

EnerMan

Energy Efficient Manufacturing System Management

D7.1 - Project Web Presence

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Short Description	
<p>This deliverable gives an overview of all the project web presence of the EnerMan project. The document includes a description of the visual identity, communication channels and tools that have been adopted and will be adopted to disseminate the EnerMan project objectives and future results as well as a framework for the monitoring of project partners' dissemination activities.</p>	

Project Information	
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EXECUTIVE SUMMARY

This document describes the main communication tool provided to the EnerMan Consortium for the widespread diffusion of the project results, the EnerMan website and social media platforms.

The EnerMan website and social media platforms are the main tool of the project web preferences plan(D7.1), which reflects the rest of the communicative actions and the generation of results. Therefore, their design, management and maintenance are key activities.

The website will be a key instrument for supporting the dissemination of the research results. Web site is as a “second stop” useful to primary targets who have already been reached via the other channels. Its aim will be to provide sound support for those wishing to become champions of the *EnerMan* approach within their organisations, providing access to deliverables and presentation material that will support *EnerMan* promotion. Key results will be published on the website, but also interactive added-value services will be offered such as opinion polls, feedback sections and surveys.

Also, Social networks are the pillars of the strategy to attract visitors to the web so The project will open a Twitter, LinkedIn and Youtube accounts to communicate its achievements and all dissemination events, as well as to boost the number of project materials’ downloads and connect and engage with the general public and key social media players.

1. INTRODUCTION

This deliverable describes the EnerMan web site structure and social media platforms supported by pictures of the site. The work has been developed by Intract in collaboration with all partners of the project.

The EnerMan website was developed to act as an information hub about the project's aims, goals, activities and results. The website works as a dissemination tool making available the project published results.

With this aim, website provides the following content:

- General information about the project.
- Description of all the organizations members of the consortium.
- Information, objectives, work packages actions and pilot tests included in the project.
- Description of events organized within the framework of the project.
- Press releases and other materials focus on the Media.
- Information about the results.
- Public deliverables.
- Last news.
- Addressing and contact information.

Also, The project will be present on the major professional social networks, in particular LinkedIn, via a special interest group that will correspond to a *EnerMan* hashtag on Twitter. Contacts already available to project partners will be used to kick-start this group, which will be a major instrument for recruiting interested parties. *EnerMan* social community group and Twitter hashtag will be the target for continuous informal communication with members, who will find brief first-hand reports from *EnerMan* research and development activities, increasing the timeliness of dissemination.

2. WEBSITE STRUCTURE

The purpose of the website is to gather all information and news about the project. The site will be a key instrument for supporting the dissemination of the research results. We regard the Web site as a “second stop” useful to primary targets who have already been reached via the other channels. Its aim will be to provide sound support for those wishing to become champions of the *EnerMan* approach within their organisations, providing access to deliverables and presentation material that will support *EnerMan* promotion. Key results will be published on the website, but also interactive added-value services will be offered such as opinion polls, feedback sections and surveys. The project website will be set up at an early stage (M2) and updated regularly.

2.1. Home Page

Although the website (www.enerman-h2020.eu) is not finalised, its domain was already bought, and it has a home page. The figure below is a print screen of the website as it currently is.



Figure 1 Homepage EnerMan Website

The Home Page clearly communicates the site's purpose, and shows all major contents available on the Web Site. Also, the home page contains the project logo and five main areas or sections have been considered for the website:

- About Project
- About Consortium
- News & Events
- Library
- Contact

2.2. About Project

This section presents the project at a glance, describes its objectives, milestones and specific challenge. To facilitate this understanding, this section includes infographics and photos that provide data and relevant information about EnerMan:

- What does EnerMan project do.

- Technology and objectives
- Use cases
- Related projects

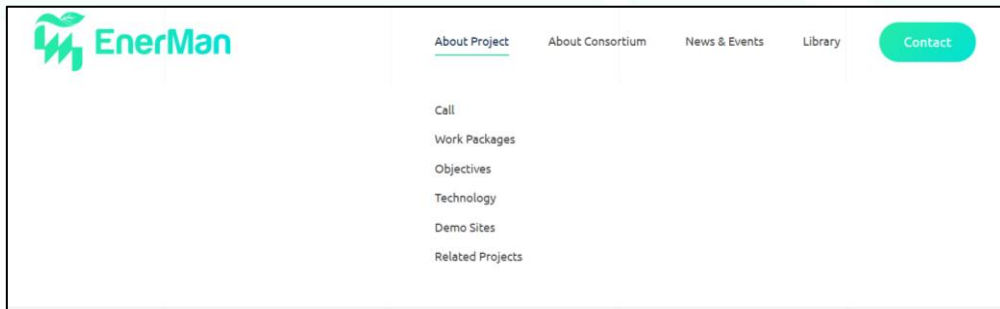


Figure 2 About EnerMan Project

2.3. About Consortium

This section provides a list of all partners taking part in the project linking to their short descriptions and websites. Every partner is briefly described in terms of research quality and groups participating in EnerMan project.

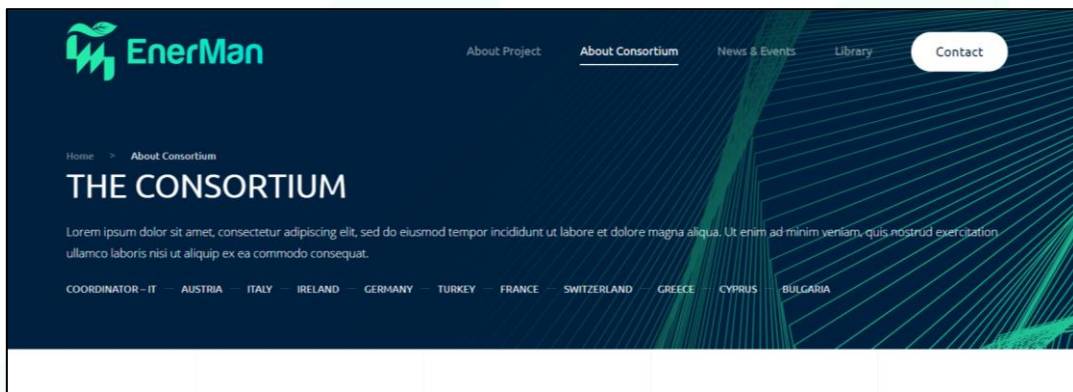


Figure 3 Section About the Consortium

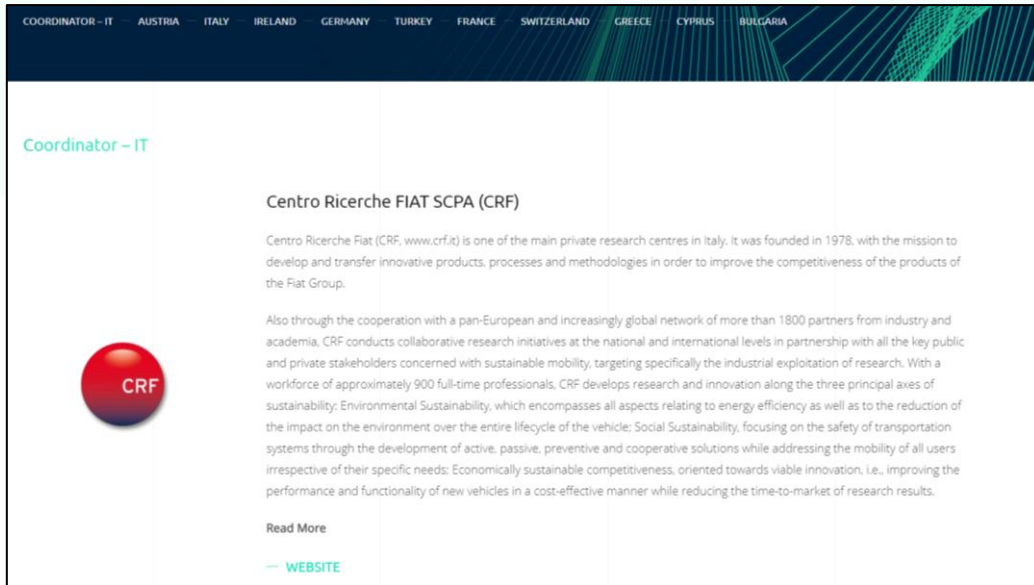


Figure 4 Partners: Description of One Partner as Example

2.4. News & Events

This page is dedicated to events, newsletter, conferences, workshops and meetings in which EnerMan takes part or are organized within the project. It presents the information on a calendar concerning the timing, venues, topic areas, and practical information of each event.

Its periodic update, at least once a month, will allow generating contents of interest for the EnerMan community, sharing them in the different channels of dissemination and communication (Social networks Twitter and LinkedIn) attracting visits to the web and having a good positioning in Google.

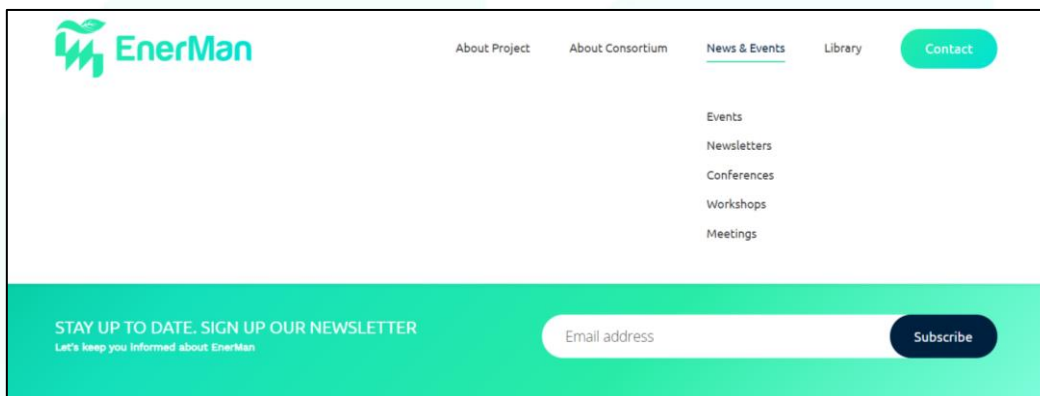


Figure 5 News & Events Section

2.5. Contact

This section provides the email to contact with EnerMan project. This is a meeting point for stakeholders, other projects interested in networking and the general public, to be able to contact the project. A simple form where basic information will be added to this page.

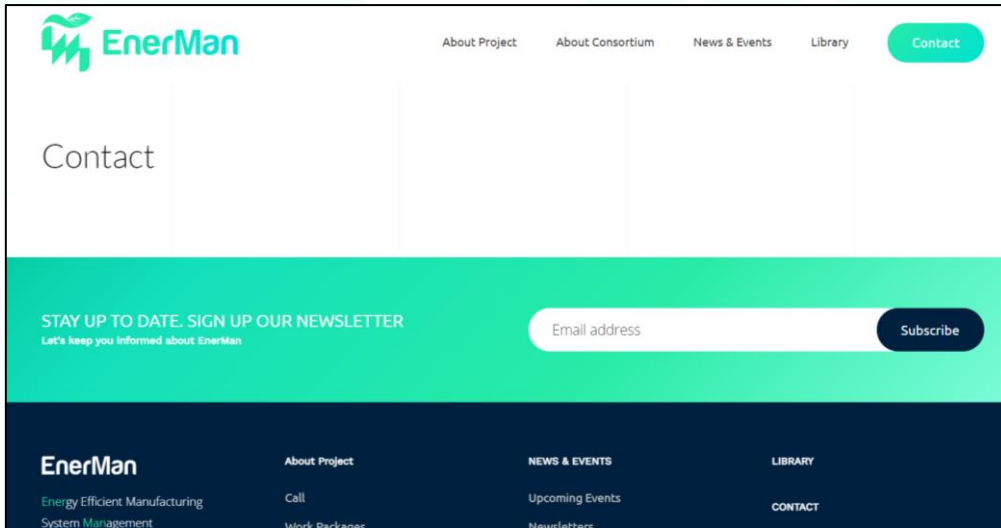


Figure 6 Contact Page

3. SOCIAL MEDIA CHANNELS

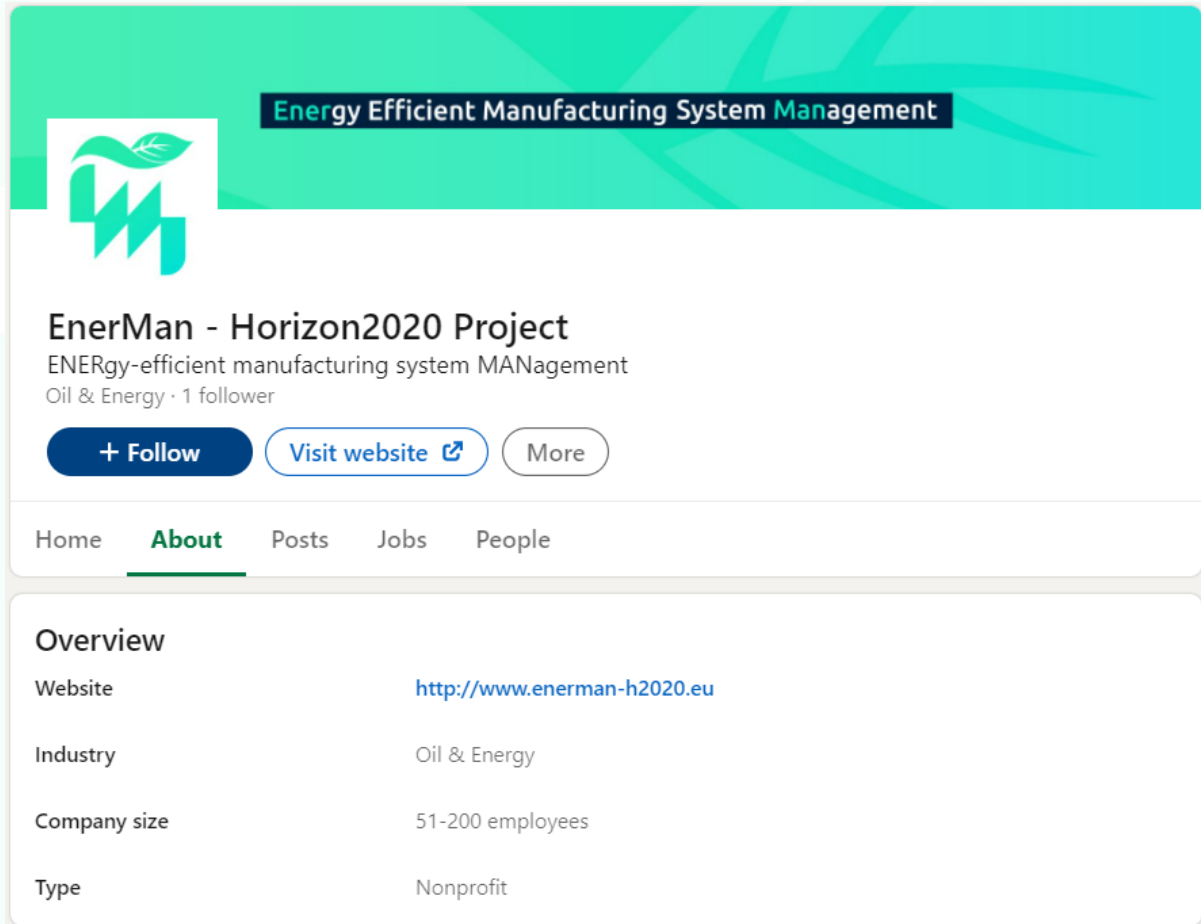
The project will open a Twitter and LinkedIn accounts to communicate its achievements and all dissemination events, as well as to boost the number of project materials' downloads and connect and engage with the general public and key social media players in the transport and mobility sector. Partners will also be responsible for communicating *EnerMan* on their own corporate Social Media accounts and participate actively in LinkedIn groups on transport and mobility research or gender at the workplace.

The project will be present on the major professional social networks, in particular LinkedIn, via a special interest group that will correspond to a *EnerMan* hashtag on Twitter. Contacts already available to project partners will be used to kick-start this group, which will be a major instrument for recruiting interested parties. *EnerMan* social community group and Twitter hashtag will be the target for continuous informal communication with members, who will find brief first-hand reports from *EnerMan* research and development activities, increasing the timeliness of dissemination.

3.1. LinkedIn

A LinkedIn company page (**EnerMan - Horizon2020 Project**) establishes EnerMan's public image on a global scale as a reputable and trustworthy project. Although many people view the social media site LinkedIn only as a site for job hunters, LinkedIn is an equally effective tool for nurturing referral relationships.

The EnerMan LinkedIn profile is a supplement to the website, helps driving traffic to the site and offers a way out to promote the project. By producing content, the viewers become engaged advocates of EnerMan and can expand globally the content of EnerMan.



Energy Efficient Manufacturing System Management

EnerMan - Horizon2020 Project
ENERgy-efficient manufacturing system MANagement
Oil & Energy · 1 follower

+ Follow Visit website More

Home **About** Posts Jobs People

Overview

Website	http://www.enerman-h2020.eu
Industry	Oil & Energy
Company size	51-200 employees
Type	Nonprofit

Figure 7 LinkedIn Mainpage

3.2. Twitter

EnerMan (@EnerManH2020) implements Twitter to establish meaningful connections with an active and relevant audience (EC, policy makers, stakeholders of the industry, local authorities and general public). These connections can produce beneficial opportunities for the project across the network of stakeholders. It enables to talk about the activities happening in real time, such as the co-creation workshops and other activities of the project.



Figure 8 Twitter Mainpage

3.3. Youtube

Nowadays, video content plays a crucial role on the internet. EnerMan aims to produce several on **EnerMan H2020** channel. The project videos will be presented at events and shared across social media networks to get views, attract audience, increase visits to the EnerMan website and thus strengthen the communication strategy. Creation of 5-min video clips to aware SMEs and the general public on the benefits of EnerMan are planned.

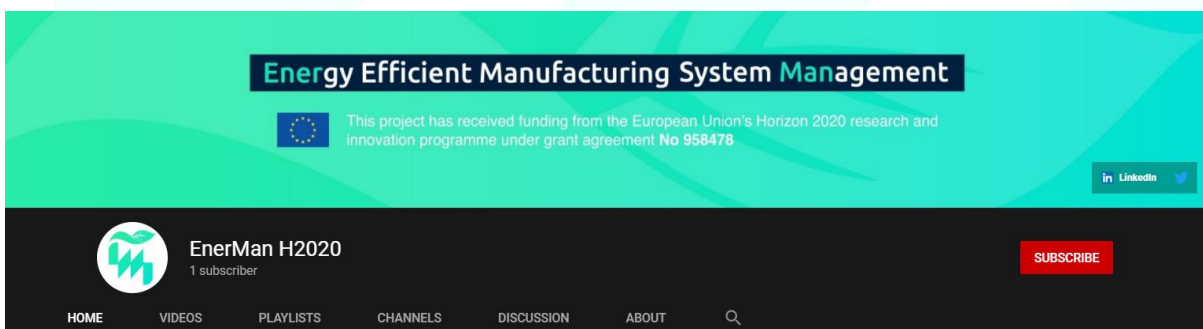


Figure 9 Youtube Mainpage

4. CONCLUSION

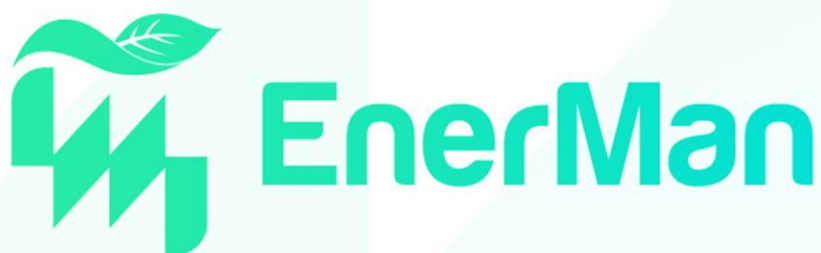
The website and social accounts are the meeting points of the EnerMan project that must be kept alive. Intract will be in charge of producing and publishing new content regularly, with the collaboration of the whole consortium. The partners will receive a communication guidance to help them finding communication opportunities, give them tips on how to produce material, take photos or use the social media channels in a way that can help the communication of the project. All partners are encouraged to share with Intract the dissemination activities where they take part regarding the EnerMan project.

Each partner will also make use of its communication tools and channels, networks, and collaboration with the goal of reaching the community of the project and spreading the news about the results that may be. Due to the importance of maintaining the webpage updated, the project consortium will work on it by feeding the website and being near the stakeholders.

The website will be connected with the social media channels, newsletter, and other initiatives. Using these platforms in combination will increase the digital footprint of the project and help maximise online awareness of it. The EnerMan web portal will make the project visible and it is essential to reach the target audiences.

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