

TWIND

Twinning for an Offshore Wind Energy Partnership

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D5.2: TWIND project website



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Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

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1 EXECUTIVE SUMMARY

Deliverable D5.2 consists in the implementation of the TWIND project website in the scope of Work Package 5 dedicated to Dissemination and Public Outreach of the project.

The TWIND website was launched on the 25th of September 2019 with the URL www.twindproject.eu and will be continually updated with all relevant information on the project throughout the lifetime of the project. The website was designed to be one of the main communication tools and to disseminate as widely as possible information about the project's activities.

The website will be monitored using Google Analytics, a web analytics service offered by Google, that tracks the website insights, e.g. where the visitors come from and their behaviour on the project's website. By measuring diverse settings the content can be updated so that the information that visitors search for can be known accurately to optimize the website on search engines.

To enhance dissemination, TWIND also opened dedicated accounts in Social Media platforms, namely Twitter and LinkedIn. Deliverable D5.1 Communication and Dissemination Plan outlines all details about the communication channels and tools that will be used during the lifetime of the TWIND project.



2 INTRODUCTION

2.1 Purpose and Scope of the Deliverable

The purpose of Deliverable 5.2 is to provide synthesized information about the TWIND project's website implementation and functionalities. The website will be an important tool for the execution of the project's tasks, particularly concerning dissemination, outreach and communication. The website is available through the following url: www.twindproject.eu.

The Deliverable is part of the Work Package 5, Dissemination and Public Outreach.

3 PROJECT WEBSITE

The main communication tool of TWIND is the project's website. The project website was launched on the 25th of September of 2019 with the following url: www.twindproject.eu. It will be linked to the consortium member's individual webpages, and highlight TWIND activities, up-to-date news and events that are relevant to the project.

TWIND's website is linked to the free Google Analytics platform, an analytics tool to measure website insights, such as the number of visitors the pages have, where they come from, how much time they spend on the pages and what pages they visit the most, among much more detailed information.

The purpose of the TWIND website is to disseminate TWIND activities and to reach a large audience. To achieve this, the Search Engine Optimization is taken into account so that the website can be easily found in the search engine results by as much visitors as possible.

The TWIND website has the following structure:

- HOMEPAGE
- OVERVIEW
- PARTNERS
- TRAINING
- DOWNLOADS
- NEWS AND EVENTS
- CONTACT US

3.1 Homepage

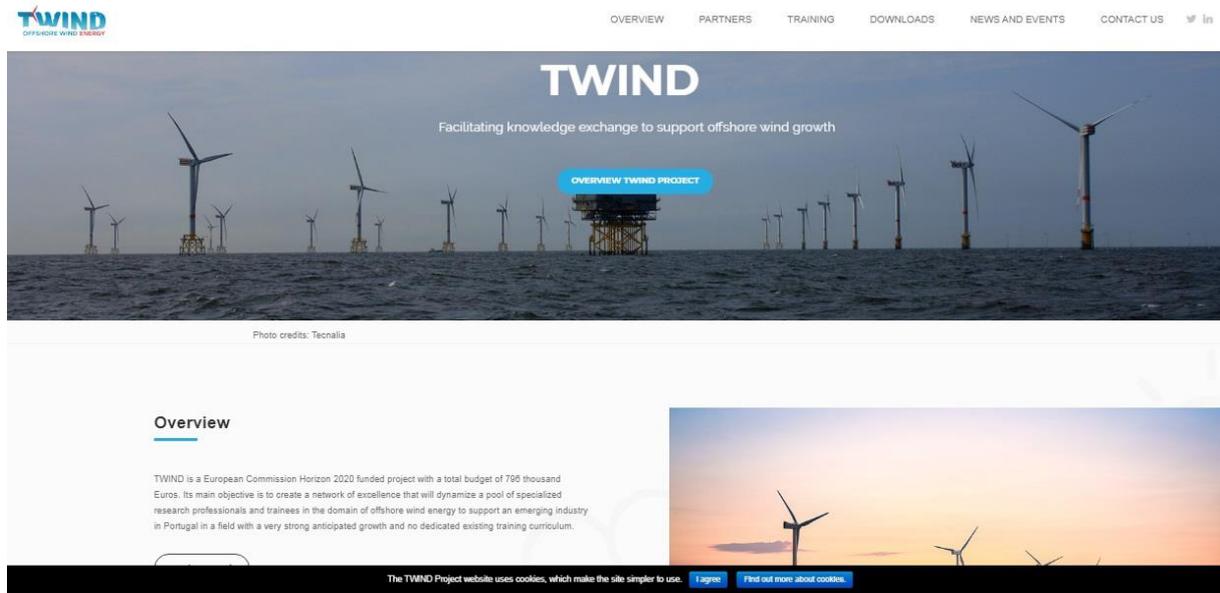


Figure 1. Homepage of the project website

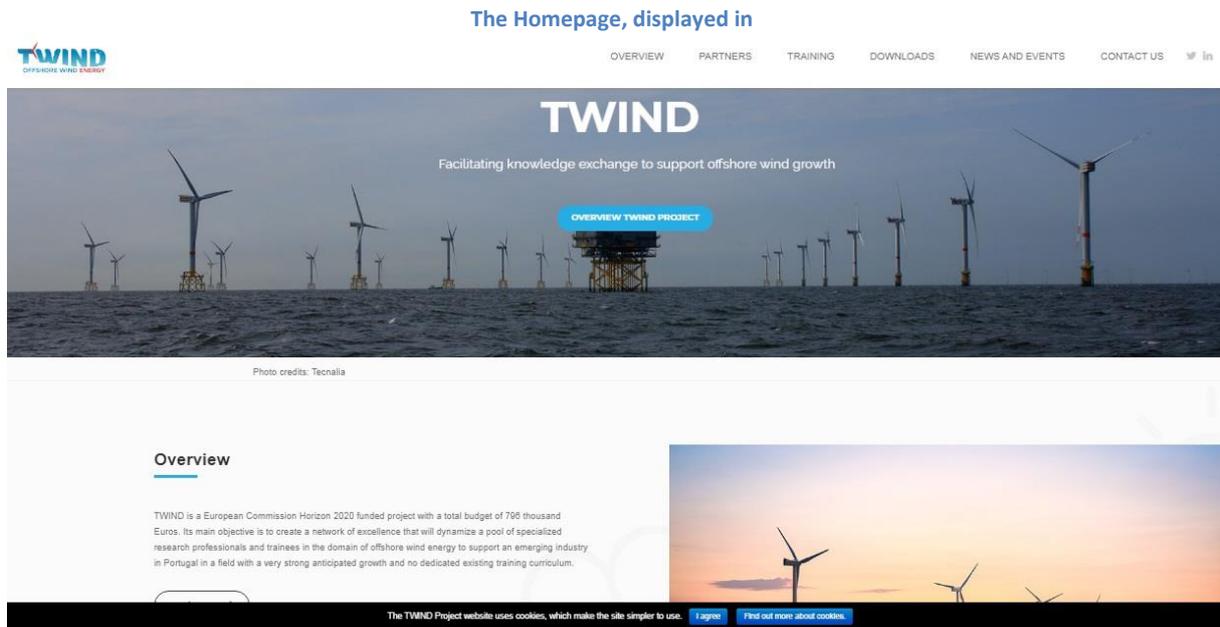


Figure 1, is the main page of the project’s website and presents a short description of the project with a link to more information in the section “Overview”.

It is followed by a link to the partners, training and downloads pages and the news and events section.

Partners’ logos are visible on the Homepage with a link to the respective individual websites.

At the bottom of the page the programme under which the project is funded is mentioned. Social Media icons are also seen in the homepage.



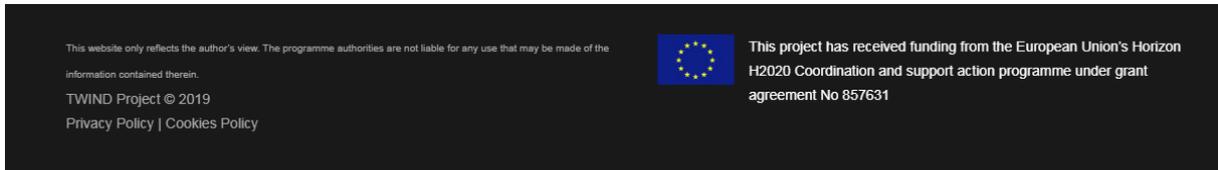


Figure 2. Homepage of the project website – Funding reference

3.2 Overview

The Overview page informs all visitors about the purpose of the TWIND project and its activities in six paragraphs. The information is concise and incisive seeking to keep readers engaged with the website and interested in finding further information of their interest and contact the TWIND consortium.

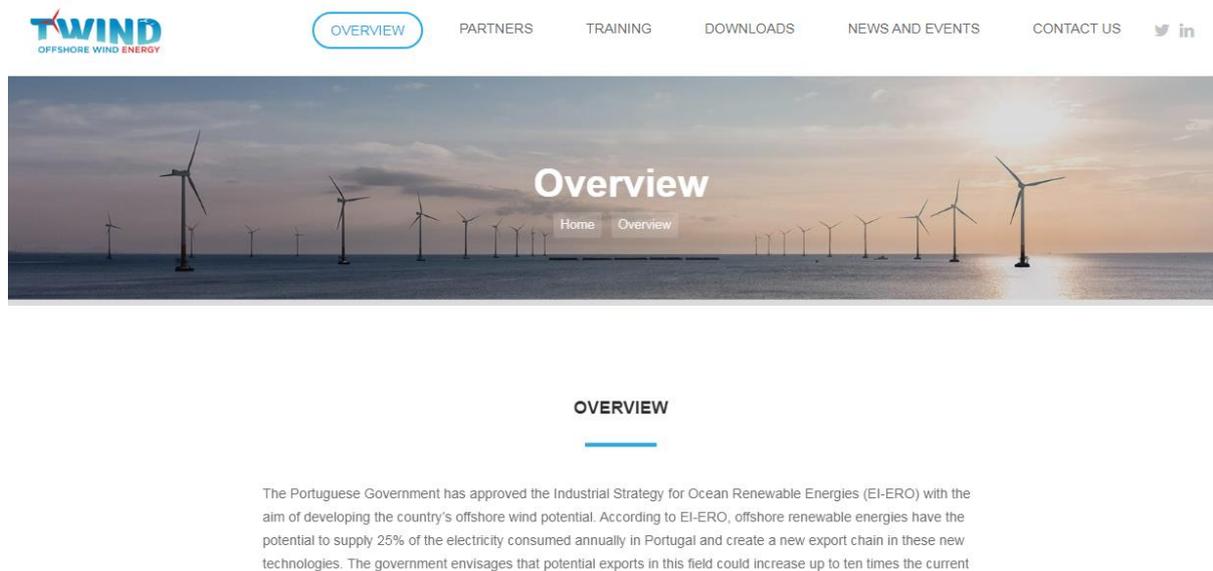


Figure 3. Homepage of the project website – Overview section

3.3 Partners

The Partners page presents the logos of the Consortium members, which are linked to the respective websites, along with a short description of each partner organization.

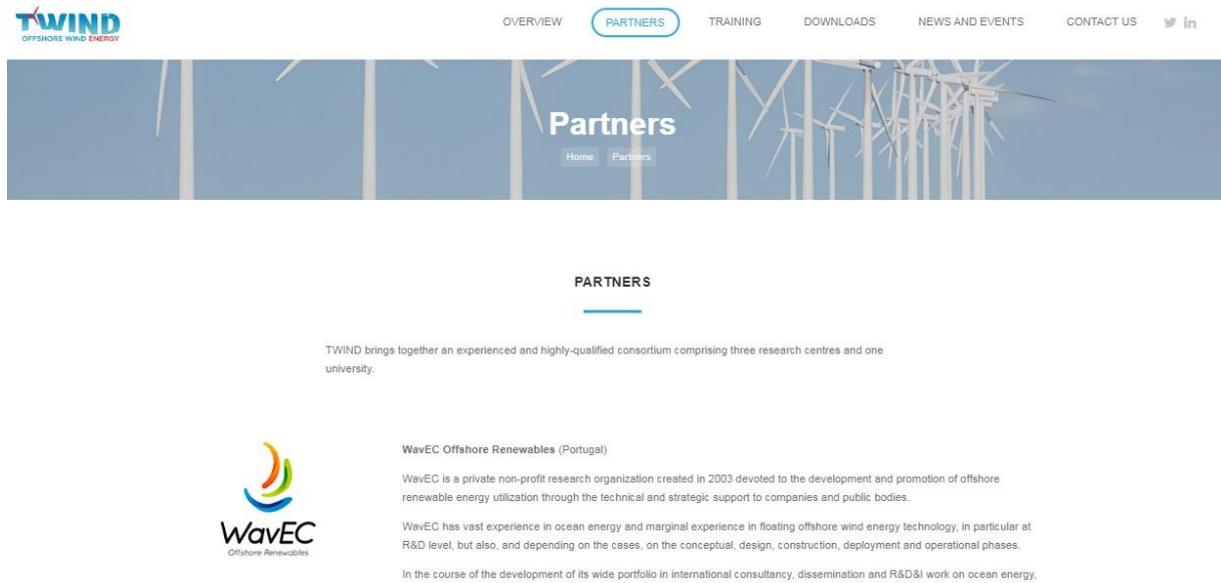


Figure 4. Partners page

3.4 Training

TWIND will develop a Training Programme targeting early stage researchers and junior staff, to raise the coordinator’s research profile and eventually increase employability in the field of offshore wind energy, since it is also open to participants from outside the consortium. Information on the TWIND short courses/summer schools and other training activities can be found in the Training page.

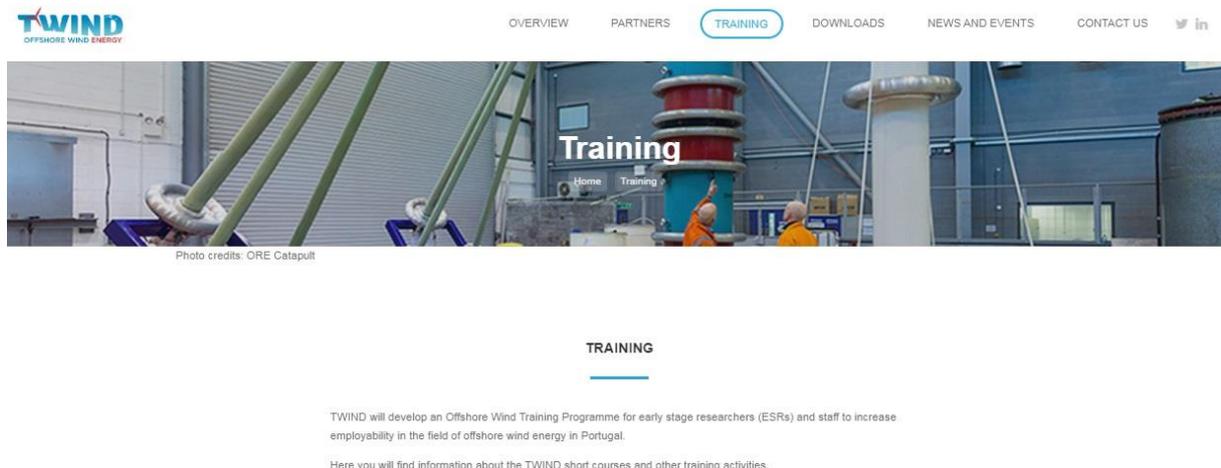


Figure 5. Training page

3.5 Downloads

The Downloads page will contain all public documents generated by the TWIND project throughout its lifetime, such as Deliverables, Publications and others.

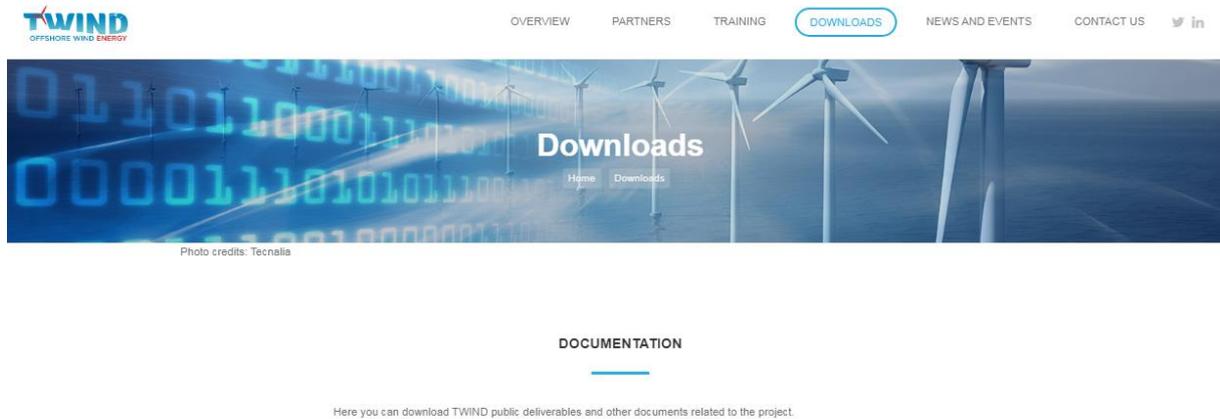


Figure 6. Downloads page

3.6 News and Events

The News and Events page presents all the new developments of the project and is constantly updated as tasks are completed and milestones achieved.

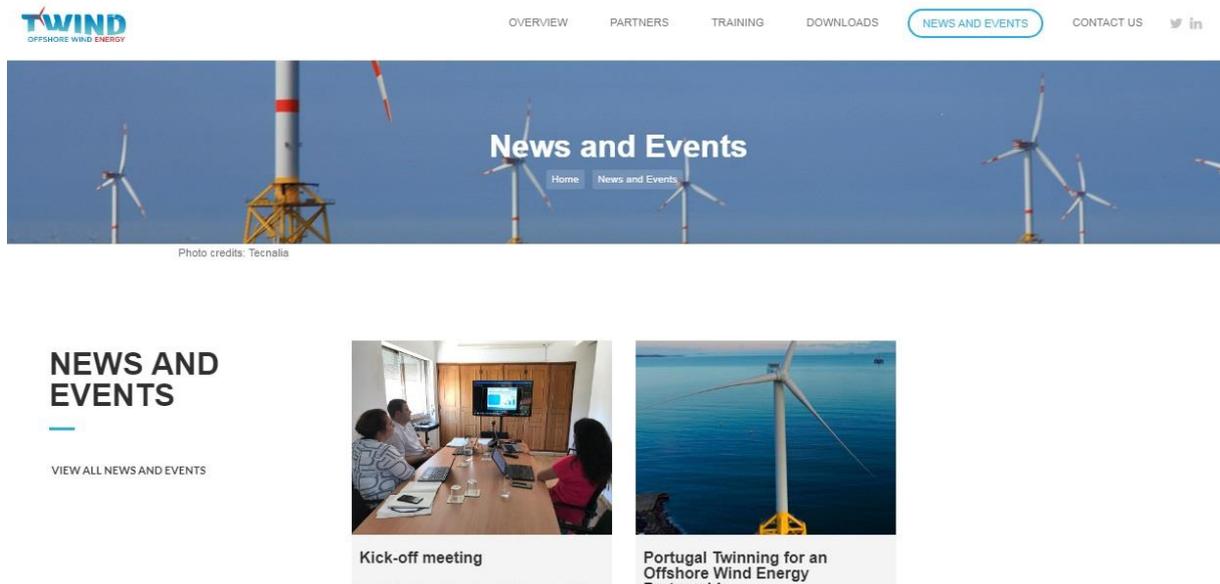


Figure 7. News and Events page

3.7 Contact us

The Contact us page displays a registration form to contact the TWIND project. The contact point to receive these messages is the coordinator of the project via the email mail@wavec.org.



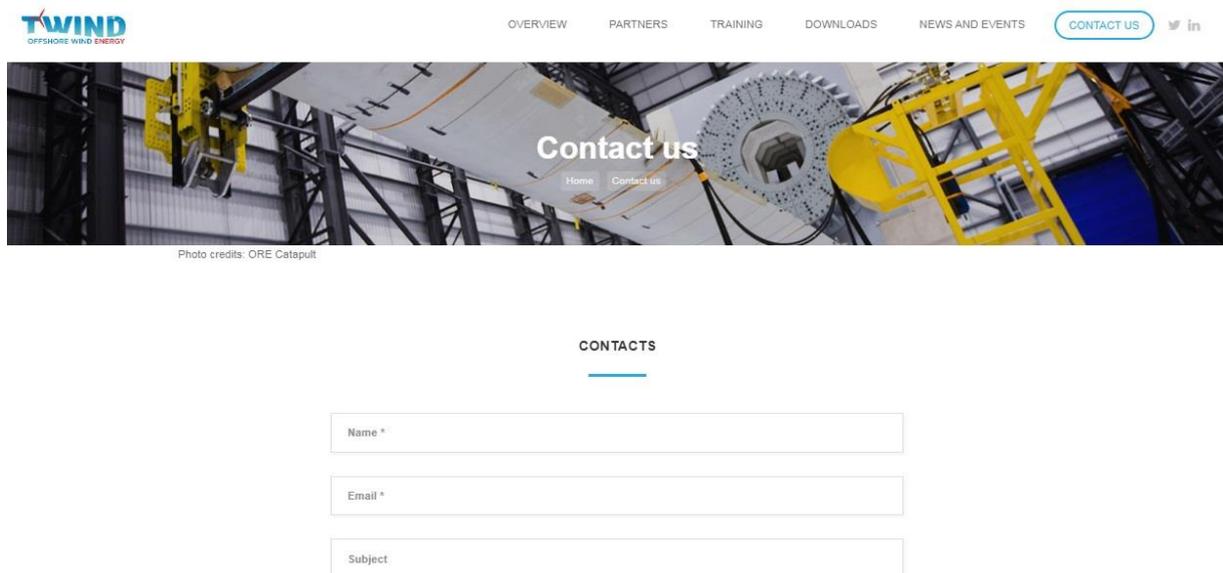


Photo credits: ORE Catapult

CONTACTS

Name *

Email *

Subject

Figure 8. Contact us page

4 SOCIAL MEDIA

Social media will be another channel that TWIND will use to disseminate the project's activities and developments. TWIND will have two main social media channels: LinkedIn and Twitter. These social media are linked to the website:

LinkedIn link: <https://www.linkedin.com/groups/8832095/>

Twitter account: <https://twitter.com/twindproject>

5 GENERAL DATA PROTECTION REGULATION

TWIND ensures the compliance with the General Data Protection Regulation (GDPR) (EU) 2016/679 and has introduced the Cookies Policy to its website. The contact registration form has also been programmed respecting the GDPR, stating that the registrant grants consent for personal data to be used for this project.

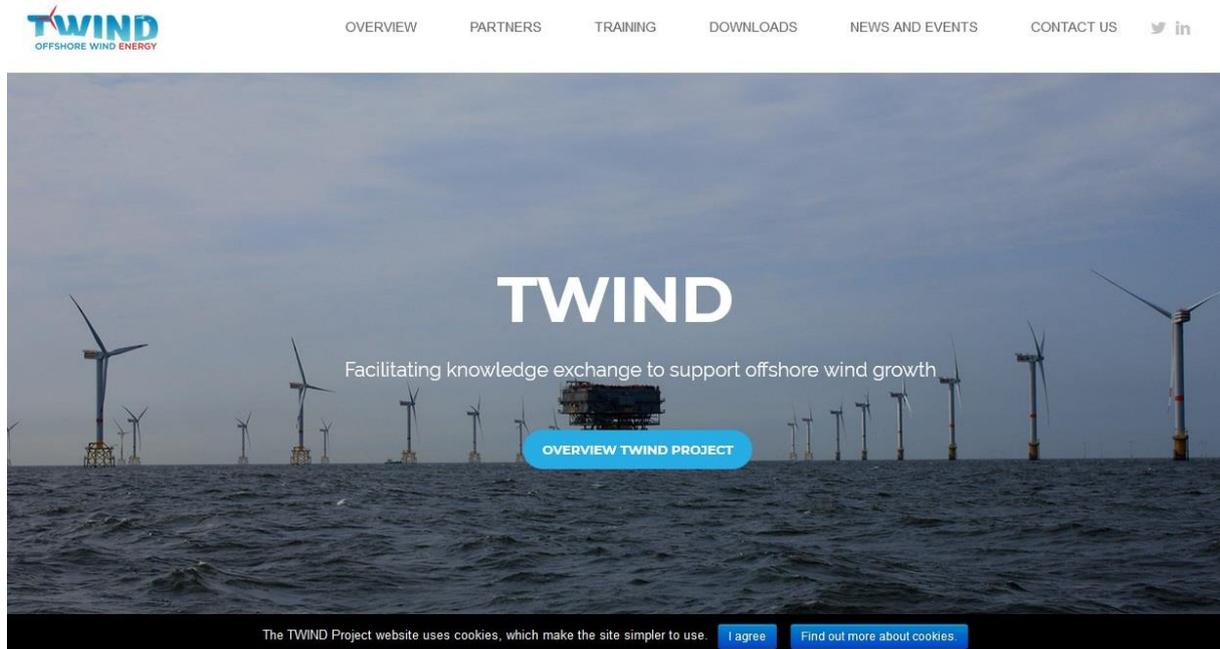


Figure 9. Cookie Policy

6 IMPACT ASSESSMENT

To guarantee that the dissemination methods are successfully implemented, the TWIND Communication leader will monitor the performance indicators and calendar regarding the project website and social media (Annex I). This measure makes it possible to track what can be done to improve these communication channels, if necessary.

7 FINAL REMARKS

The TWIND project's website was designed, elaborated and implemented in the scope of Work Package 5 dedicated to Dissemination and Public Outreach. It was launched on the 25th of September 2019. This Deliverable describes all the relevant information and functionalities of the website. It was designed to be used as an essential tool throughout the project's lifetime, taking into consideration the scope and the objectives of the project.

8 ANNEX I. PERFORMANCE INDICATOR LOG OBJECTIVES

ACTIONS	OBJECTIVE	DATE
Website		
Website set-up	1	M3
Nr. of Website sessions	500, 1000, 2000	M12, M24, M36
Social Media		
Social media set-up	2	M3
Nr. followers on LinkedIn	100, 200, 500	M12, M24, M36
Nr. followers on Twitter	100, 200, 500	M12, M24, M36

