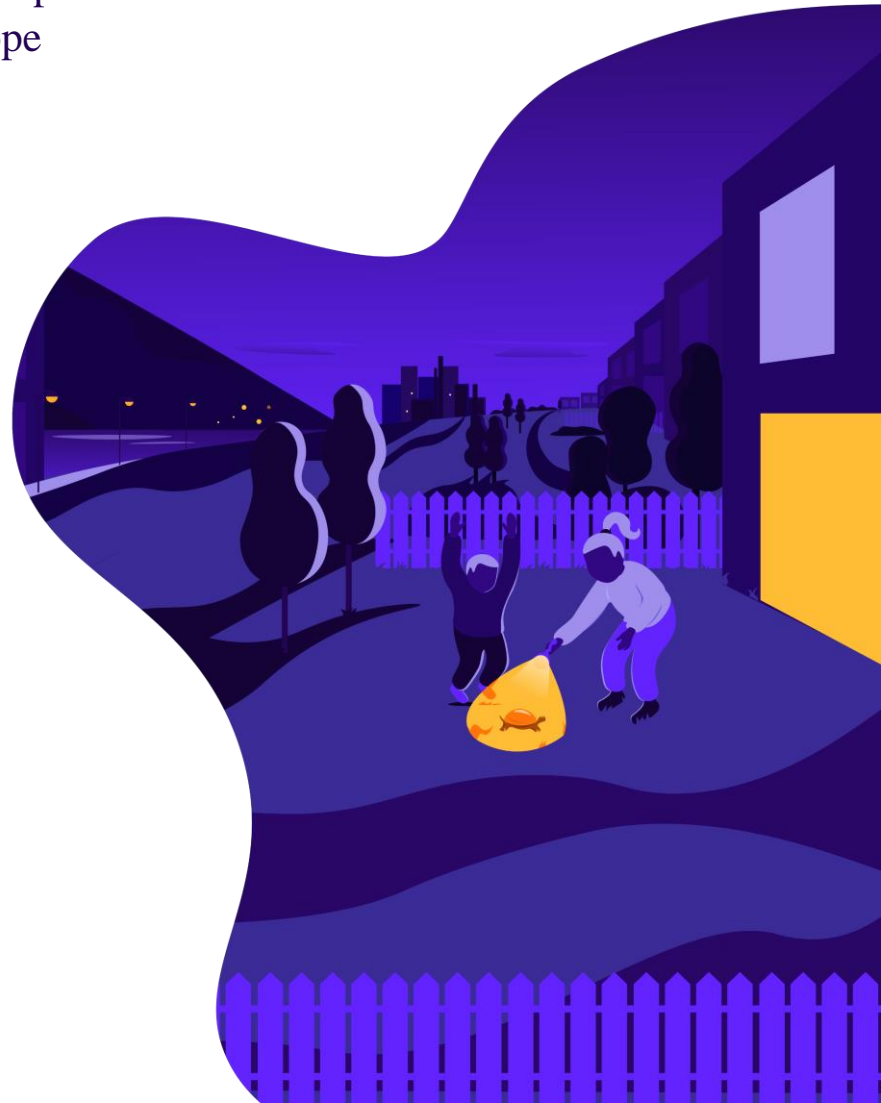


# WP7 Dissemination Communication and Stakeholder Engagement

## D7.2 PROJECT WEBSITE AND SOCIAL MEDIA CHANNELS

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# 1. Revision Log

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

**PROJECT ACRONYM**..syn.ikia

**PROJECT NUMBER**..... 869918

**PROJECT TITLE** .....Sustainable Plus Energy Neighbourhoods

**WEBSITE**..... www.synikia.eu

# 2. Technical References

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## 0. Introduction

The project website is the reference point when it comes to the online presence of syn.ikia and, will be live from M3 (March 2020) of the project. The website will be built according to modern technology standards and will aim at informing visitors about the project objectives, strategy, results, the latest news and the upcoming events. All of the latter will be presented in a modern and intuitive design, and will be appropriately shown across all mobile devices.

### 0.1. DELIVERABLE DESCRIPTION

The overall technical objective of this work package is to create a modern and user-friendly website and social media presence by following the latest online standards in web development. More specifically, our aim in the project is the following:

- Create a high level of user-friendliness and user experience on the website.
- Develop a clean and appealing visual identity based on the existing visual identity.
- Provide an intuitive to navigate website for all users available for the most popular Internet browsers.
- Provide a responsive web design according to a single self-adaptive interface for multiple devices (desktop, iPad, phone, etc.).
- Develop functionalities which are crucial for a successful outcome of the project, yet at the same time do not overload the web system with unnecessary modules and functions.
- Guarantee a safe web environment in which user data will be safely stored in the database and protected from any third-party to access.
- Contribute to knowledge sharing by achieving effective access and re-use of project outputs.
- Administrate, monitor and manage registered users on the platforms. The project website will contain detailed information on the aims, objectives, consortium, work processes and the current state of the syn.ikia project. It will provide information for all interested parties and the general public. The website will host the outreach related content as: a periodical newsletter that provides updates on the project state and further information related to the project, dissemination material, deliverables and event calendars.

This task is also responsible for setting up the appropriate social media accounts (Twitter, LinkedIn). D7.1 Communication and Dissemination Strategy and Plan outlines how and when to use and will ensure a constant presence with new content. Profiles will also be created on third-party platforms to increase presence and visibility.

### 0.2. RELATION TO OTHER SYN.IKIA DELIVERABLES

The approach outlined in the Communication and Dissemination Strategy and Plan presented in D7.1 allows for synergies between all project work packages and consortium partners where the project website is the main reference point to communicate and disseminate syn.ikia's message and work to an external audience.

In this line, all project workpages will have a dedicated space on the website to present and exploit the objectives achieved and the results produced.

Having said that, the project website will have a particular strong connection to all WP 7 deliverables, as well as with D5.5 Web-based calculation tool to support decision-making & investment and D3.3 Syn.ikia Cloud Hub, where the information can be used for stakeholder and user engagement purposes. The addition of these two latter deliverables to the website is foreseen to be implemented by M36 and M48, respectively, of the project work plan.

## 1. Work done and current status

A website has been developed for the syn.ikia project to serve as the main external communication tool for the general public and the targeted audiences identified in D7.1. Communication and Dissemination Strategy and Plan: <https://synikia.eu/>.

The project website:

- Presents syn.ikia towards external stakeholders, share the main objectives of the project, describes the portal that will be deployed and also the results and the barriers to overcome;
- Recruits additional interested stakeholders.
- Shares the project progress, the calendar of the events and interim and final public documents/deliverables.

### 1.1. WEBSITE DEVELOPMENT

An external web developer was selected to support Housing Europe in the technical implementation of the syn.ikia website. An internal assessment process was carried out by Housing Europe, with the support of NTNU, to evaluate the five proposals received for the delivery of the task (in line with H2020 rules). [Cliff Demandt](#) was considered the most appropriate candidate for the task.

Our suggestion is based on the following criteria:

- Previous experience in developing H2020 project websites.
- Appropriate timeline in line with project deadline.
- Good value based on quality to price ratio.

The first step in the development of syn.ikia's website was the securing of a suitable URL. The domain [www.synikia.eu](http://www.synikia.eu) was purchased by NTNU, as the one easier to remember for users and easily representative of the project. The domain name was then transferred to the Cliff Demandt team.

The development process started with a functional mockup, a low fidelity prototype the structure from which the website will be implemented. The website structure has been set up as follows:

- **Homepage** – This is the official entry point of the website. It features a brief introduction and links to the most relevant sections. Featured project resources, news and events will be presented on a slider at the top of the page to keep users up-to-date with the project at a glance. This will also attract visitors to return to the website. A Tweeter feed will also be featured at the bottom of the homepage where the latest post of the syn.ikia account are shown. Finally, an email account has been created for syn.ikia that is connected to the website ([info@synikia.eu](mailto:info@synikia.eu)) so that the public can have direct contact with the project.

- **Syn.ikia** – This section includes the most official contents related to the project, such as concept, strategy, objectives, impact and the network of sister projects working on plus energy buildings and neighbourhoods.
- **Neighbourhoods** – The section presents the four demo neighbourhoods involved in the project. For each one, the specific innovations that will be implemented will be featured along with a link to the innovations section, where more details are to be learned.
- **News** – The section contains all the news published by the project, such as deliverables released, articles, podcasts, webinars, videos, and internal publications, amongst others. Both internal events organised by the project and others will also be featured in this section. This section will host events by sister projects as well, as a mean of promoting the communication efforts of the whole projects' cluster.
- **Library** – Acting as a repository for official documents, this page offers the users the possibility of downloading the public documents produced by the project, such as deliverables, graphic materials, flyers and publications and so on.
- **Our Partners** – This section presents the project consortium. Each partner will be featured together with the staff members representing the organisation, alongside with a brief description, a link to the company website, and LinkedIn button.
- **Contact us**– Users will be able to get in contact with the project through a contact form, but the specific contact details of the coordinating team will also be available for direct outreach.

The graphic design of the website was then prepared taking syn.ikia's visual identity as a starting point. Up to four versions of the web design were produced by Cliff Demandt team that took into consideration the feedback received from Hosing Europe, BPIE and NTNU until the final version was jointly approved (see Figure 7). The syn.ikia website will also feature the acknowledgement of the European Commission funding, as stated in the DoA.

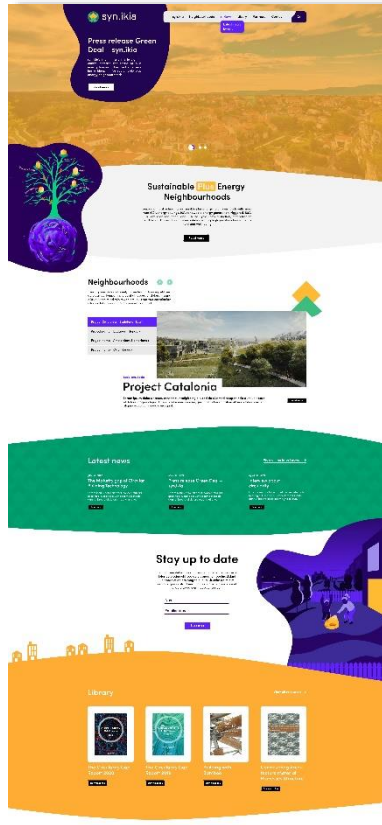


Figure 1 syn.ikia web design

The contents of all the sections will be delivered in English, although translation options into other project languages will remain open for further updates. The website will be updated regularly over the course of the project to inform visitors about upcoming events, news, and relevant project progress.

## 1.2. WEBSITE MANAGEMENT AND FURTHER DEVELOPMENT

To facilitate the website management, Housing Europe received training by the website developer in the management of the platform. The website key performance indicators will be tracked and shared with the project executive board on a regular basis.

Updates will be posted on at least a fortnightly basis or more frequently depending on activities.

## 2. Social Media channels

The social media presence of the syn.ikia project is aimed at improving and enlarging the communication outreach of the project. The possibility to reach targets that are not familiarised with the concept of sustainable plus neighbourhoods and connecting with “sister projects” within the field is indeed one of the main reasons why the syn.ikia project endeavours to establish a social media presence. Since the social media activity will be best sustained when a relevant number of contents and project results will be available, the peak performance of this activity is to be foreseen from M6 onwards, depending on the availability of the above-mentioned contents.

### 2.1. Twitter

A Twitter account has been established for the project: [@syn\\_ikiaEU](https://twitter.com/syn_ikiaEU). It will be mainly used to link up with existing plus energy and energy efficiency projects, key European Commission actors and units, and increase the visibility of project events and results. Twitter will also be conceived as a place where syn.ikia partners can interact, be involved on the project’s external communications and support syn.ikia in reaching their national audiences. As mentioned earlier on this deliverable, a Twitter feed will also be embedded on the project website. The aim is to attract at least 500 followers.



Figure 2 syn.ikia on Twitter



## 2.2. LinkedIn

A LinkedIn page has also been set up for the [syn.ikia project](#) that will mainly be used to share project achievements with a more targeted audience such as academia and professionals with an existing knowledge on sustainable plus neighbourhoods and energy efficiency. The LinkedIn page will also be used to leverage the profile of syn.ikia project partners and their representatives. The aim is to attract at least 200 followers.

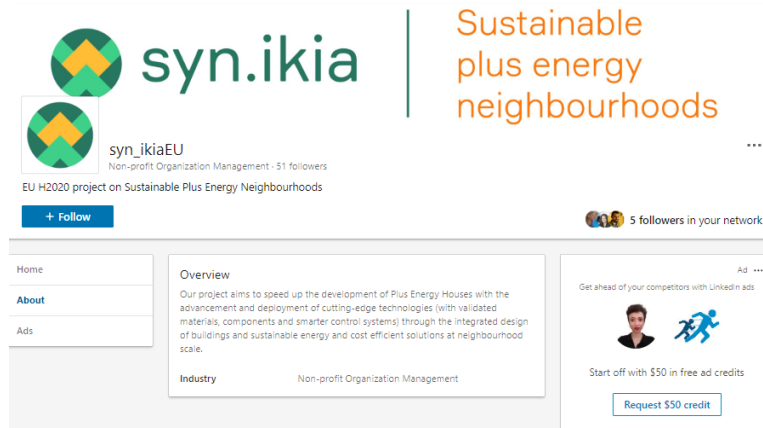


Figure 3 syn.ikia on LinkedIn



