



D8.2

ICEBERG project Website active

Lead beneficiary: TECNALIA

Due date: 31.07.2020 (M3)

Type of deliverable: DEC

<i>Dissemination level</i>		
PU	Public	X
PP	Restricted to other programme participants	
RE	Restricted to a group specified by the consortium	
CO	Confidential, only for members of the consortium	

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History of changes

<i>Version</i>	<i>Date</i>	<i>Organisation</i>	<i>Modifications</i>
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ICEBERG website: www.iceberg-project.eu

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Executive Summary

In month three, the ICEBERG website has been launched for external and internal dissemination of the project activities. The deliverable (D8.2) includes the design, structure and future developments of the project website.

The website is accessible on <https://iceberg-project.eu/> and it will be operative for almost 7 years (3 years beyond the project's end date).

On the home page, there are sections related to the general aspects of the project and the latest news & events of the project. Users arriving at our home page will also have the chance to contact to the ICEBERG coordination team, individual participants, follow the ICEBERG Project progress on social networks and subscribe to the newsletter.

In addition, the ICEBERG website will give interested users the opportunity to deepen their knowledge on the project scope by moving to subpages with additional information.

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1. Introduction

The deliverable D8.2 is part of the work package 8 (WP8) 'Dissemination and exploitation'. This document gives detail of the ICEBERG website design, content and future development.

ICEBERG website will be used for dissemination of news, events, progress, public reports and to communicate the exploitable results of the project.

The website is publicly accessible on the domain <https://iceberg-project.eu/> and it will be operative for almost 7 years (3 years beyond the project's end date). As project coordinator, TECNALIA is the responsible for the website hosting, design, correct functioning and contents update. IHOBE, as leader of Communication and Dissemination, also has a relevant role in the supervision and decision making of the material susceptible to be uploaded to the web.

The web page has been developed in WordPress and it has been built in English, understanding that is the main communication language to communicate technology and science for a wide audience.

The project website has been designed following the corporate identity guidelines of the ICEBERG project (D8.1, m3), applying Responsive web design method to automatically resize, hide, shrink, or enlarge, a website, to make it look good on all devices (desktops, tablets and mobile phones).

On the home page, there are sections related to the general aspects of the project and the latest news & events of the project. Users arriving at our home page will also have the chance to:

- Receive news via RSS feed
- Follow the profiles of the ICEBERG Project in social networks (buttons visible at the top and bottom of the home page)
- Subscribe to the semi-annual newsletter

In addition, the ICEBERG website will give interested users the opportunity to deepen their knowledge of the project by moving to subpages with additional information.

The website will be regularly updated, especially those parts of the site that are more dynamic (news and events). The static parts of the website will be updated according to the progress and results obtained in the project.

Data such as the number of unique visitors, repeat visitors, time spent by visitors and other key factors will be tracked over time through Google Analytics to assess the impact of the website. These indicators will be used to impose changes when necessary, for example, when performance expectations are not met.

2. Project Website

2.1. Aim

The ICEBERG website has been created with the aim to disseminate and communicate news, events, progress, public reports and to communicate the exploitable results of the project.

Consequently, aiming to reach and attract the highest possible number of visitors, the website has been designed with a friendly interface, for an easy and intuitive navigation and optimized for an agile navigation on any device.

Additionally, the website offers the user the possibility to subscribe to the online newsletter and displays the social networks in the header and footer of the website for broader dissemination of the project results.

2.2. Access

As ICEBERG portal has been designed according to responsive design methods, the website is accessible on any device on <https://iceberg-project.eu/>.

Thus, a broader dissemination to a wider audience is expected.

2.3. Contents

The website has been structured and designed to be informative, easy and intuitive to navigate and to address all different types of stakeholders. It has been prioritized that the information has a high-quality content, with a friendly interface, very visual, being at the same time optimized for navigation to be agile on any device.

In brief, the ICEBERG website contains:

- *The most relevant information about the project (description, main objectives, relevant innovations focused on the tool and technologies developed in the course of the project and the circular case studies)*
- *A description of the partners involved indicating their main role in the project.*
- *A dynamic section that includes news and events directly related to the project or of interest to potential stakeholders.*
- *A private area for project participants that will act as a platform for collaboration.*
- *A form to contact the project coordinator and a module to subscribe to the ICEBERG's newsletter.*
- *Access to the social Network (Twitter, Instagram, LinkedIn and YouTube).*

3. Website structure and design

The ICEBERG website has the following structure

- *Home*
- *Project*
 - o *Scope & Objectives*

- *Tools & Technologies*
- *Case Studies*
- *News & Events*
 - *News*
 - *Events*
- *Consortium*
- *Publication*
- *Private area*

The primary navigation of the website is via the menu located at the top. There the visitor can find links to the different pages and areas of the website and to access to the social networks.



Figure 1. Menu bar

3.1. Home

The home page provides a basic overview of the project and related topics in a visual way. For each aspect mentioned, the user has the option of directly accessing more detailed information.

This section of the website includes the following content:

- ✓ *A menu bar (see Figure 1).*
- ✓ *A search function (see Figure 1).*
- ✓ *A header with links to social networks (Twitter, Instagram, YouTube and LinkedIn) (see Figure 1).*
- ✓ *A cover page with a brief outline of the project (see Figure 2).*
- ✓ *A dynamic area with recent news and events (see Figure 3).*
- ✓ *A brief introduction to the project (see Figure 4).*
- ✓ *A brief overview of the keys to innovation (see Figure 5).*
- ✓ *A brief summary of the case studies (see Figure 6).*
- ✓ *A brief introduction to meet the members of the consortium (see Figure 6).*
- ✓ *A contact form to request information and send comments or suggestions (see Figure 7). It requires the name, email address, subject and message. Once the message is sent, it arrives directly to the management team.*
- ✓ *A form to subscribe to the ICEBERG Newsletter with the links of the social network (see Figure 7).*
- ✓ *A footer with information on the recognition of the EU grant and access to the terms and conditions and privacy policy (see Figure 7).*



Figure 2. Home page

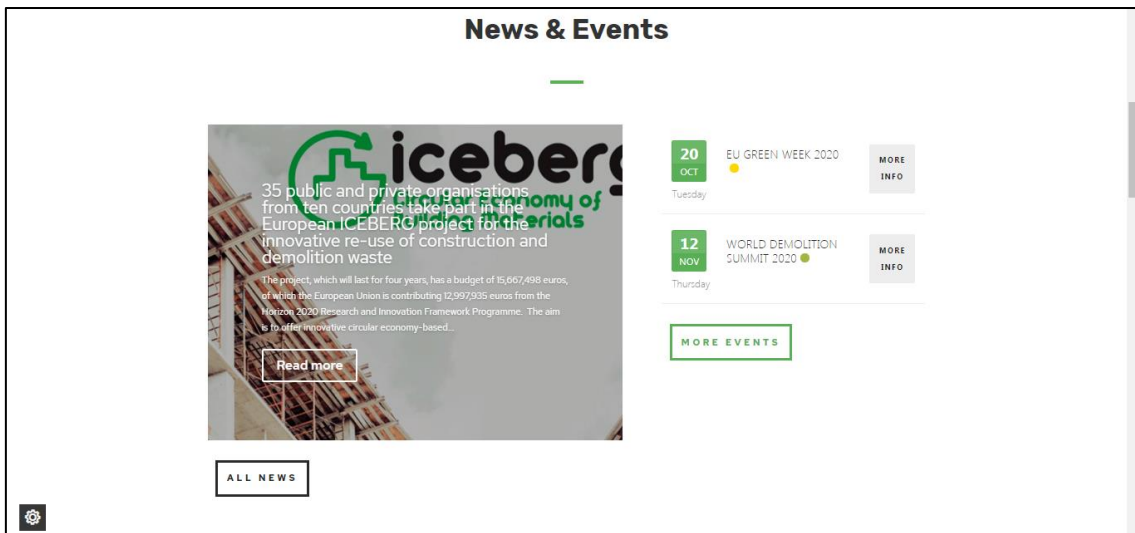


Figure 3. Home page: News & Events

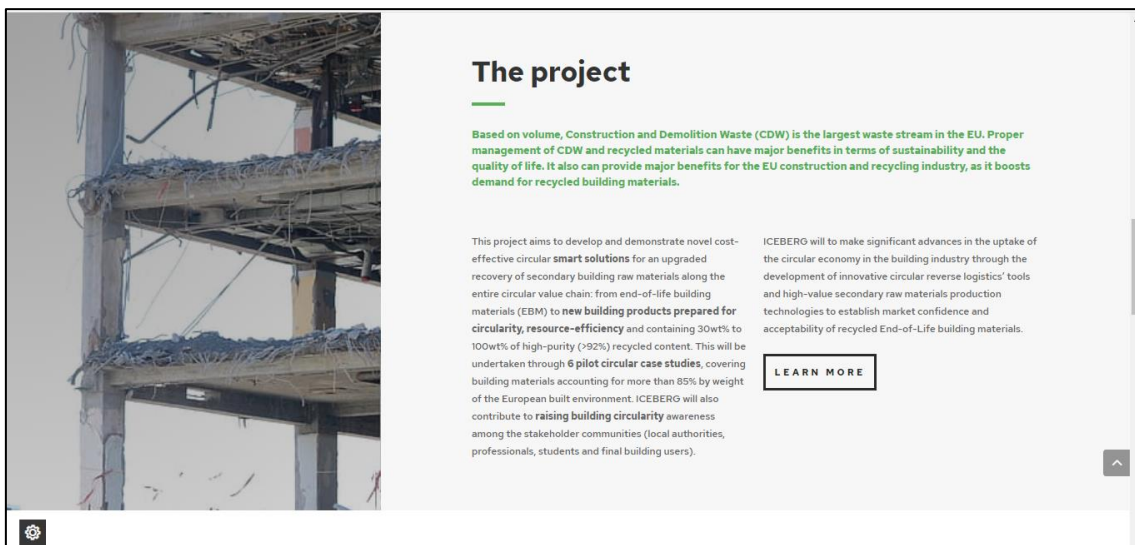


Figure 4. Home page: Project description

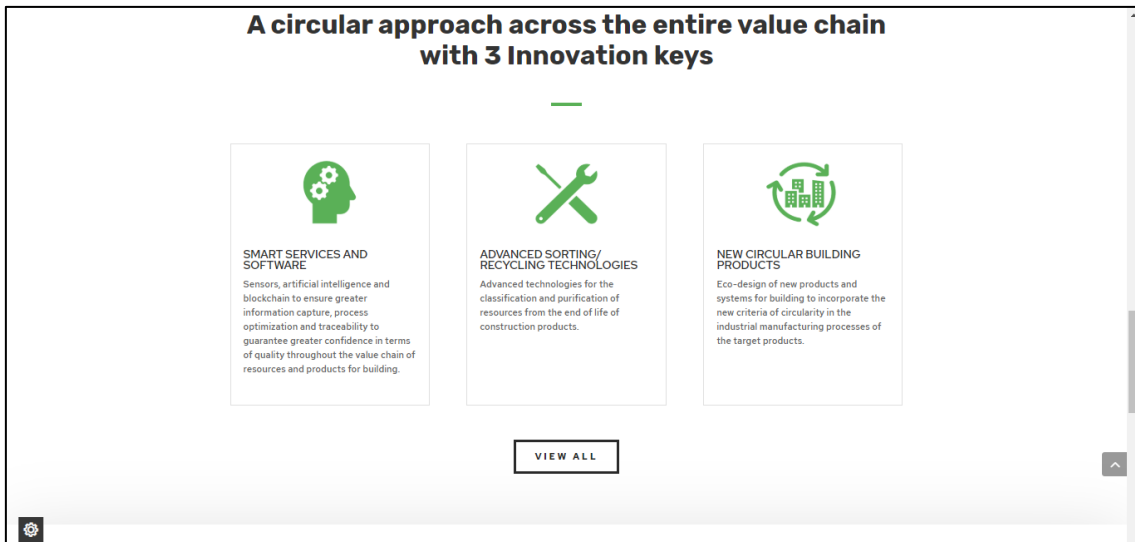


Figure 5. Home page: Innovation levels

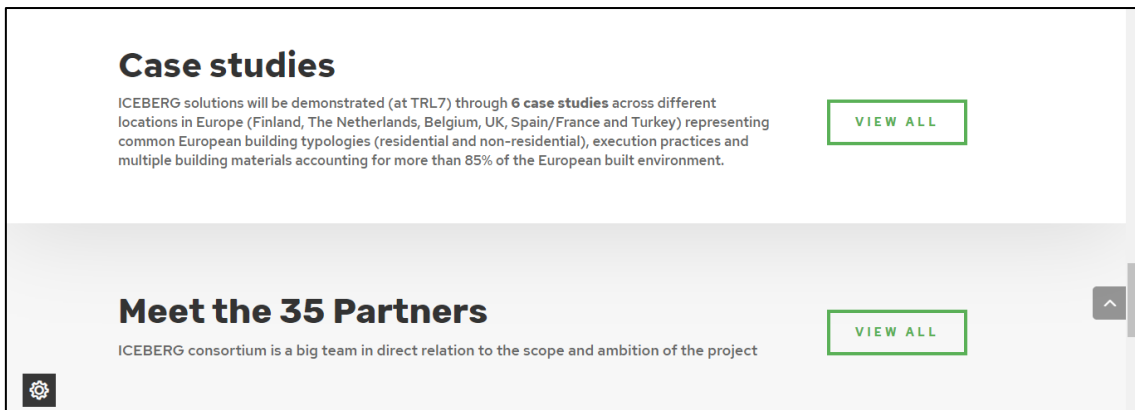


Figure 6. Case studies and Partners overview

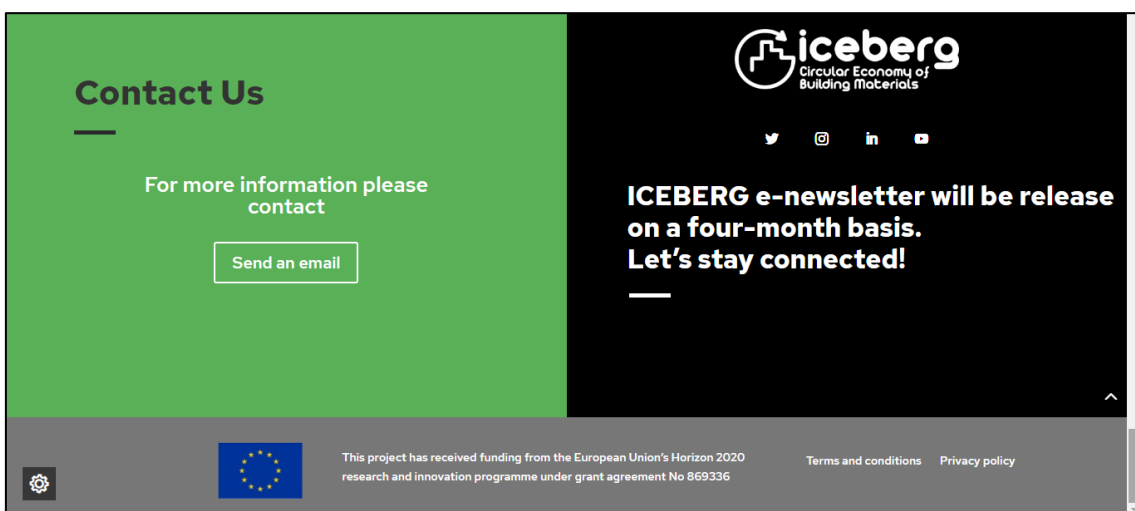


Figure 7. Home page: Contact section and Newsletter subscription.

3.2. Project

The project section is divided in two pages, Scope & Objectives and Tools & Technologies.

The Scope & Objectives page contains information about the project's background and objectives.

The Tools & Technologies page is accessible through the menu bar and by clicking on the "see all" button in the corresponding section (A circular approach across the entire value chain with 3 keys to innovation) on the home page. This page contains information about the tools and technologies that will be developed in ICEBERG throughout the four years of the project.

The information is divided into three subsections according to the type of innovation (smart solutions, processing technologies and new circular building products) and is accessible through a drop-down menu.

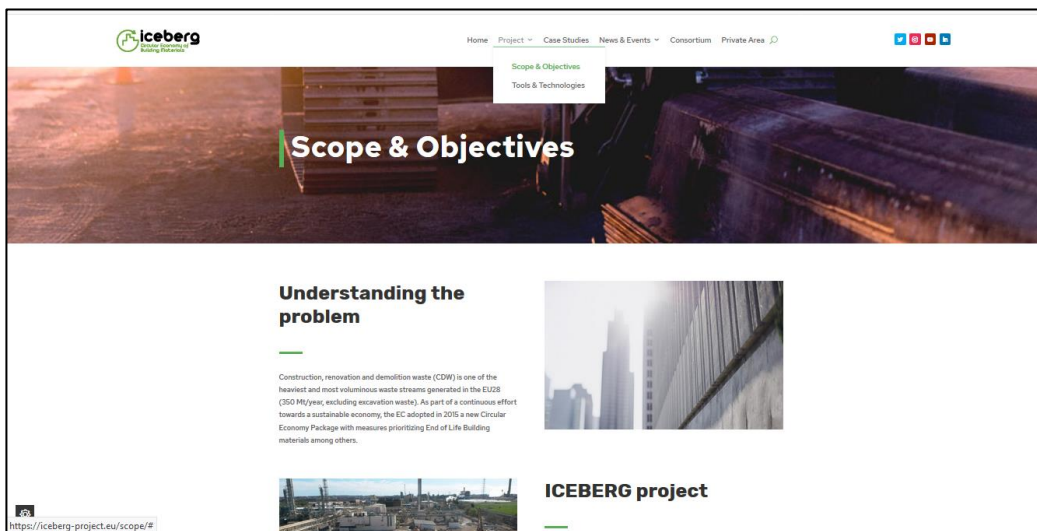


Figure 8. Project section: Scope & Objectives page

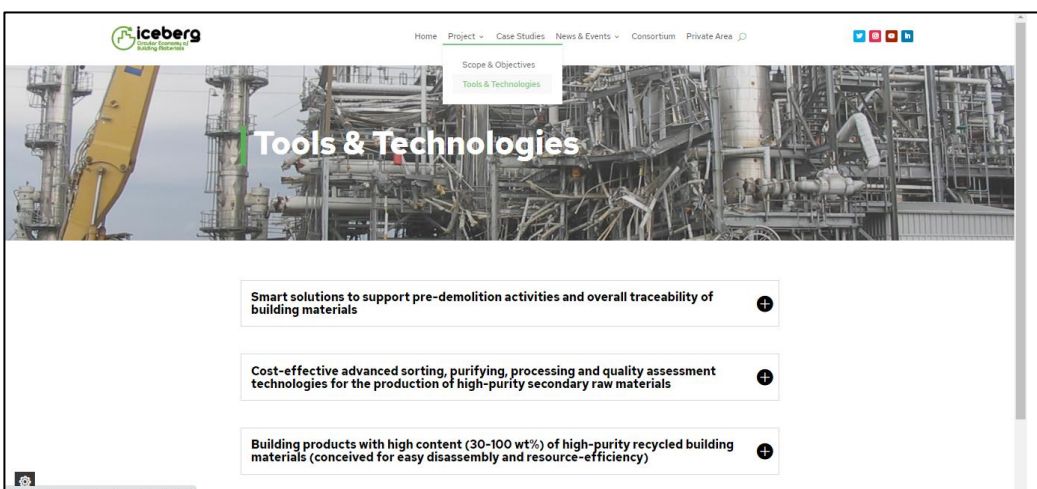


Figure 9. Project section: Tools & Technologies page



Figure 10. Project section: Tool & Technologies page. Detail of the drop-down section

3.3. Case studies

This page shows a brief overview of the 6 circular case studies that will be addressed in ICEBERG and a map chart with the location and the type of product tested in each study case.

For further impact, this section will be updated with new content (general information, demonstrations and video animations) for each case study as the project progresses.

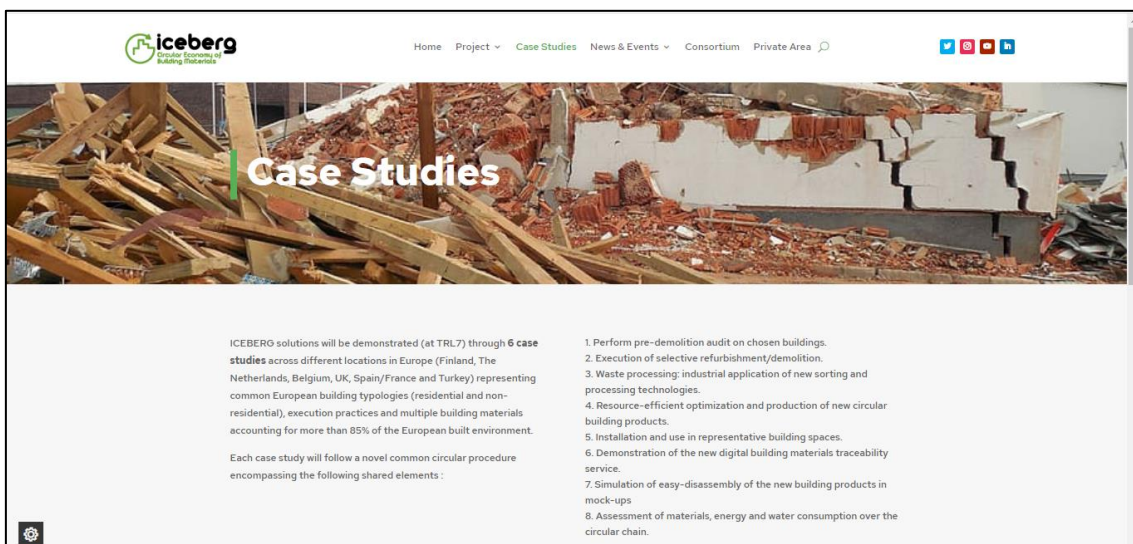


Figure 11. Case studies page: Overview section

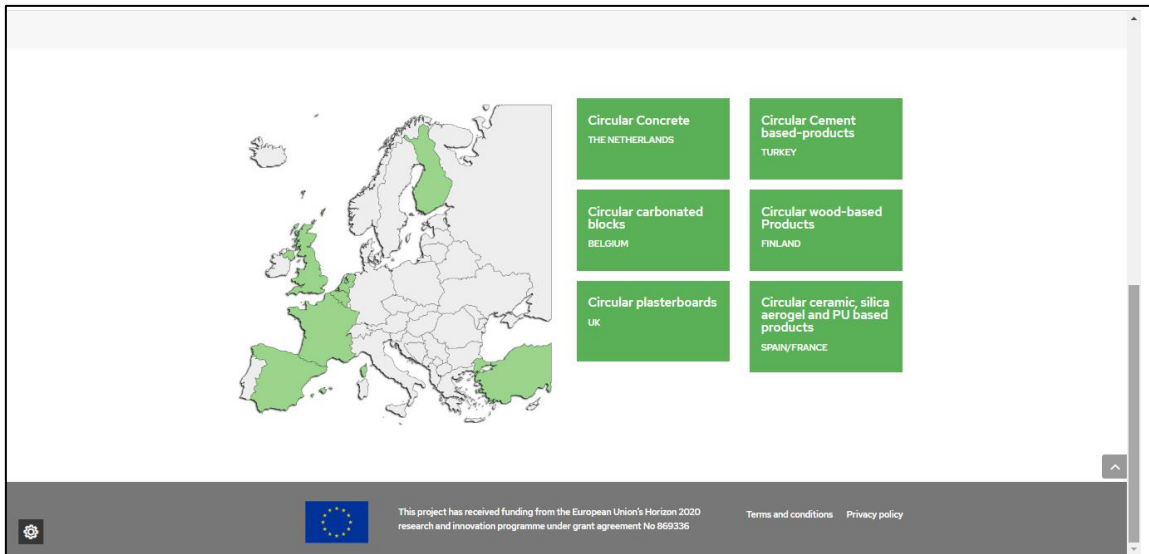


Figure 12. Case studies page: Map chart of the case studies

3.4. News & Events

The news and event section are divided in two section, news page and events page.

The news page will display in a mosaic way the recent and past news related to the project.

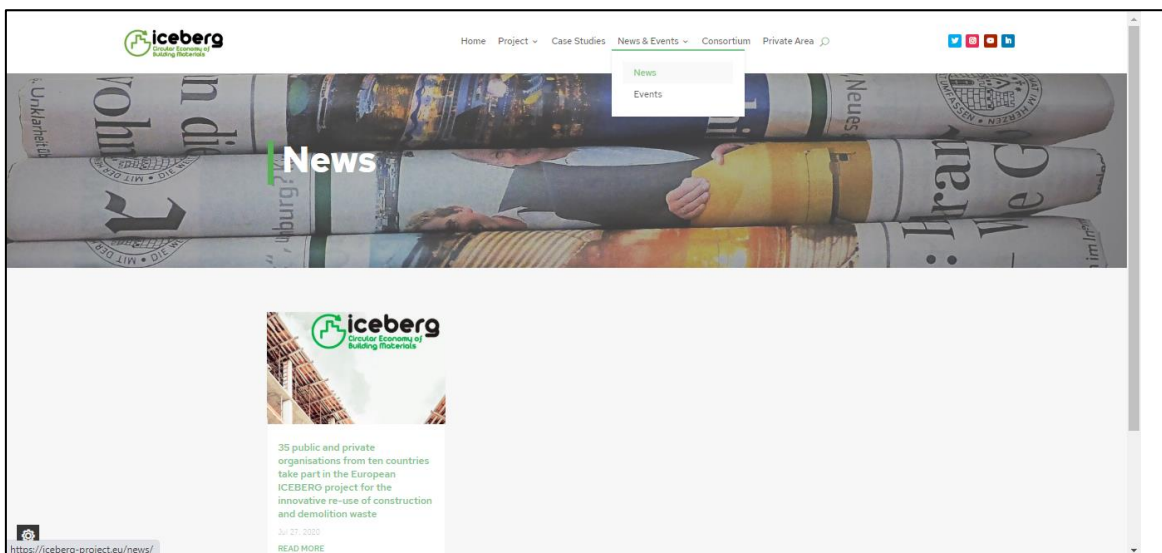


Figure 13. News & Events section: News page

By clicking on a certain news item, the user will be redirected to a page with detailed information.

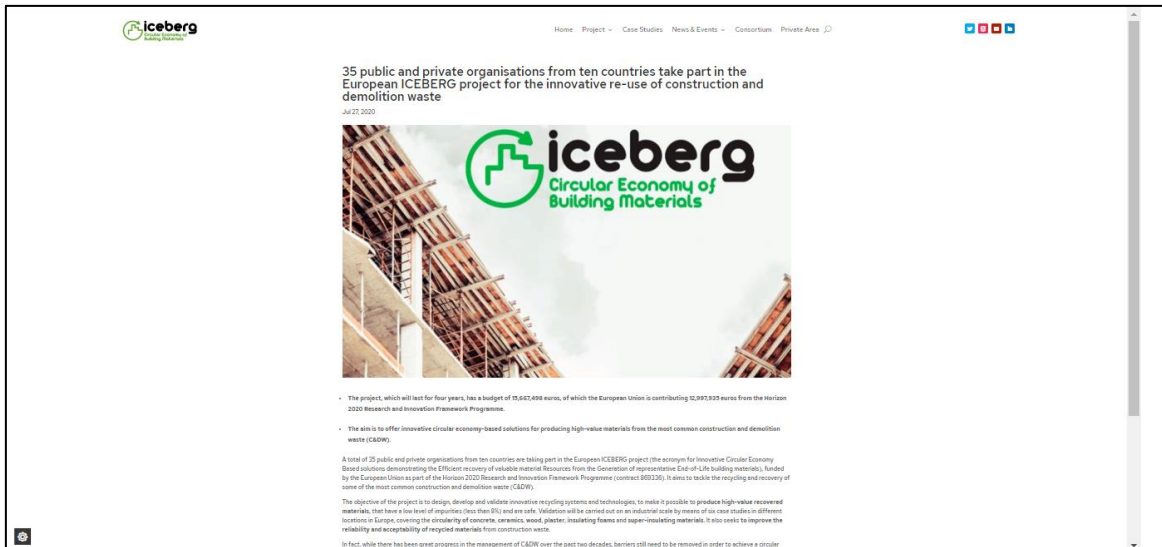


Figure 14. Full news example

The events page will show upcoming events directly related to the project and those of interest to the ICEBERG community and potential users of the website. Past events will also be available.

By clicking on a certain event, the user will be redirected to the corresponding website of the event.

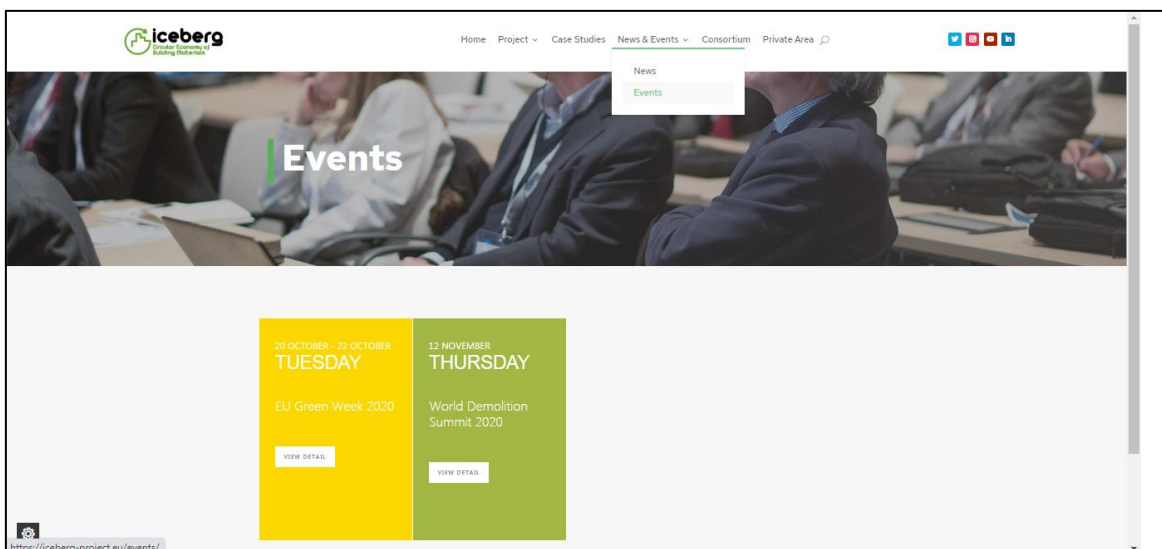


Figure 15. News & Events section: Events page

3.5. Consortium

This section includes a brief description of the Iceberg consortium and shows a list of all partners with the logo, a short description and the main role in the project. Links to their respective websites and social networks have been included.

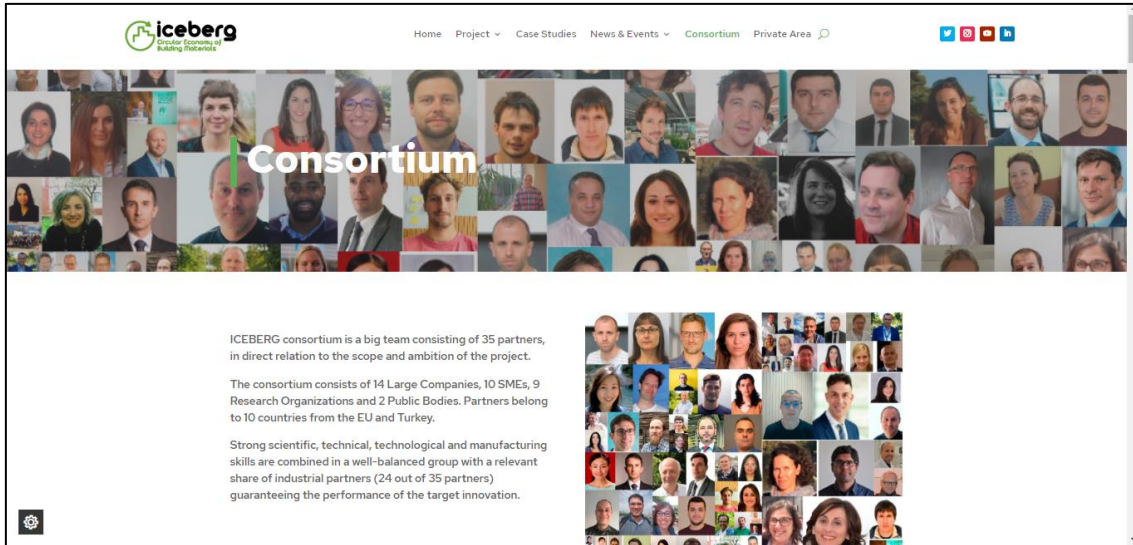


Figure 16. Consortium page: Overview

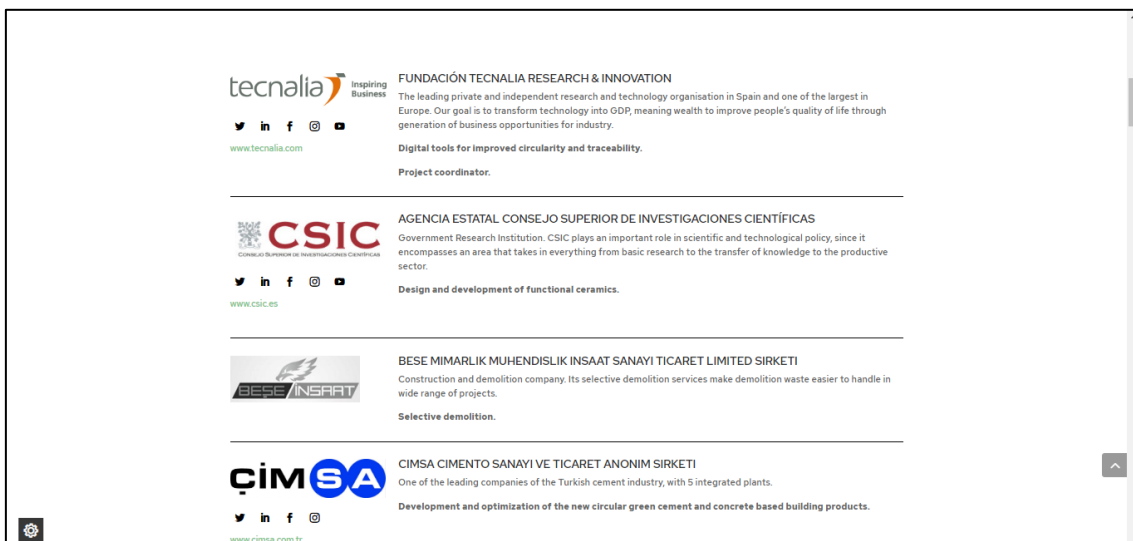


Figure 17. Consortium page: Example of partners list

3.6. Publications

This section is already available and will be automatically visible as the project content is generated. It will contain the public deliverables, scientific and technical publication publications and any non-confidential material of potential interest for the visitors.

3.7. Private Area

The private area is available for ICEBERG partners to facilitate the access and the exchange of the project materials and documents on a secure space online. The SharePoint had been selected to develop this area. SharePoint is a web-based collaborative platform that integrates with Microsoft Office.

In this area of the website the members of the consortium will be allowed to access, download and share the related project document through individual login names and passwords.

The private area includes:

- Dissemination material of the project (logos, presentation, roll up, banners, posters)
- Templates for presentations and final products
- Working documents
- Submitted deliverables
- Reports
- Multimedia material (photos and videos)
- Others

4. Future development of the Project Website and strategy

The website will be regularly updated, especially those parts of the website that are more dynamic and deal with news and events. This way, the information to be uploaded to the website will be sent by the project partners to TECNALIA.

The static part of the website, such as the tools and technologies section and the case studies that depend on the development and results obtained during the 4 years of the project, will be also progressively updated with new information and visual contents provided by the partners responsible.

Likewise, the information will also be sent by all participants to IHOBE, which, as the partner responsible for communication, will assess whether a subject is susceptible to a specific communication action (press release, press conference or others). Similarly, this information may also be subject to updating on social networks.

As the ICEBERG website is a live site, consultations will be held with partners at each Consortium meeting to identify possible ways to improve the website and provide new content. It is recognized that the success of the website also depends on the combined efforts of all Consortium members.

The idea is to gather as much rich data as possible over the life of the project and select the best elements for dissemination.

The data collected by Google Analytics (users count visiting the website and visit time, languages and location of visitors, devices used for browsing the website...) will be used to assess the success of the website and to identify new needs and changes to achieve the dissemination objectives.