



European
Commission

Horizon 2020
European Union funding
for Research & Innovation

Project website and social media channels

D 11.1



EU-**Sys**Flex

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PROGRAMME	H2020 COMPETITIVE LOW CARBON ENERGY 2017-2-SMART-GRIDS
GRANT AGREEMENT NUMBER	773505
PROJECT ACRONYM	EU-SYSFLEX
DOCUMENT	D 11.1
TYPE (DISTRIBUTION LEVEL)	<input checked="" type="checkbox"/> Public <input type="checkbox"/> Confidential <input type="checkbox"/> Restricted
DUE DELIVERY DATE	M3
DATE OF DELIVERY	M7
STATUS AND VERSION	V5
NUMBER OF PAGES	16
Work Package / TASK RELATED	WP11/T11.1
Work Package / TASK RESPONSIBLE	WP11/T11.1
AUTHOR (S)	EURACTIV

DOCUMENT HISTORY

VERS	ISSUE DATE	CONTENT AND CHANGES
1	21/03/2018	First version
2	18/04/2018	Second version
3	10/05/2018	Third version
4	15/05/2018	Fourth version
5	21/05/2018	Fifth version

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ABBREVIATIONS AND ACRONYMS

EU-SYSFLEX	Pan-European System with an efficient coordinated use of flexibilities for the integration of a large share of Renewable Energy Sources (RES)
PMB	Project Management Board
WP	Work Package
CMS	Content Managment System

EXECUTIVE SUMMARY

The following report addresses the deliverable 11.1 “Project website & social media channels” associated with task 11.3 “website and social media communications”. The report summarises the content and structure of the website as well describing the social media channels targeted as part of the communications strategy and the intent of the project consortium to increase general awareness of the project as well as enhancing the dissemination of information and outputs of the project.

The deliverable is prepared by the WP11 Leader and approved by the Project Management Board.

1. OVERVIEW

The project has set up several of its own communication channels:

- Website
- Social media: Twitter, YouTube, Facebook, LinkedIn

The selection of communication channels was based on several criteria:

- Accessibility and reach: free general access, wide reach.
- Usability: easy content management, high flexibility of design and content structure.
- Versatility: ability to publish multimedia content.
- Efficiency: low setup and maintenance costs.
- Compatibility and synergies: compatibility with communication channels used by project partners (institutional communication), potential for synergic communication.

The website and social media channels are set up to:

- Increase the general awareness on the project.
- Involve relevant stakeholder in selected project activities.
- Support cooperation with research partners outside the consortium.
- Disseminate relevant outcomes of the project.

2. WEBSITE

2.1 FUNCTIONAL SPECIFICATION

The **EU-SysFlex** project website provides information on the project content, objectives, partners, planned activities, events organized within the project and public deliverables. Based on the project request, the site has its own Content Management System (CMS) and social media connection.

CMS is used primarily for publishing, editing and managing web content without having to use programming languages.

The page is created by Slovak company Vibration and built on WordPress (CMS system).

The basic page formats are:

Upper menu bar: Main page, About, News, Consortium (individual partner menu), Work Packages, Events, Media, Documents, Contact us, Search.

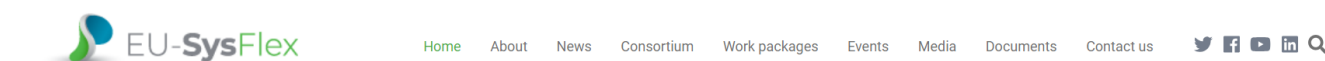


FIGURE 1: UPPER MENU BAR OF THE WEBSITE

2.2 DOMAIN

The project website uses the domain: eu-sysflex.com, with redirected domains eu-sysflex.eu, eusysflex.com and eusysflex.eu.

2.3 STRUCTURE OF THE WEBSITE

The project website includes:

- Information on the project purpose, structure of WPs and planned activities
- Information on consortium partners
- Information on planned and past project events
- Information on other communication activities (articles in media, participation at events, etc)
- Documents related to project outcomes and outputs
- Contact details of project team

Homepage (type: homepage)

About (type: page)

News (type: page)

- • Article 1
- • Article 2
- •

Consortium (type: page)

- • Partner 1 (type: article)
- • Partner 2 (type: article)
- • ...

Work Packages (type: page)

- • WP 1 (type: article)
- • WP 2 (type: article)
- • ...

Events (type: page)

- • Event 1 (type: article)
- • Event 2 (type: article)
- • ...

Media (type: page)

- • PR 1 (type: article)
- • PR 2 (type: article)
- • ...

Documents (type: page)

- • Communication 1 (type: article)
- • Communication 2 (type: article)

Contact us (type: page)

2.4 DESIGN

Next figure shows the design of the EU-SysFlex webpage as of today.

eu-sysflex.com

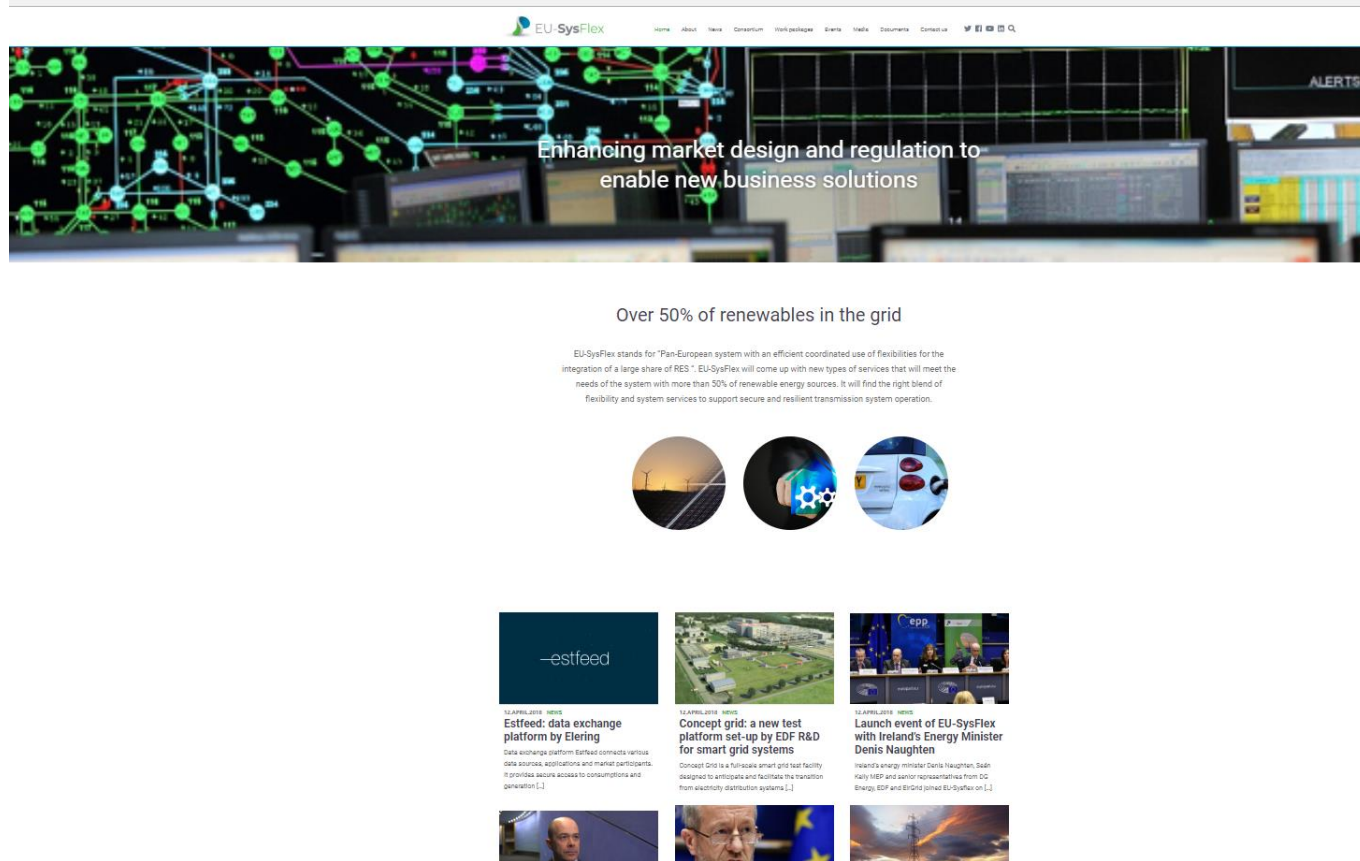


FIGURE 2: CURRENT DESIGN OF THE PROJECT WEBSITE

2.5 ROLES AND RESPONSIBILITIES

General Content:

EURACTIV will be responsible for ensuring that all content is relevant and up to date. All project partners will be required to provide information to EURACTIV as requested (within appropriate timelines) and as updates become available. Partners are responsible to inform EURACTIV about any news. EURACTIV will act proactively to ensure the best and latest information is available on the website. Structure of the website and overall visual elements to be approved by PMB and content of the website to be approved by the Project coordinator.

Technical Maintenance:

Vibration is responsible for the website development will support the EU-SysFlex team during the whole duration of the project. Vibration will act as a technological support to ensure all of the features of the website work and help with the changes which cannot be completed by EURACTIV.

3. SOCIAL MEDIA

Roles and Responsibilities

WP11 Leader (EURACTIV)

- Administration and maintenance
- Driving traffic: active networking (following relevant actors), communication and promoting the website and other social media at events, communication materials
- Encouraging partners to share project social media channels on their websites and all the communication related to the project.

Project Coordinator

- Approval of the communication outputs.

All partners

- Contributions to be communicated on EU-SysFlex social media channels
- Communication on partners own company / organisation social media channels.

3.1 FACEBOOK

The EU-SysFlex page can be found at the following location: <https://www.facebook.com/EUSysFlex/>

Planned Use:

The Facebook page will be used for public project communication in the form of pictures and videos from meetings and outreach activities. This social media channel is set up to spread information to general public.

Design:



FIGURE 3: DESIGN OF PROJECT FACEBOOK PAGE

3.2 TWITTER

The EU-SysFlex Twitter page can be found at the following location: <https://twitter.com/eusysflex>

Planned Use

The Twitter page will be used to communication with stakeholders through networking, short news and announcement on conference programme and activities. This social media channel is set up to provide information for relevant stakeholders.

Design



FIGURE 4: DESIGN OF PROJECT TWITTER PAGE

3.3 YOUTUBE

The EU-SysFlex YouTube page can be found at the following location:

https://www.youtube.com/channel/UCSnQOPt36UWd601ENP2-7ew?view_as=subscriber

Planned Use

The YouTube page will be used to communication with both stakeholders and general public through videos from outreach activities, events, demonstrations etc.

Design

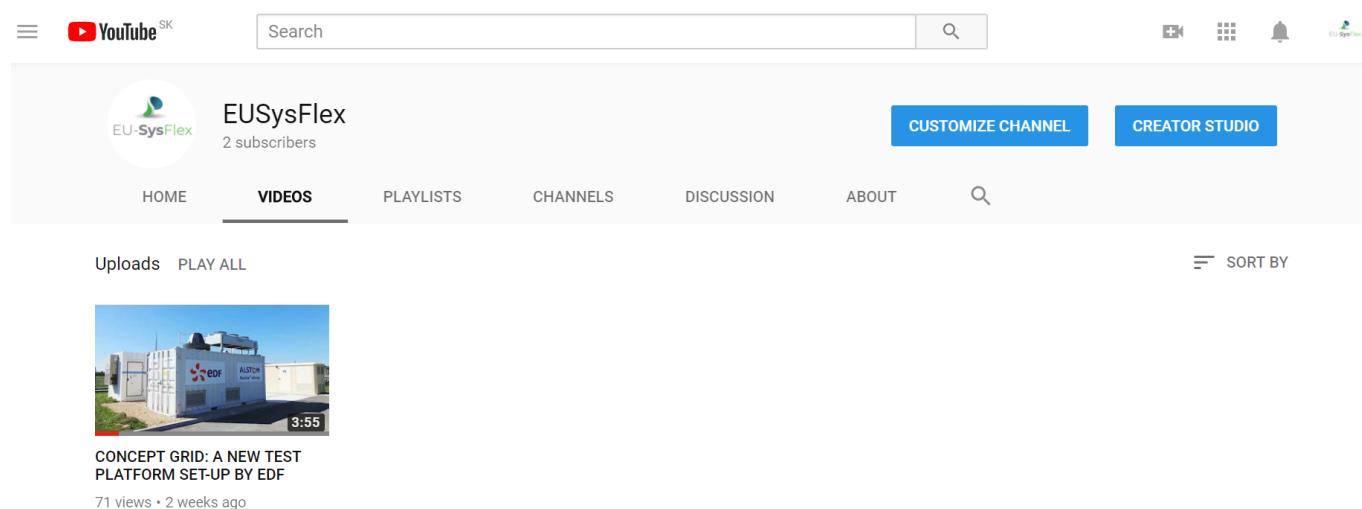


FIGURE 5: DESIGN OF PROJECT YOUTUBE PAGE

3.4 LINKEDIN

The EU-SysFlex LinkedIn page can be found at the following location: <https://www.linkedin.com/company/eu-sysflex/>

Planned Use

The LinkedIn page will be used to communicate with stakeholders through networking, short news and announcement on conference programme and activities. This social media channel is set up to provide information for relevant stakeholders.

Design

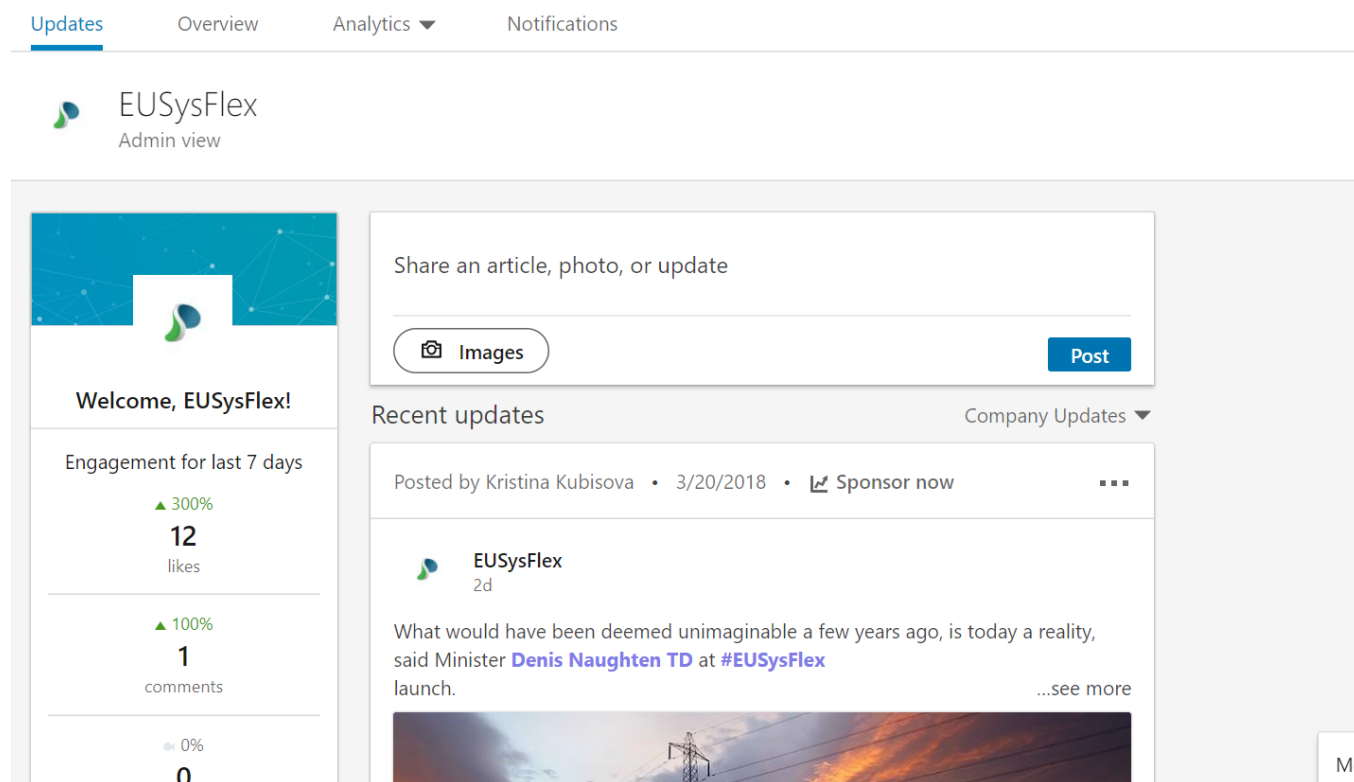


FIGURE 6: DESIGN OF PROJECT LINKEDIN PAGE

3.5 LINKEDIN GROUP

The EU-SysFlex LinkedIn Group page can be found at the following location:

<https://www.linkedin.com/groups/13558983>

Planned Use

The LinkedIn Group will be used to communicate with stakeholders through networking, short news and announcement on conference programme and activities. This social media channel is set up to provide information to the partners of the project and people strongly interested.

Design

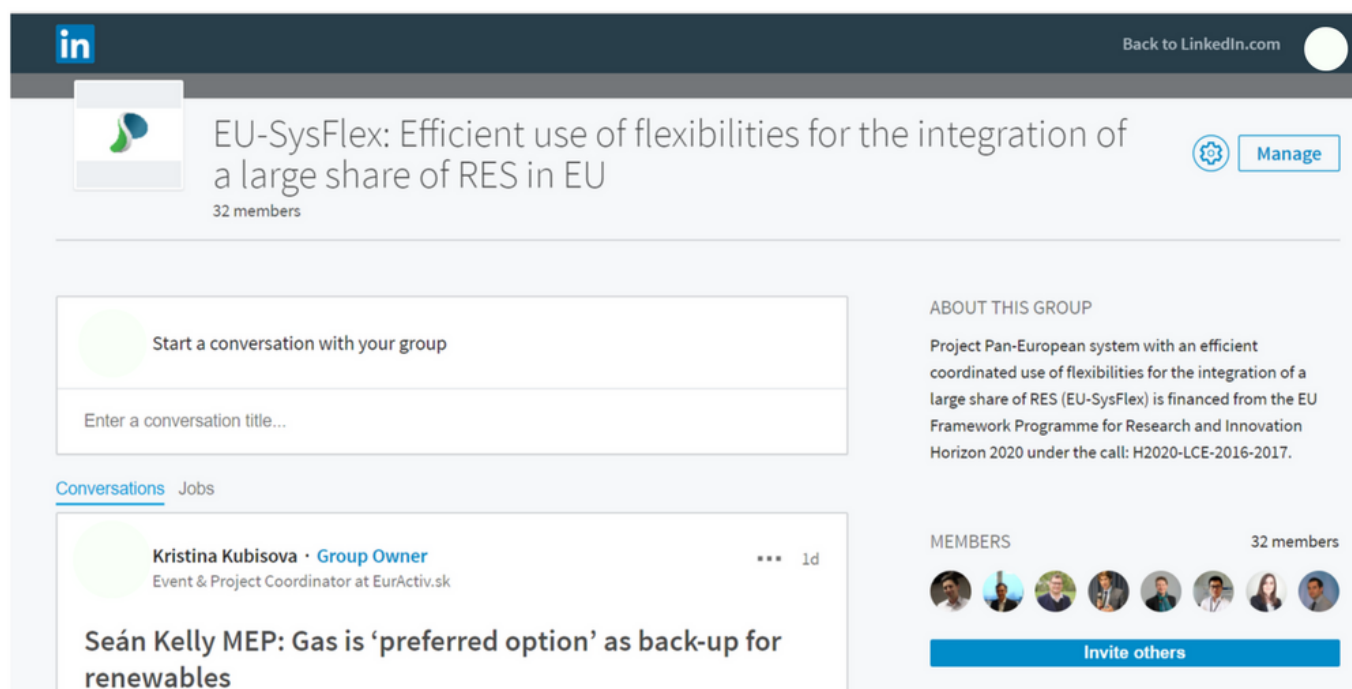


FIGURE 7: DESIGN OF PROJECT LINKEDIN GROUP PAGE

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under EC-GA No 773505.x