

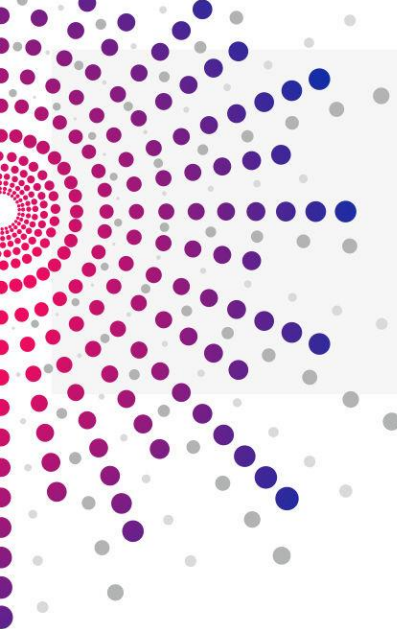
D10.2: Project Website and other Digital Communication

W10 – Dissemination, Exploitation and
Standardization.



www.bd4nrg.eu





Disclaimer

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Preface

BD4NRG focuses on addressing emerging challenges in big data management for energy sector with an innovative open holistic solution for smart grid-tailored, near real time, energy-specific and AI-based open Big Data Analytics modular framework. The vision is to deliver [holistic services for techno-economic optimal management of Electric Power and Energy Systems value chain](#). Services range from optimal risk assessment for energy efficiency investments planning, to optimized management of grid and non-grid owned assets, improved efficiency, and reliability of electricity networks operation, while at the same time contributing to achieve fair energy prices to the consumers and laying the foundations for an EU-level energy-tailored data sharing economy. The [BD4NRG Toolbox](#) will be implemented and validated in real-life pilots in [12 large-scale demo sites across 10 countries](#) for:

- Increasing the efficiency and reliability of the electricity network [BD-4-NET](#)
- Optimising the management of assets connected to the grid [BD-4-DER](#)
- De-risking investments in energy efficiency and increasing the efficiency and comfort of buildings [BD-4-ENEF](#)



Who We Are

	Participant Name	Short Name	Country Code	Logo
1	ENGINEERING – INGEGNERIA INFORMATICA SPA	ENG	IT	
2	NATIONAL TECHNICAL UNIVERSITY OF ATHENS	NTUA	GR	
3	RHEINISCH-WESTFAELISCHE TECHNISCHE HOCHSCHULE AACHEN	RWTH	DE	
4	EUROPEAN DYNAMICS LUXEMBOURG SA	ED	LU	
5	INTERNATIONAL DATA SPACES EV	IDSA	DE	
6	EUROPEAN NETWORK OF TRANSMISSION SYSTEM OPERATORS FOR ELECTRICITY AISBL	ENTSO-E	BE	
7	PANEPISTIMIO DYTIKIS ATTIKIS	UNIWA	GR	
8	ATOS SPAIN SA	ATOS	ES	
9	FUNDACION CARTIF	CARTIF	ES	
10	UNIVERZA V LJUBLJANI	UNILJ	SL	
11	ENEL X SRL	ENELX	IT	
12	REN - REDE ELECTRICA NACIONAL SA	REN	PT	
13	CENTRO DE INVESTIGACAO EM ENERGIA REN - STATE GRID SA	RDN	PT	
14	UNINOVA-INSTITUTO DE DESENVOLVIMENTO DE NOVAS TECNOLOGIASASSOCIACAO	UNINOVA	PT	
15	ENERCOUTIM - ASSOCIACAO EMPRESARIALDE ENERGIA SOLAR DE ALCOUTIM	ENERC	PT	
16	FIWARE FOUNDATION EV	FIWARE	DE	
17	CENTRICA BUSINESS SOLUTIONS BELGIUM	CENTRICA	BE	
18	NEDERLANDSE ORGANISATIE VOOR TOEGEPAST NATUURWETENSCHAPPELIJK ONDERZOEK TNO	TNO	NL	
19	ASM TERNI SPA	ASM	IT	



	Participant Name	Short Name	Country Code	Logo
20	VIDES INVESTICIJU FONDS SIA	LEIF	LV	
21	COMSENSUS, KOMUNIKACIJE IN SENZORIKA, DOO	COMSENSUS	SL	
22	HOLISTIC IKE	HOLISTIC	GR	
23	INTERUNIVERSITAIR MICRO-ELECTRONICA CENTRUM	IMEC	BE	
24	TERRASIGNA SRL	TS	RO	
25	UBIMET GMBH	UBIMET	AT	
26	ELEKTRO LJUBLJANA PODJETJE ZADISTRIBUCIJO ELEKTRICNE ENERGIJE D.D.	EKL	SL	
27	BORZEN, OPERATER TRGA Z ELEKTRIKO, D.O.O.	BORZEN	SL	
28	AJUNTAMIENTO DE SANT CUGAT DEL VALLES	AJSCV	ES	
29	ELES, D.O.O., SISTEMSKI OPERATER PRENOSNEGA ELEKTROENERGETSKEGA OMREŽJA	ELES	SL	
30	E-LEX - STUDIO LEGALE	ELEX	IT	
31	OSMANGAZI ELEKTRIK DAGITIM ANONIM SIRKETI	OEDAS	TR	
32	VEOLIA SERVICIOS LECAM SOCIEDAD ANONIMA UNIPERSONAL	VEOLIA	ES	
33	STICHTING EG	EGI	NL	
34	CINTECH SOLUTIONS LTD	CN	CY	
35	EMOTION SRL	EMOT	IT	





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Executive Summary

The scope of this report is to describe in detail the design and the content of BD4NRG website and other digital communication.

The BD4NRG website was officially launched in March 2021 (M3) and can be found at the following address: www.bd4nrg.eu

Project's website envisions for the effective promotion of BD4NRG concept and create interest in new market opportunities in energy sector by unlocking and exploiting the potential of big data to enable improved operation for all stakeholders in the energy value chain.

The project's website and in general all the digital communication foreseen by BD4NRG is a versatile method for the dissemination and communication activities allowing for the engagement with interested stakeholders and the dissemination of project's outcomes, information related to the project and the consortium partners among interested parties at all levels.

Finally, this report provides useful information about how to navigate through the BD4NRG website and what are the important information expected to be presented along with ways (social media links, subscription to newsletter and contact forms) to communicate with consortium partners.





1 Introduction

Deliverable 10.2 is part of WP10, entitled “Dissemination, Exploitation and Standardization” and specifically Task 10.1 Dissemination and Communication Activities. The goal of Task 10.1 is to define and develop all the dissemination, communication, exploitation and standardization activities in order to ensure and maximize the impact of the project by successfully reaching targeted stakeholders and actively engaging them.

The project website is considered one of the major communications and dissemination tool. It aims to effectively communicate the project, its concept, outcomes and activities as well as to raise awareness about big data in energy sector. All relevant content will be updated periodically and accompanied with short reports, photos, news and links to downloads (e.g. for the project public deliverables, publications etc.). The project is hosted at <https://www.bd4nrg.eu/>. Finally, the project website practices are compliant with the current EU legislation on personal data and communications-General Data Protection Regulation (GDPR).

Overall, the BD4NRG website contains:

- Information about BD4NRG project (concept, methodology, approach, consortium partners, etc.).
- News and Events related to BD4NRG achievements and activities.
- Library with main resources (outcomes, public deliverables, publications, etc.).
- Dissemination material (brochures, videos, infographics, newsletters, press releases, etc.)

Apart from the BD4NRG website, the communication strategy has determined how key messages are communicated to target groups to achieve the strategic goals. Therefore, other digital communication means such as social media channels, e-newsletter, videos, posters etc. will be used during the project lifetime in order to ensure an effective online presence with the ultimate scope to reach and engage a wide audience.



2 Website Structure

The BD4NRG website structure aims at achieving the following goals:

- Identify BD4NRG idea, approach, methodology, objectives, consortium partners, work structure and expected results.
- Inform and update about Large Scale Pilots' (LSP) application withing the BD4NRG framework.
- Inform about features of BD4NRG Toolbox.
- Disseminate News and Events taken place and inform about external ones.
- Disseminate project outcomes (public deliverables, publications and relevant articles).
- Promote social media accounts, dissemination material, newsletters and synergies.

The idea of a roadmap has been followed in the design of the whole content of the BD4NRG website for coherency purposes and to depict the way that big data are paving towards the energy transition.

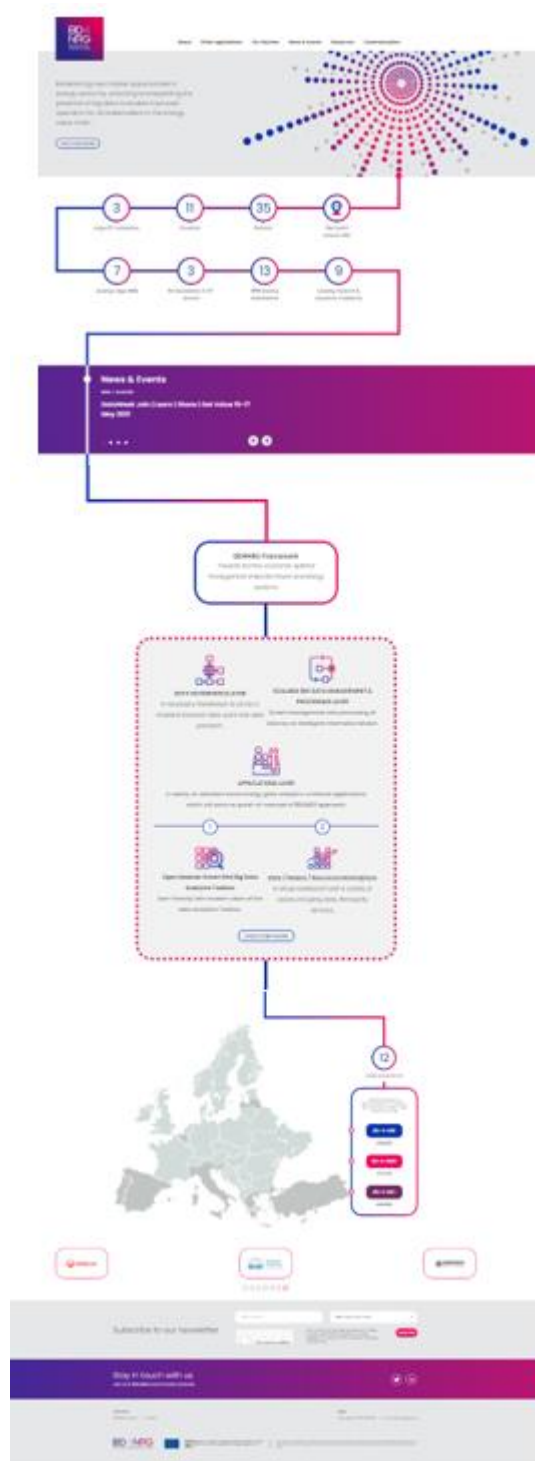


Figure 1: BD4NRG Home page





2.1 Structure and Content

The website can be navigated by using the main tabs located at the top of the BD4NRG home page. Currently, the website's architecture is structured along the following domains:

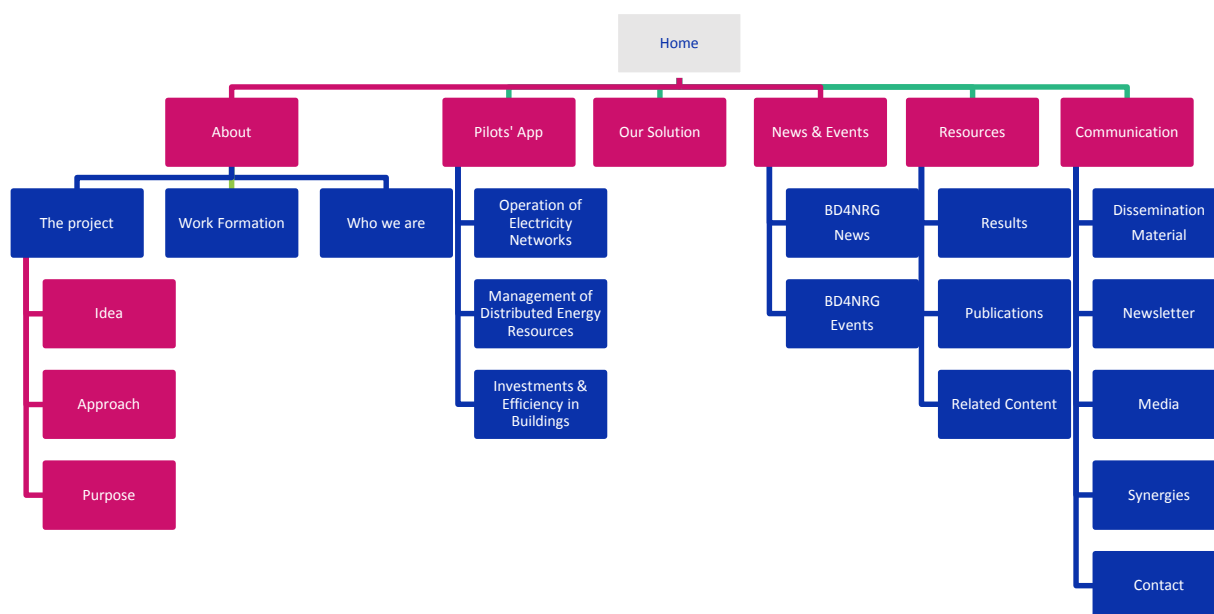


Figure 2: BD4NRG Website Map

Home page

Home page welcomes visitors to BD4NRG project by giving a brief introduction with key numbers relating project's information. A roadmap has been used and followed in the whole website design. The roadmap of the home page starts with the key numbers namely the starting date, number of partners, participating countries and organisations' categories. Following, the most recent news and events can be easily accessed in the Home page. By moving down, a brief presentation of the BD4NRG outcomes is presented along with the graphical representation of the 12 LSPs. Finally, a slideshow has been used to show consortium's partners.

Moreover, Home page has the newsletter sign-up section where visitors can subscribe to the newsletter in order to receive the latest BD4NRG news. Links to the social media accounts (Twitter, LinkedIn) have been incorporated in the bottom of the Home page for easy access. Key tabs have been also linked with quick links for easier navigation purposes.

About

About tab includes all the information relating to the project in 3 different sub-tabs:

- The [project](#) sub-tab presents the idea, the purpose and the approach of BD4NRG
- The [work formation](#) sub-tab includes information about the Work Packages (WP) and their interlinkage.



- The **Who we are** sub-tab presents in an accordion-style all the BD4NRG partners with a short description and a link to their website.

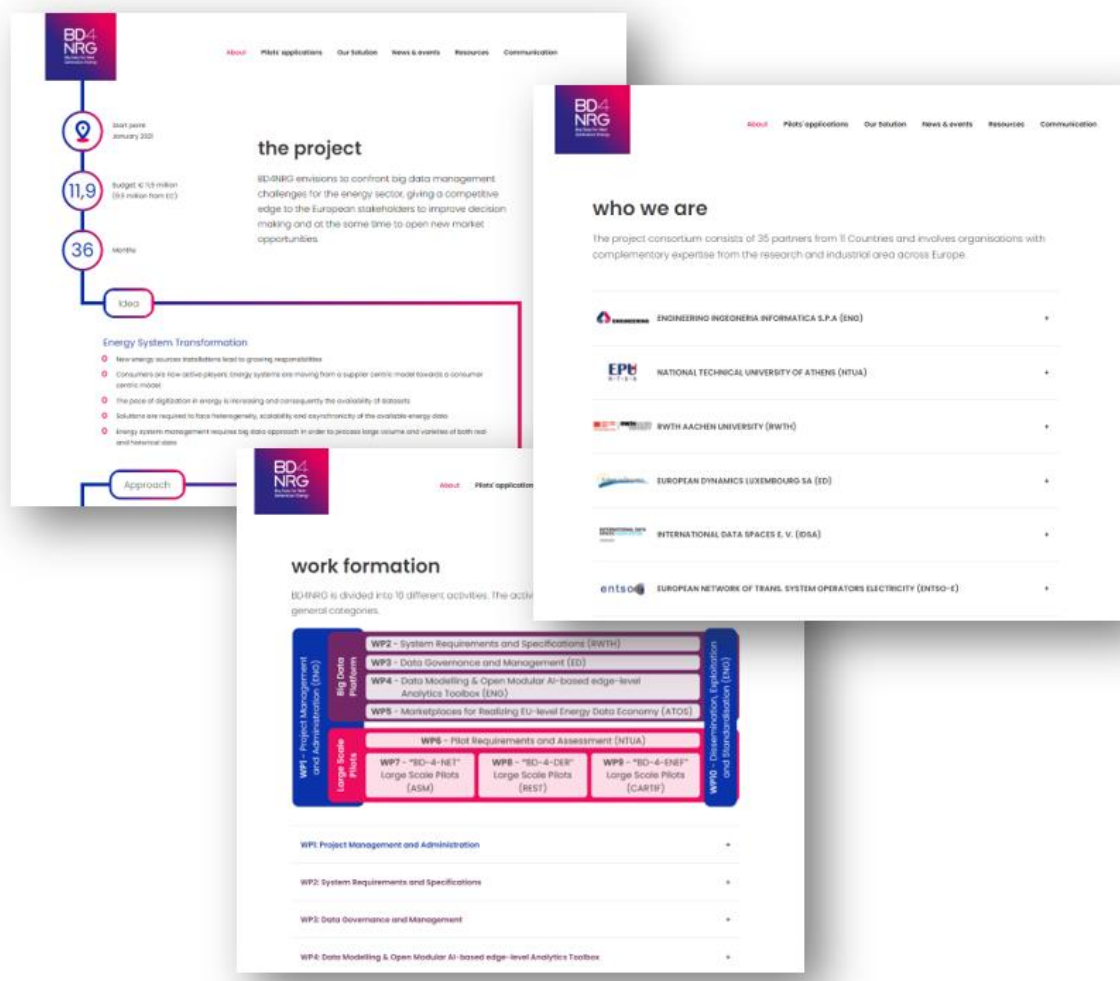


Figure 3: About tab and respective sub-tabs

Pilot's Application

The Pilot's Application tab is divided in 3 sub-tabs, representing each one of the 3 pilots' categories inside BD4NRG project. A short introduction and a map with all LSPs are included. The visitor can navigate into the 3 categories by clicking to each category. By clicking to each category, the countries and partners participating are highlighted. and the dedicated icons as well.

By scrolling down, each category is analysed in more detail following to a dedicated icon which is used as their visual identity in the whole project lifetime.

- **Operation of Electricity Networks (BD-4-NET)** sub-tab includes the description of the LSPs focusing on predictive analytics towards forecasting and increasing the efficiency and reliability of the electricity network.
- **Management of Distributed Energy Resources (BD-4-DER)** tab includes the description of the LSPs focusing in optimizing the management of assets connected to the grid.



- **Investments and Efficiency in Buildings (BD-4-ENEF)** sub-tab includes the description of the LSPs focusing on increasing the efficiency and comfort of buildings, and de-risking investments in energy efficiency.

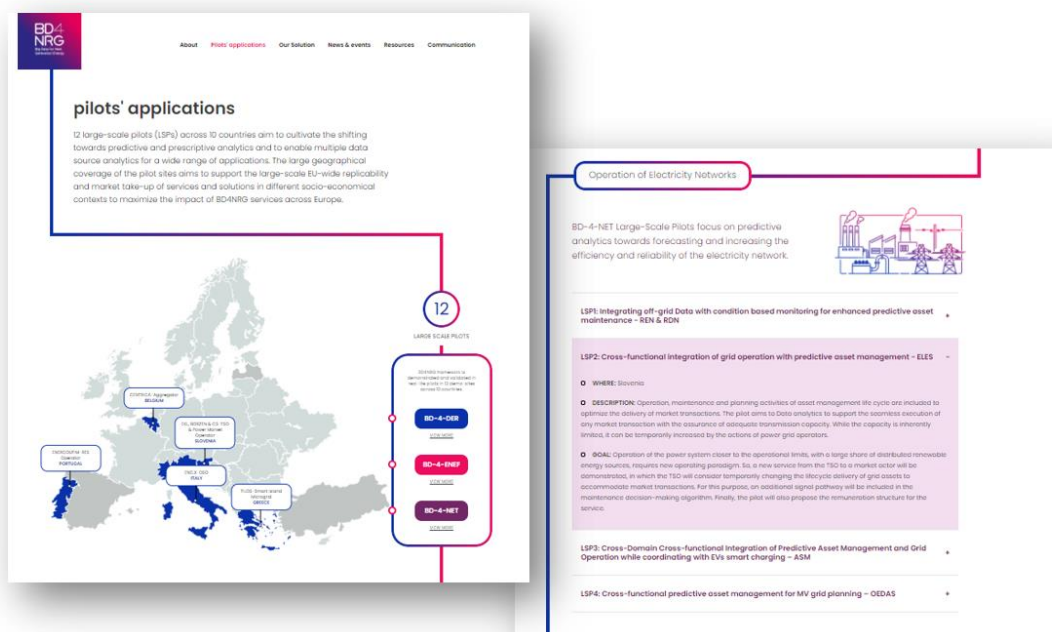


Figure 4: Pilots' Application tab and respective sub-tabs

Our solution

The Our Solution tab is dedicated for the main outcome of BD4NRG, the open, cloud-based data analytics Toolbox. A short description is provided, and an informative message suggests visitors to subscribe in order to stay update once the Toolbox is ready.

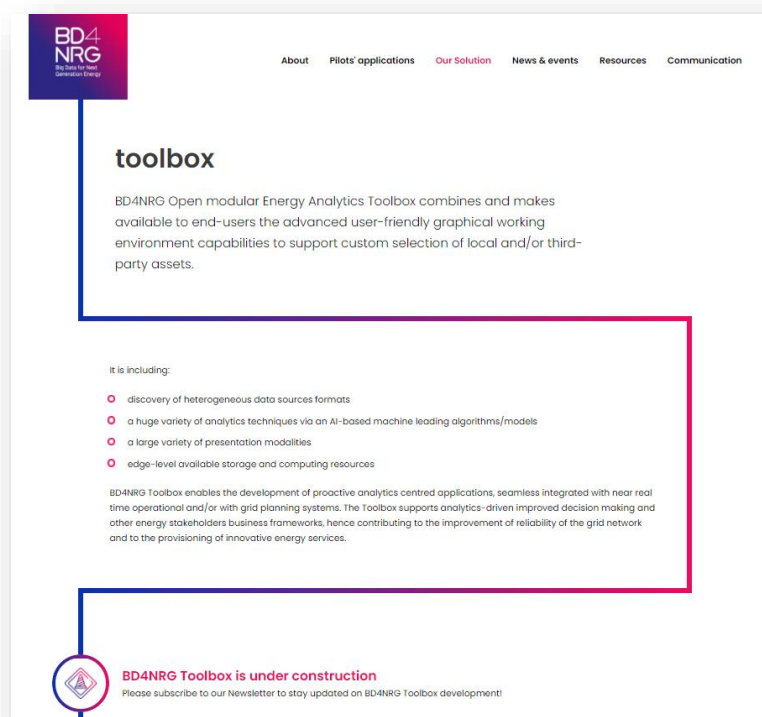


Figure 5: Toolbox tab



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News & Events

The News & Events tab is divided in 2 sub-tabs as follows:

- The BD4NRG News sub-tab provides news relevant to BD4NRG, announcements and achievements of the project and relative events at national and European levels.
- The BD4NRG Events sub-tab presents all relevant organization details of the BD4NRG events, workshops, webinars, etc. including all the informational material.

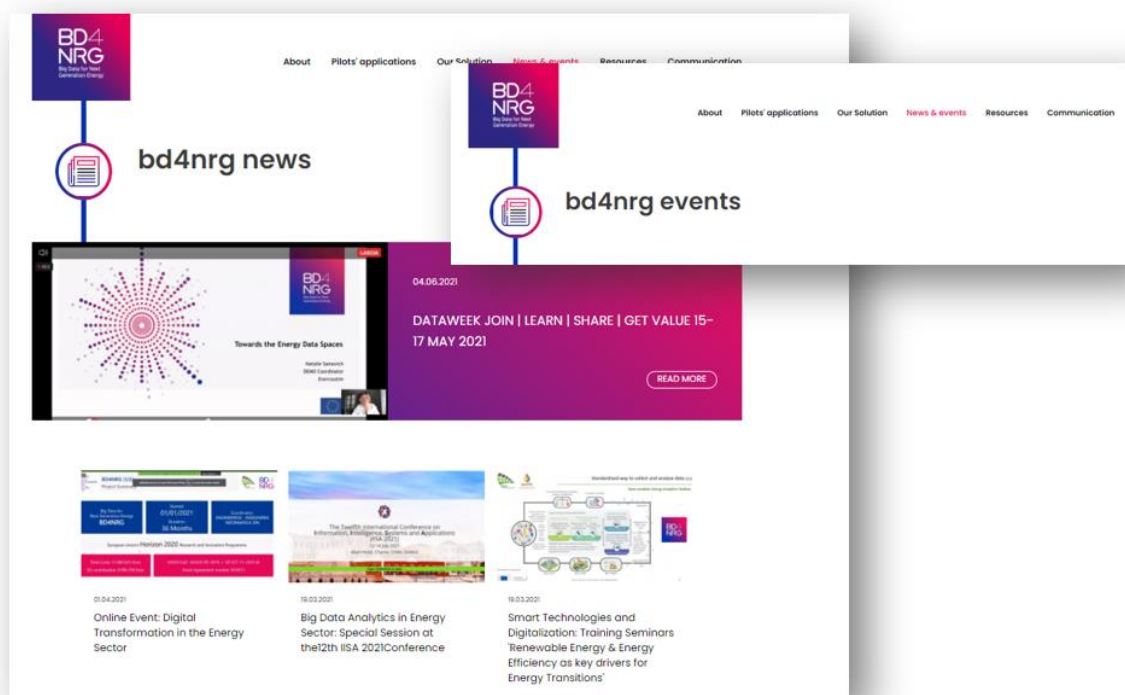


Figure 6: News & Events tab

Resources

Withing the Resources tab, the visitor can navigate to all useful material such as deliverables, related studies, scientific publications, etc. In particular, the [Results](#) sub-tab includes all the public deliverables to be freely downloaded, while the [Publications](#) sub-tab includes all the scientific publications that have been published derived by BD4NRG outcomes. Finally, the [Related Content](#) sub-tab includes articles, online reports, etc. relevant to the project.

Communication

The Communication tab consists of 5 sub-tabs where the visitor can have access to promotional material namely [Dissemination Material](#), [Newsletters](#), [Media](#), and [Synergies](#) with projects, initiatives and organizations related to BD4NRG.

Finally, a [Contact](#) link provides a contact form and comprehensive contact information. This link provides the visitor the capacity to send an email to the consortium. The name, email, adress, subject and message are required. Once this information is provided and the message is sent, it is routed directly to the management team mailing list.





The screenshot shows the 'contact' page of the BD4NRG website. At the top left is the BD4NRG logo. A navigation bar contains links: 'About', 'Pilots' applications', 'Our Solution', 'News & events', 'Resources', and 'Communication' (which is highlighted in red). Below the navigation bar is a decorative pattern of blue and purple dots. The main content area is titled 'contact' in bold. It includes an introductory text: 'If you have any questions or just want to get in touch, please fill out the form.' The form consists of several input fields: 'First Name' and 'Last name' (two separate boxes), 'Email' and 'Subject' (two separate boxes), and a larger 'Message' text area. Below these is an 'Attachment' section with a 'Choose File' button, a text box showing 'No file chosen', and an 'UPLOAD' button. A small note below the attachment section states: 'One file only, 2 MB limit. Allowed types: pdf doc docx ppt pptx.' At the bottom of the form is a red 'SEND MESSAGE' button.

Figure 7:BD4NRG website Contact link

2.2 Main elements

The BD4NRG website tabs consist of three basic parts:

- The header on the top
- The footer at the bottom
- The main content in between

2.2.1 Header

The Header is the place where the BD4NRG logo and the navigation menu can be found. It remains constant for all the website tabs and stays pinned always on top, even when the visitor scrolls down in a page.

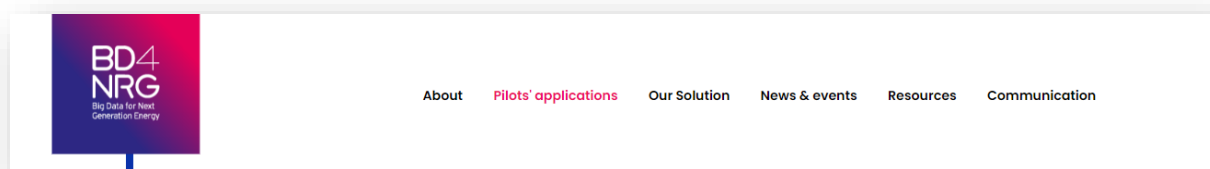


Figure 8: BD4NRG website Header





2.2.2 Footer

The Footer includes useful information regarding the navigation on the website and the project in general. The first part includes the subscription panel which enables visitors to sign up for receiving newsletters regarding the BD4NRG project. Following, all social media accounts' links (Twitter, LinkedIn) are presented while the last part contains a menu with Quick Links (currently: About, BD4NRG Toolbox, Contact) followed by the funding disclaimer by the European Union's Horizon 2020 Research and Innovation Programme. Finally, the Footer contains a link to the Privacy & Cookies Policy tab.

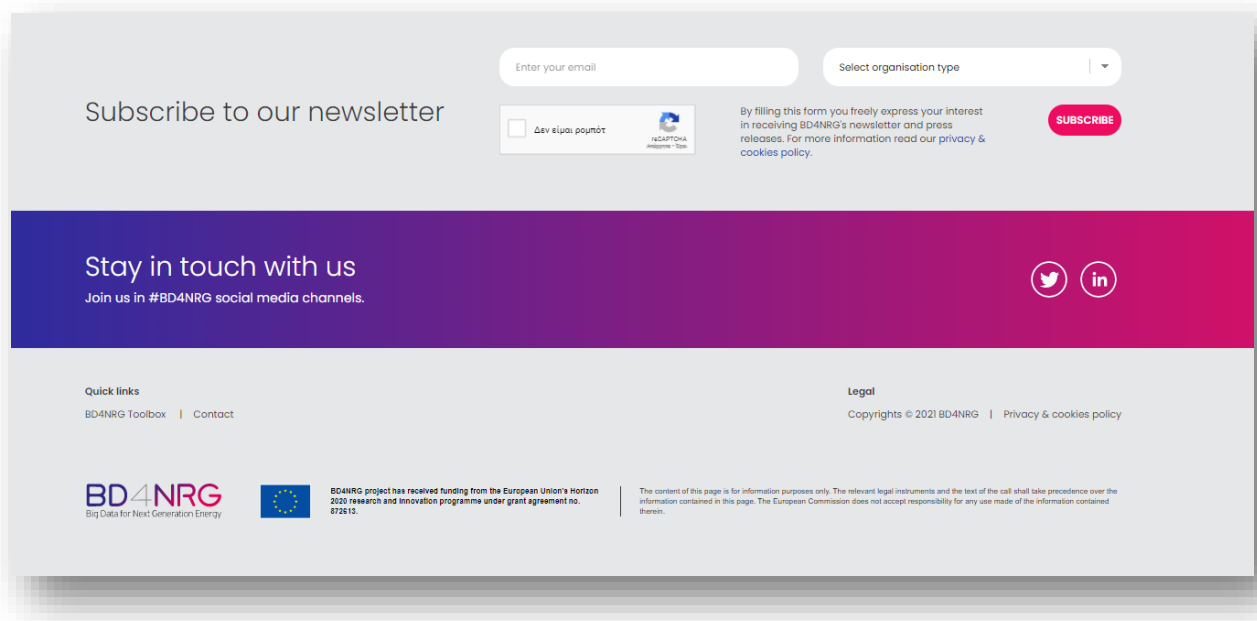


Figure 9: BD4NRG website Footer

2.3 Home Page

The Home page consists of sections apart from the header and footer as shown in Figure 1. It is the first view of the visitors and aims to attract interest and briefly inform about the project.

- 1st Part: Header

Section 2.2.1 includes all the detailed information.

- 2nd Part: BD4NRG in few words

A special banner is used following the project's visual identity to welcome users to BD4NRG with a very brief scope of the project. The DISCOVER MORE on the bottom redirects the visitor to the Project sub-tab for further information.



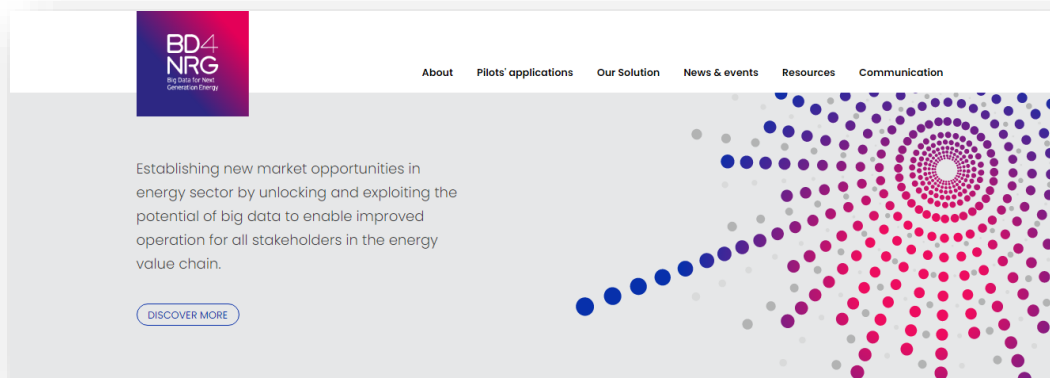


Figure 10: Welcome banner BD4NRG

3rd Part: BD4NRG in numbers

This part starts the BD4NRG roadmap presenting information in numbers regarding the project. It illustrates the starting date along with the participating countries and organisations.

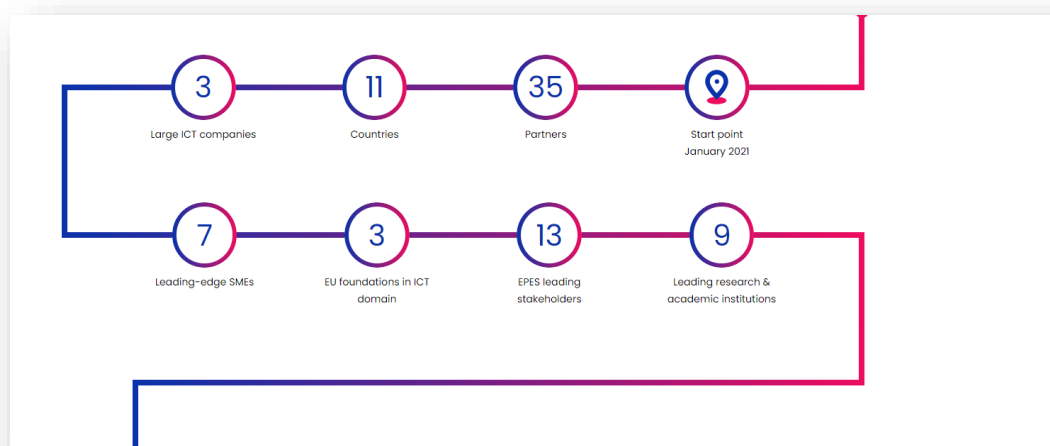


Figure 11: BD4NRG in numbers

4th Part: News & Events

This part contains links to the most recent and important news and events of BD4NRG in a format of a slide show. By clicking on an item, the corresponding page is loaded and displayed.

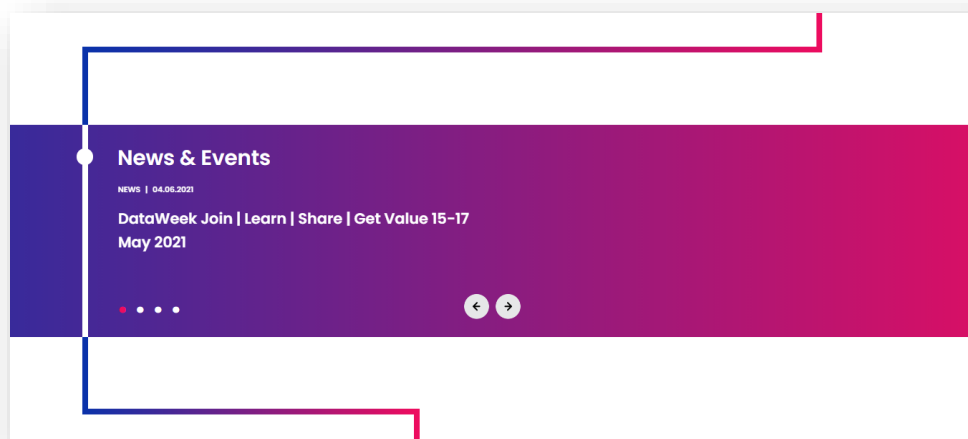


Figure 12: News and Events, Home page

5th Part: BD4NRG Framework

The Home page also includes a brief description and representation of the BD4NRG framework. It presents graphically the different layers of the BD4NRG framework along with the dedicated icons of each layer. There is also a DISCOVER MORE button which redirects the visitor to the Project sub-tab for more detailed description of the framework.

6th Part: BD4NRG Large Scale Pilots

Following the BD4NRG Framework, the 12 LSPs of the project are presented in a map. The map enables the visitors to visually identify the LSPs by clicking on each of the 3 categories of the LSPs. Once each category is highlighted, the countries and organisations participating are presented. There is also a VIEW MORE button which redirects the visitor the Pilot's Application tab for more detailed description of each LSP.

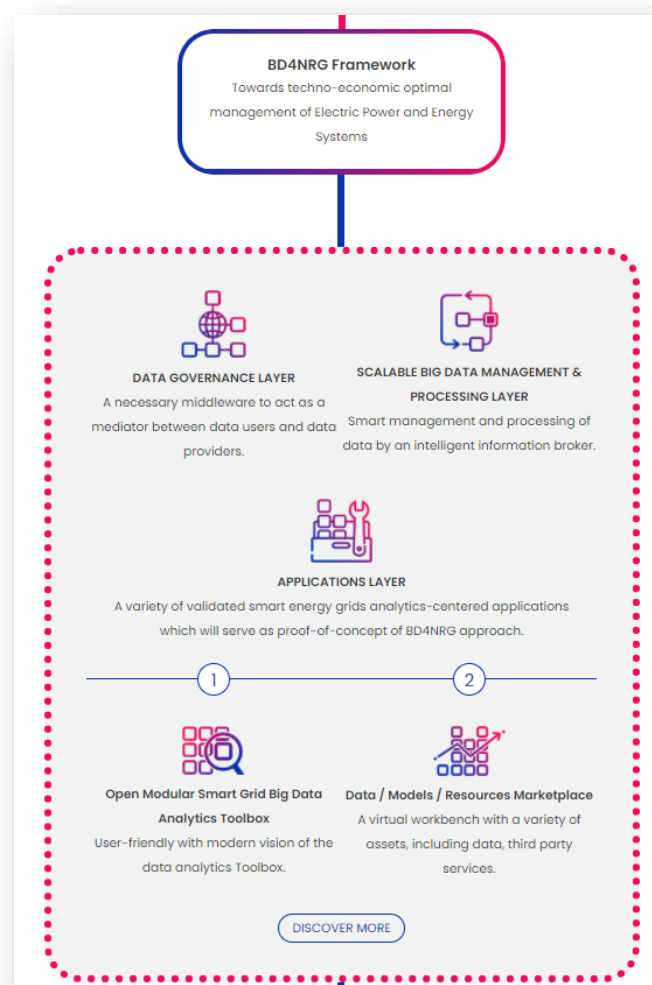


Figure 13: BD4NRG Framework, Home page

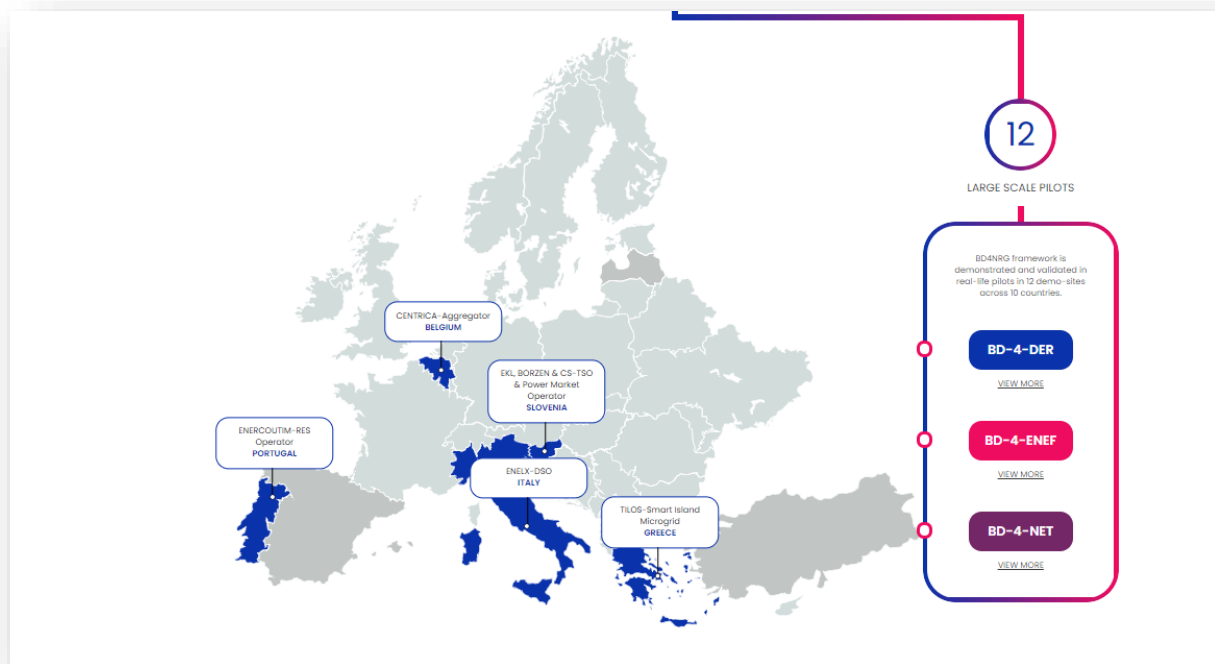


Figure 14: Large Scale Pilots, Home page

7th Part: BD4NRG Consortium Partners

This section presents in a slideshow the project partners. The visitor can get redirected to each of the partners by clicking each partner's logo.

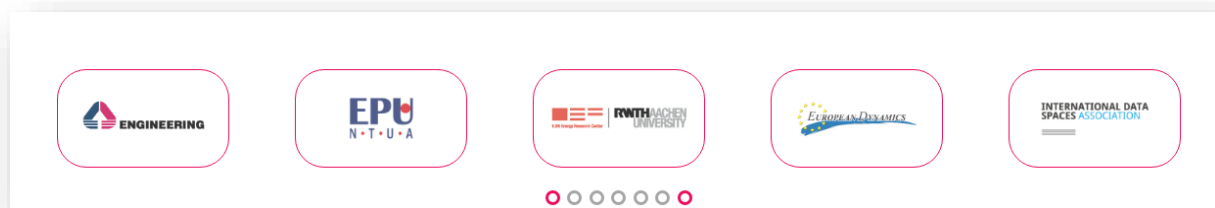


Figure 15: Project Partners section

8th Part: Footer

Section 2.2.2 includes all the detailed information.

2.4 Privacy and Cookies policy

BD4NRG respects its visitors' privacy and collects only the absolutely necessary information in order to provide its services to its visitors. BD4NRG maintains this website to enhance public access to





information about the BD4NRG project and BD4NRG Consortium's initiatives, with the goal of keeping this information timely and accurate. Any personal information, collected by the website, is not communicated to any other entity.

Like any other website, BD4NRG uses cookies. These cookies are used to store information including visitors' preferences, and the pages on the website that the visitor accessed or visited. The information is used to optimize the users' experience by customizing our web page content based on visitors' browser type and/or other information. More specifically, BD4NRG uses Google Analytics and reCAPTCHA cookies. The latter are used in the newsletter subscription tool of the website.

Moreover, the BD4NRG dissemination strategy foresees to achieve milestones regarding the website in order to ensure success of the dissemination activities and promotion of the BD4NRG project. For this purpose, the Google Analytics (GA) service has been added in the website, offering detailed statistics about the website's traffic and the traffic sources. Google Analytics will provide information on the number of BD4NRG website visitors, as well as the percentage of new visitors, the number of visits and pageviews, allowing us to monitor the website's success as a means of dissemination and information provision.

There is a dedicated sub-tab¹ where the visitors can familiarise themselves for the privacy and other policies followed by BD4NRG.

¹ <https://www.bd4nrg.eu/privacy-cookies-policy>



3 Other Digital Communication

3.1 Social Media Channels

Social Media channels are used as they are easily accessible to a wide range of people with internet access. They act as a fast and easy way in order to communicate important material regarding the project. In this framework, they could be very beneficial in successful dissemination of BD4NRG scope, activities and outcomes. Through social media, BD4NRG will take the opportunity to gain wide access to stakeholders from technical to non-technical users.

BD4NRG social media accounts are listed below:

- LINKEDIN: BD4NRG²
- TWITTER: @BD4NRG³

BD4NRG social media accounts will be used throughout the whole duration of the project to engage users and create traffic to the website. Posts and tweets may include announcements for events and outcomes, reports and publications, activities and dissemination material and interventions in conferences, workshops etc.

The following figures present the BD4NRG social media accounts.

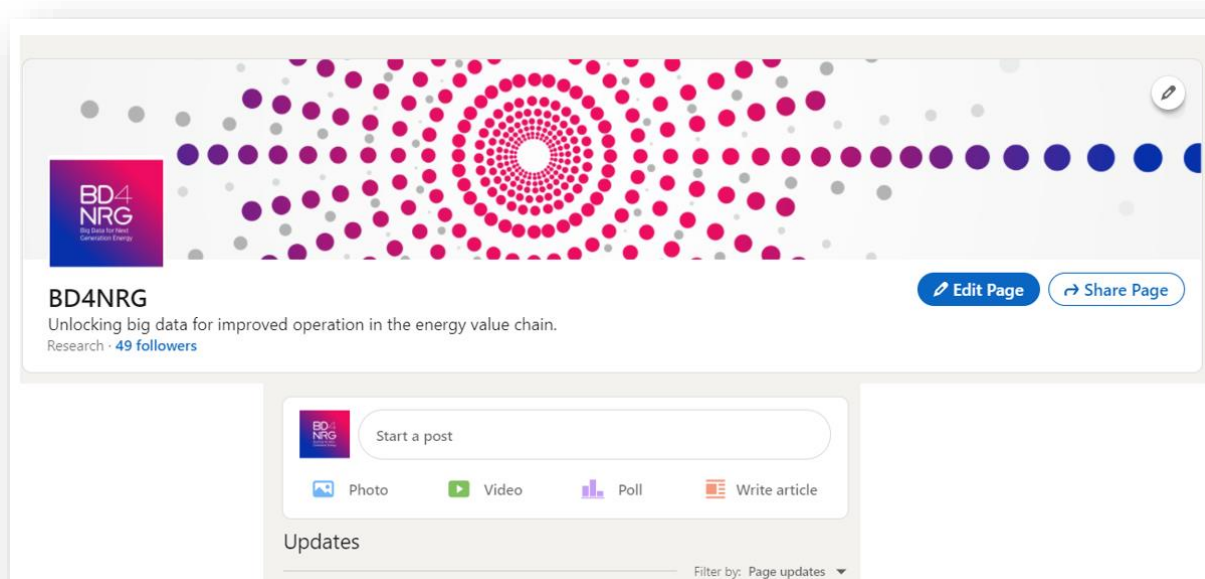


Figure 16: BD4NRG LinkedIn page

² <https://twitter.com/Bd4Nrg>

³ <https://www.linkedin.com/company/bd4nrg>





Figure 17: BD4NRG Twitter page

3.2 Online presence and Promotional Material

The BD4NRG communication strategy has determined how key messages are communicated to target groups to achieve the strategic goals. Due to COVID-19 crisis and restrictions imposed to physical meetings and events, a transition to a more digital way of communication of project outcomes is foreseen. The majority of communication material are planned to provide mainly a digital format so as to be ready for use withing the project digital accounts and website. They will use non-technical language and follow directions given by the key messages under the D10.1 Communication and Dissemination Strategy-Stakeholder Engagement Plan.

Following, the list of foreseen digital communication material is presented.

Flyer

BD4NRG flyers will be prepared for dissemination purposes at conferences, meetings, workshops and events. They will provide a general overview of the project, its approach and expected impacts.

Posters

A set of posters will be designed and printed to exhibit at partners' premises and use at events where the project takes presence.

Trial videos

A set of videos will be orchestrated, describing the trials of BD4NRG, their scope and the BD4NRG





technologies tested and evaluated.

[↗ E- Newsletter](#)

Periodic newsletters development, publication and distribution to all the participating partners, website subscription and other perceived stakeholders / interested parties.

[↗ E- Press release](#)

Press releases will be issued to specialized and general media channels at key project milestones.

