the traffic will be continuously monitored via a web analytics tool (e.g. Google analytics or similar) in order to feed the dissemination Key Performance Indicators (KPIs).

The project impact is expected to be increased via improved referencing. To achieve good referencing of the website, its reference in many sites is required. Such sites already appear in search engine indexes, so redirection to the project site will be enhanced.

Partners are requested to create short descriptions of the project on their home organizations website and to link from there to the official BRIGHT website.

Reminder emails will be sent on a regular basis to all partners in order to collect news from them to keep the website up to date and of interest for the project's stakeholders.

4. Social media

The project website is also embedding the social media channels references, namely LinkedIn and Twitter. Social media will be used for communication with an interested audience. Updates on social media will be short and quick notifications of the latest news about the project BRIGHT. As already mentioned, Twitter and LinkedIn have been selected for the project dissemination channels. Accounts on selected social media were created in order to get closer new BRIGHT technologies and solutions to community, experts as well as businesses.

4.1. LinkedIn

For promoting the potential and recognition of the Bright project, the LinkedIn profile was created. It will be used for posting short messages and news about the BRIGHT project. The project connected hashtags are: #brighttheeuproject, #h2020bright

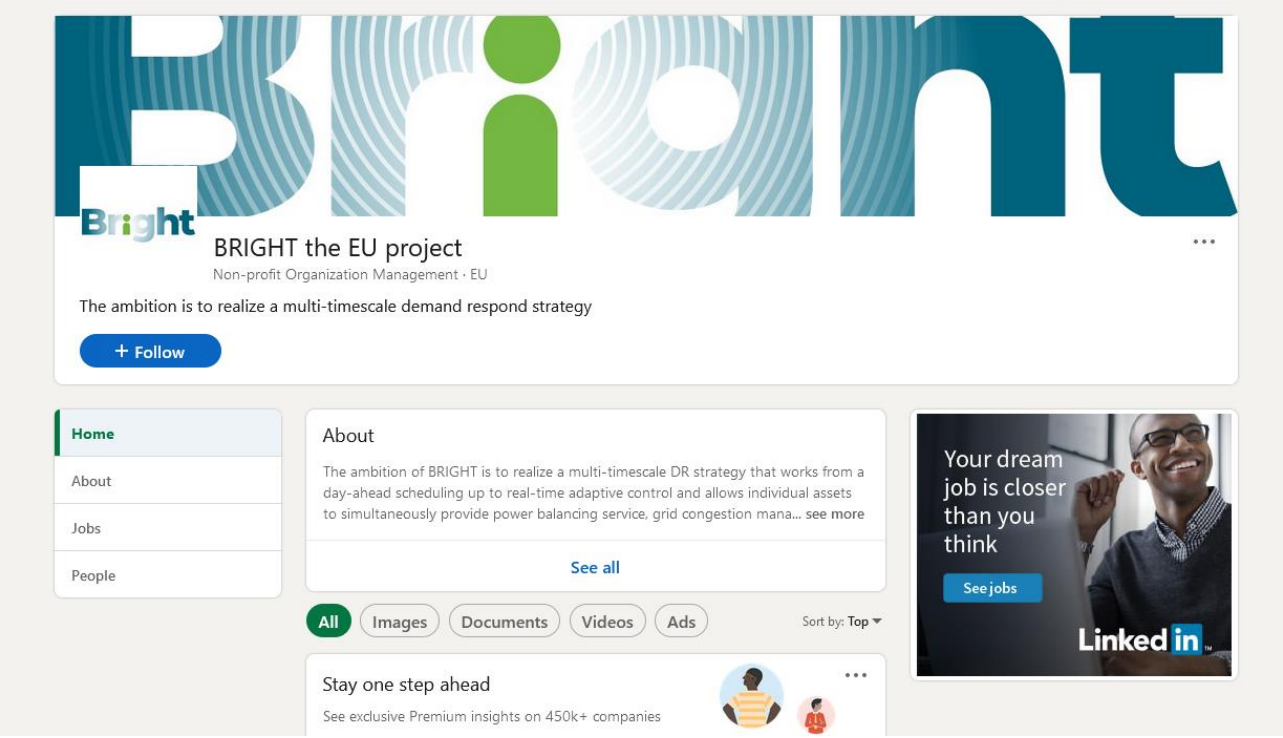


Figure 15 – The BRIGHT LinkedIn page

4.2. Twitter

Social network Twitter is well known for quick and short messages. On Bright Twitter profile the interested audience will be interacting by the short messages. The project connected hashtags are: @EuBright2020, #brighttheeuproject, #h2020bright

Figure 16 – The BRIGHT Twitter page

5. Conclusions

In this deliverable, the logo selection and the dissemination channels of the BRIGHT project via website and social media have been presented. Specifically, BRIGHT will be disseminated through a dedicated website and Twitter and LinkedIn profiles/pages.

The website will be used to provide easy access to publishable information related to the BRIGHT design, functionalities and progress, while giving due emphasis on proper content organization to be easily accessible by interested parties and on maximizing the dissemination potential. Moreover, updates on social media will notify about notable achievements. As a next step, both the website and social media will be widely promoted, in order to attract a considerable number of followers, and will be regularly updated to keep the audience up-to-date with project progress.