DELIVERABLE No 5.3
 Project Web site

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Organisation name of lead contractor for this deliverable: Fondazione Eni Enrico Mattei (FEEM)

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Project Web Site

Name of all participants to the redaction of the report: Fondazione Eni Enrico Mattei (FEEM)

Table of Contents

1. Penny Web site

The PENNY web-site was setup in April 2017 and will operate for the entire project duration under the following address: http://www.penny-project.eu/. The website will be continuously updated by FEEM. The main language of the website is English. This interactive web-site has been established as the main communication tool within the network and as a fast publishing platform towards the outside world, providing optimum information flows into, within, and out of the PENNY network.

The website has been designed to be appealing to a diversity of users, from expert to non-technical, from the international communities who make, use and evaluate policy, to the public at large who is interested in the thematic covered. Scribing maps will be largely used in the website, from the beginning till the end of the project. The homepage of the PENNY website contains an initial scribing map, which describes the main ideas and objectives underlying the PENNY project. Additional scribing maps will be produced during the life of the project and will summarize the crucial results. The different scribing maps will alternate in the homepage and will also be available in the result section, with the dual goal to make the web-site catchy and allow readers with different levels of expertise and different interest to access more dense communication products.

The PENNY website provides clear and concise information on PENNY's activities in the news section. A regularly updated blog will provide project findings in a concise and accessible way. The interested readers can access the full documents behind, by a link available in the blog. Moreover, the social channels (Facebook and Twitter) allow a notification of the results and inform about the progress of the project. Once a new item of the blog is published, the social channels will be automatically updated. Twitter ("PENNY" account) and Facebook ("PENNY project" page), which will be used to push project news and results to an international target audience will be accessible by a link in the homepage. The main documents produced are also directly available in a dedicated section (Result section). The documents in the result section are organized in different

folders, one for each of the targeted groups (the public, the research community; the policy makers and policy advisors). Given this structure, the web interface has also the aim to help policy makers to access the main project results and conclusions.

LinkedIn is a professional social networking service that will allow PENNY to reach a broad range of stakeholders. A group account has be created and all partners will be asked to follow and share the posts with their network (from the personal accounts of partners) when possible. LinkedIn will allow PENNY to directly tap into the established networks of participating partners and connect to newly established contacts made at the expert and stakeholder workshop and external conferences with relatively low resources. In this way, the pool of followers will grow organically throughout the duration of the project. A link to the PENNY LinkedIn group is available in the website.

The website connects to the existing initiatives related to energy efficiency. The website also contains a secure area (intranet) to facilitate internal communication and document sharing between the Consortium partners.

To facilitate easy interaction between PENNY and the outer world, an information e-mail service on the web site has been established: penny@feem.it; this service could be used by visitors to learn more on PENNY as such and to submit questions, tips or comments. The information e-mail service may thus help identify other issues that are relevant to the implementation of the project and that have not been raised by the partnership. The website and the dedicated email account are managed by the project coordinator (FEEM).

2. Web Site Structure

The PENNY website is a working tool and it is organised at a twofold level: the **Public** area and the **Intranet** area.

The internal area of the project website will serve primarily as a knowledge management and communication platform for the effective information exchange between the consortium partners, and in particular between WPs. The Intranet area assures a timely and efficient intra-partnership communication, essential to

the proper implementation of the co-ordination activities. Moreover, the intranet area facilitates the documents sharing among partners. Conversely, the Public area main objective is the dissemination of information.

The Public Area is organized in the following pages:

- ✓ The HOMEPAGE, which contains a scribing map representing in a catchy way the main ideas and objectives underlying the PENNY project. The home page provides a list of key concepts and a "news" area, where it is possible to find the notices of the upcoming PENNY events. A contact form is also available, to allow visitors to submit questions, tips or comments. The homepage provides the links to the social channels (Facebook and Twitter). In order to utilise existing networks to enhance the reach of social media efforts, consortium partners will connect with PENNY on their organisations' social networks.
- ✓ A PROJECT page provides a general description of the project and emphasizes its objectives in a list format. By means of dedicated links, this page allows to access the description of the work packages (Structure), the list of members of the External Advisory Board (Advisory Board) and the list of PENNY partners with their logos (Partners).
- ✓ The project's output and results are available in the RESULTS page. The output is organized in different folders, so that a diversity of users (from expert to non-technical, from the international communities who make, use and evaluate policy, to the public at large who is interested in the thematic covered) can easily find the most appropriate documents. In particular, the Results tailored to the policy-making- implementing community can be accessed through the POLICY folder. Results tailored to the general public can be found in the CITIZENS folder. Project's output tailored to the scientific community are organized within the Science section, which is sub-divided into PROJECT REPORTS and PUBLICATIONS.
- ✓ The FORUM page will facilitate the access to the PENNY group created in LinkedIn. The Forum expands the project reach to others in related fields so

that an even wider audience can interact with the project. The public platform will serve as an information sharing and networking tool covering the entire range of themes within the PENNY project. In particular the group will allow to share news, opinions, and documents on behavioral mechanisms in energy efficiency and to strengthen the dissemination and exploitation of the information related to the PENNY project.

✓ In the EVENTS page it is possible to find the notices of the upcoming PENNY events: workshops, stakeholder meetings, final conference. It also provides a list of past events.

✓ The BLOG page has two main objectives. The main purpose is to offer fresh information of each PENNY findings, as soon as it is available. Drawing from the output documents, very concise and simple pieces will be created, so that all types of readers can find them interesting, accessible and comprehensible. To increase the visibility of the documents, for some relevant items, a scribing map with main insights will be created and attached. A link will also allow to access the more dense products, available in the RESULTS page. As soon as a new item is added to the BLOG page, the social channels Facebook and Twitter will automatically post the news. All partners are expected to create the content of the Blog drawing from the deliverables and milestones under their responsibility. The second objective of the BLOG page is to provide a repository of all news that have been posted in PENNY website.

✓ The LINKS page contains useful links to other EU and International Web sites. It will connect to the existing initiatives related to energy efficiency. It contains a link to the ERGON-Economic Research in Energy Efficiency initiative, which aims to provide collaborative, state-of-the-art, economic research on energy efficiency issues and which has been funded by members of the project Consortium.

The access to the Intranet Area is reserved to PENNY partners and advisory board members. The Intranet Area contains:

- ✓ The Intranet Home Page, which provides links to the other pages of the Intranet Area and to the latest files uploaded in this area, and which contains a calendar reporting the deadlines of the current month of the project (and of the whole project duration)
- ✓ The Team page, with the updated list of the people of the Consortium with access to the intranet area
- ✓ The Institutional Documents page, which contains the administrative documents related to the project, the templates and the working documents of the project (such as the project logo, the power point presentation, etc.)
- ✓ The Work Packages page, for the effective information exchange and the documents sharing between and within PENNY work packages
- ✓ The Project Events page, containing notices and documents of the PENNY events (such as the agenda, the list of participants, the slides, the minutes, etc.)
- ✓ The Agenda page, an useful tool continuously updated to monitor what is happening to the project, which contains all the deliverables and milestones deadlines and information about their status (i.e. what deliverables have already been submitted and what deliverables need to be submitted in the short run).

The PENNY website pages (both public and intranet areas) are continuously updated by FEEM, as project coordinator.

To increase the visibility of the PENNY website, each partner will publish the link on its own website.