DEFACTO - battery DEsign and manuFACTuring Optimisation through multiphysic modelling

D.8.1 Project Website operative

Date: 18/03/2020

This document is the Deliverable D.8.1. Project Website operative of DEFACTO (contract no. 875247) leaded by CIDETEC. This document contains all relevant information regarding the website design and development.

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Project details

Project acronym	Defacto	**Start / Duration**	*01/01/2020 (42 months)*
Topic	LC-BAT-6	**Call identifier**	*H2020-LC-BAT-2019-2020*
Type of Action	Research and Innovation Action (RIA)	**Coordinator**	*CIDETEC*
Contact persons	*Elixabete Ayerbe*		
Website	**www.defacto-project.eu**		

Deliverable details

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Title	*Project Website Operative*		
Work Package	*WP8*		
Dissemination level	Public	**Nature**	*Report*
Due date (M)	M3	**Submission date (M)**	
Deliverable responsible	**SIE**	**Contact person**	***Ana Martinez***

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Document History

Date	Version	Name	Changes
02/03/2020	1	Ana Martinez	First Draft

Content

Executive Summary

This deliverable contains the description of the project website that has been designed for the DEFACTO Project. The design and structure have been developed to be responsive and provide access from any device. The content and messages incorporated have been defined with the purpose of reaching different audiences, including: general public, scientific community, industry, and policymakers with the objective to benefit the project results.

The design of the website has been developed by SIE with the collaboration of the whole consortium; it has been streamlined and presented in a way that is accessible by a wide range of stakeholders. This document presents a detailed description of the website communication strategy, responsive design, look and feel, navigability, and content development process.

Acronyms and abbreviations

Organisation / Full name	Short Name
FUNDACIÓN CIDETEC	CID
COMMISSARIAT A L'ENERGIE ATOMIQUE ET AUX ENERGIES ALTERNATIVES	CEA
ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS	CERTH
DEUTSCHES ZENTRUM FUER LUFT - UND RAUMFAHRT EV	DLR
FRAUNHOFER GESELLSCHAFT ZUR FOERDERUNG DER ANGEWANDTEN FORSCHUNG E.V.	FHG
ESI GROUP	ESI
ASOCIACIÓN ESPAÑOLA DE NORMALIZACIÓN	UNE
IRIZAR E-MOBILITY, S.L.	IRI
LECLANCHE GMBH	LEC
TECHNISCHE UNIVERSITAET BRAUNSCHWEIG	TUBS
UNIVERSIDAD POLITÉCNICA DE MADRID	UPM
AVESTA BATTERY & ENERGY ENGINEERING	ABEE
SUSTAINABLE INNOVATIONS EUROPE S.L.	SIE
Work breakdown structure	WBS
Programme evaluation and review technique	PERT

1 Introduction

The Communication Strategy for the public website will respect the Dissemination and Communication plan of the project. The channels considered for mass dissemination to end-users included:

- Marketing media, the press, magazines, broadcast news, television, radio and Internet;
- **DEFACTO** official website (will contain information and commercial material);
- Social media: LinkedIn & Twitter
- Media and press contacts or spokespersons;
- Newsletter, distributed every 6 months to updated stakeholders;
- Publications in scientific and non-scientific journals;
- General communication material (brochures, flyers, etc.).

The execution of the website encompasses a variety of materials that allow a successful communication amongst the partners, as well as the different audiences targeted. The following visual materials are part of the dissemination strategy:

1. Creation of a visual identity, font and colour palette to be included in all graphic communications and materials.
2. Development of physical dissemination materials: publications, reports, brochure, catalogue.
3. Development of social network group profiles.
4. Participation in dissemination events: conferences, seminars, exhibitions, meetings.
5. Press releases, radio and TV presence.

For what it concerns the DEFACTO website, the communication strategy was designed around key questions that external visitors to the website might have:
WHY: Highlight the importance and purpose of the project.
WHAT: Provide a description and approach of the project.
WHO: Present the consortium working to achieve these objectives.
HOW: Describe SO WHAT process along the project's development.

1.1 Target audiences

The website will be provided with information matching the particular interests and needs of each target group and subgroup. By creating clear headings and subheadings, readers will be able to seek out content that is most pertinent to them. By addressing technical language in a clear manner, it is the intention that the content be discernible for all audiences.

Table 1: Target groups & contents

Target group / Stakeholder	Targeted results/content
Batteries industry (BI)	- Improved life cycle and performance of batteries due to improved cell design and optimised manufacturing process. - More accuracy of battery lifetime and degradation processes.

Software industry (SI)	- Novel multi-scale and multi-physics models integrated. - Optimised ROM techniques of reduced complexity and increased accuracy. - New market arising around material and cell modelling in Europe.
Cell Manufacturing & Equipment Manufacturers (CMEM)	- Optimised manufacturing process. - Optimised cell design. - Efficient R&I and development process. - Dissemination materials to increase their awareness and showcase modelling & simulation potential.
Original equipment manufacturer (OEM)	- Reduced battery pack cost. - Increased battery lifetime and technical performance. - Fast cell tender process thanks to characterisation/prototyping/modelling procedures. - Showcase potential of EU arising cell manufacturing industry.
Scientific community (SC)	- New methods for multiscale and Multiphysics modelling of cell and material behaviour - Reduced Order Modelling simulation frameworks optimised and open-sourced,
Associations (A)	- Support data exchange and cross-sectoral collaboration between industries
Policy makers (PM)	- New standards and procedures needed to be adapted towards (i) next generation cells and (ii) novel development procedures including modelling and simulation. - Effectivity of modelling research to reduce R&D time and costs, worthy of further funding.
General Public (GP)	- Awareness campaigns regarding the positive impact this project can have in terms of employment and improvement on sustainability methods. - Potential of new manufacturing industry in Europe bringing wealth and jobs. - Reduced manufacturing costs of EVs. - Usefulness of EU R&D funds. - Illustrative and didactic graphic and video materials.
Trade media (TM)	- Awareness campaigns regarding the positive impact this project can have in terms of employment and improvement on sustainability methods. - Potential of new manufacturing industry in Europe bringing wealth and jobs. - Reduced manufacturing costs of EVs. - Usefulness of EU R&D funds. - Illustrative and didactic graphic and video materials.

1.2 KPIs

A dedicated website in English has been set-up, which includes open access and will also link to a restricted area with a repository where the partners can exchange files and materials. The DEFACTO website presents a description of the objectives, concept, and partners involved.

Social media news related to the DEFACTO will be posted with regards the latest progress on the results of the project, upcoming conferences, and workshops, publications, newsletters released, etc.

● M1-M3: Design and Development of the project's website & Establishment of presence on Social Media.

● M3-M42: Regular update of the website content & Regular actions on social media

The impact will be measured considering the number of page visits to the website, the number of references to the project on search engines, and the number of links / followers / interactions with external entities on social media.

2 Website structure

The DEFACTO website is accessible on https://defacto-project.eu/ . The communication and dissemination leader, SIE, has registered this URL name in the very beginning of the project. Since all the promotion, communication and dissemination will be centred around the brand name "DEFACTO", it was crucial to secure this easy-to-find URL.

The .eu domain was chosen to emphasize the European perspective of the project.

2.1 Design

2.1.1.1 Responsiveness

The DEFACTO website https://defacto-project.eu/ has been designed to respond to different user's behaviours and environments based on device, screen size and resolution, platform, and orientation. The website's functionality works and is adapted in different devices including: Smart Phones, Tablets (using Android, iOS or Linux operative systems).

2.1.1.2 Navigability and layout

The DEFACTO Project website is characterized by its easy navigability, simplicity and user-friendly features. On the menu, the following sections have been created: About, Documents, News, Contact and Private area. Intended to be an informative website, and according to the project's needs to update information, this organisation or internet architecture let the different audiences know more precisely about the project. The Private area is specifically dedicated to the partner's exchange platform and will link directly to the repository created by the coordination.

The 'About' submenu comprises two (2) subsections to introduce the project: Project and Partners. The first one includes also four (4) subsections: Objectives, Impact, Methodology and Implementation. They briefly present the value proposition of the DEFACTO project including pictures, graphics, figures and messages to let the audience understand what the project is about and why it is innovative and marketable. The Partners section includes a description of each organisation involved in the project.

On the 'Documents' submenu, there are two (2) subsections: Articles and Downloads. Each section will be useful to have organized all the important documents that should be disseminated during the project's execution.

The 'News' submenu is useful to inform on recent developments within the project.

The 'Contact' section presents the project coordinator's contact details and a fields box where audiences can send messages that will be directed to the coordinator via a dedicated email address: info@defacto.eu

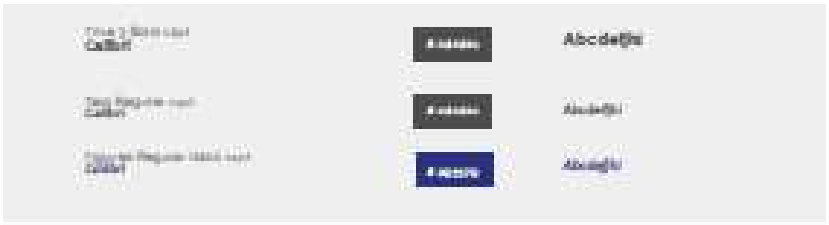
The 'Private area' submenu is linked to the workspace platform where the consortium will have access to relevant files for the consortium.

Social media icons (LinkedIn and Twitter) appear in the header and in the footer, while the generic contact email and a box to subscribe to the newsletter remain in the footer.

The DEFACTO Project website has privileged a modern layout and impacting images that represent the project's link to cell manufacturing, batteries and electric vehicles in blue colours as chosen by the Consortium during the logo review. It follows the visual identity established for the project using the pre-selected project typography and colours (Figure 1).

The layout is based on story telling principles that guides the visitor through the DEFACTO story using images, icons, and key appealing messages expressing the value proposition of the project's technologies, methodologies and identity.

Figure 1 : Visual Identity



Font setting web (Google font)

Iconography style

Photography style

Logo color

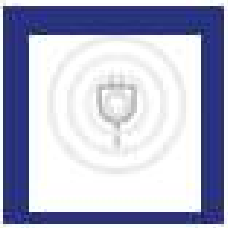


Figure 2 : Home Page

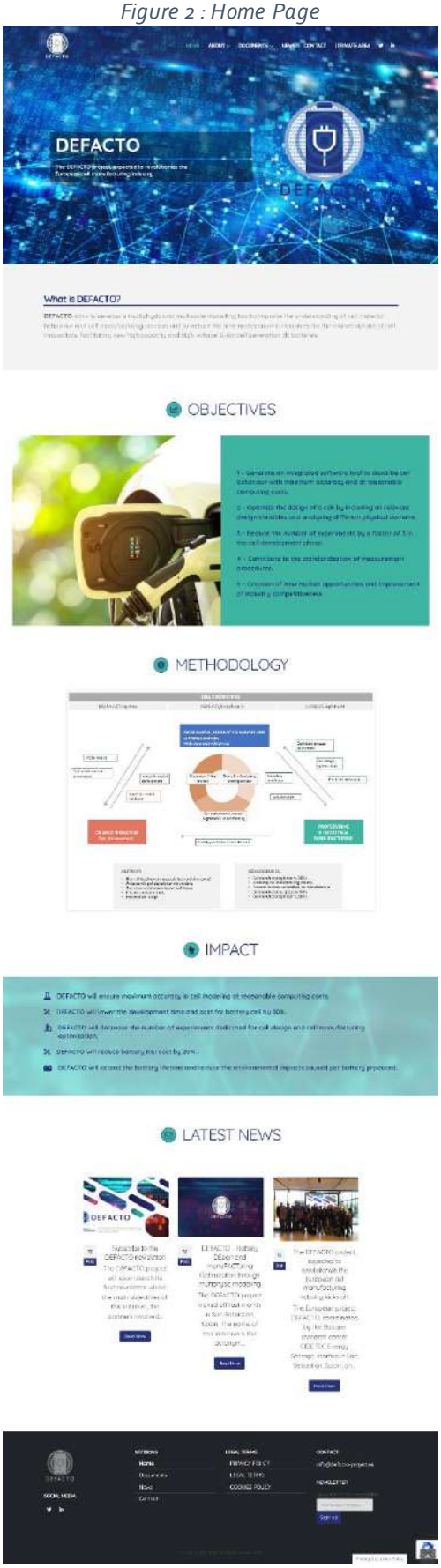


Figure 3: About project

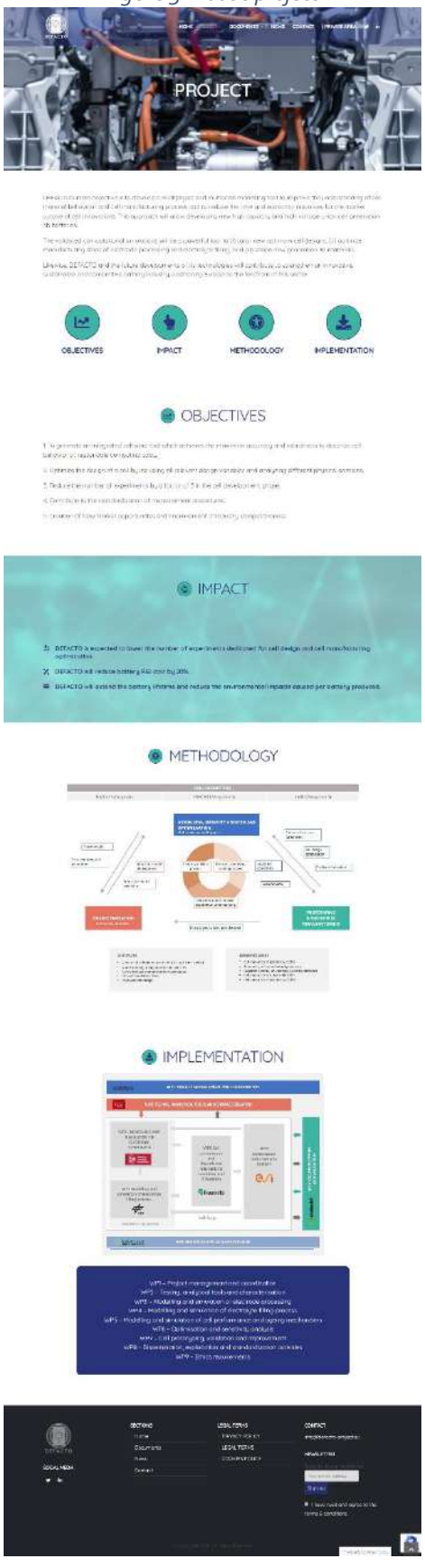


Figure 4: About partners

Figure 5: Documents

Figure 6: News

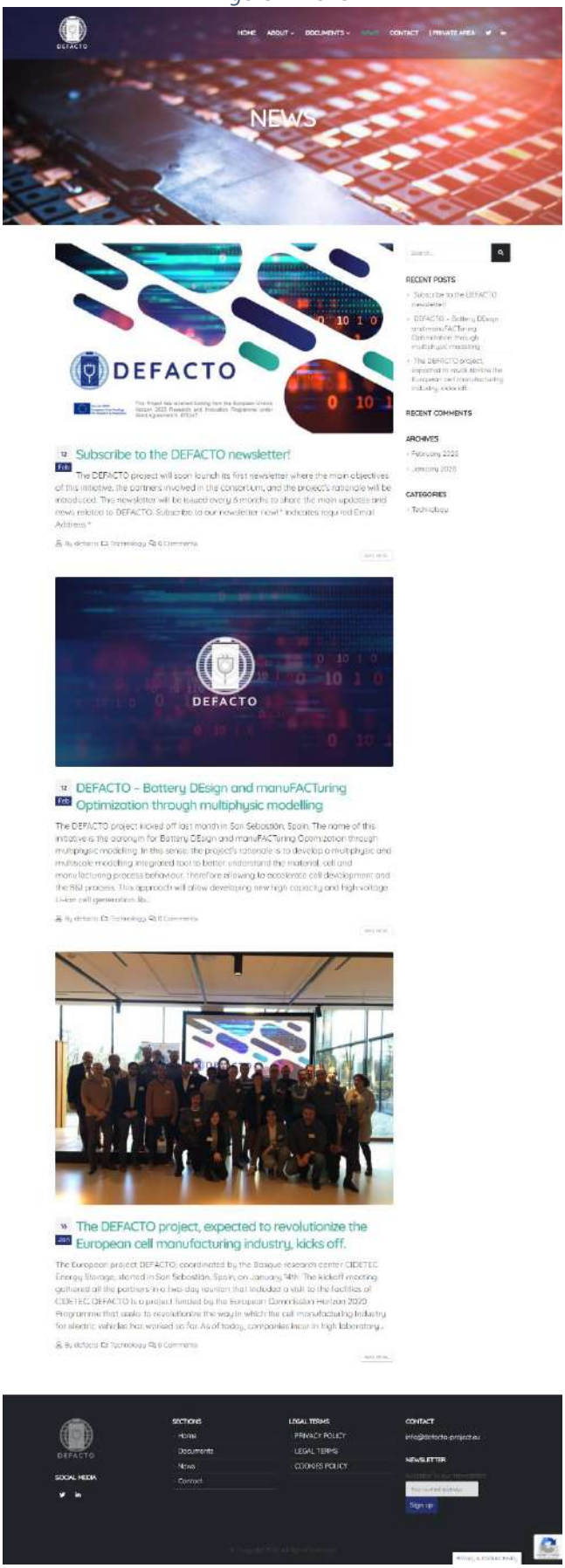
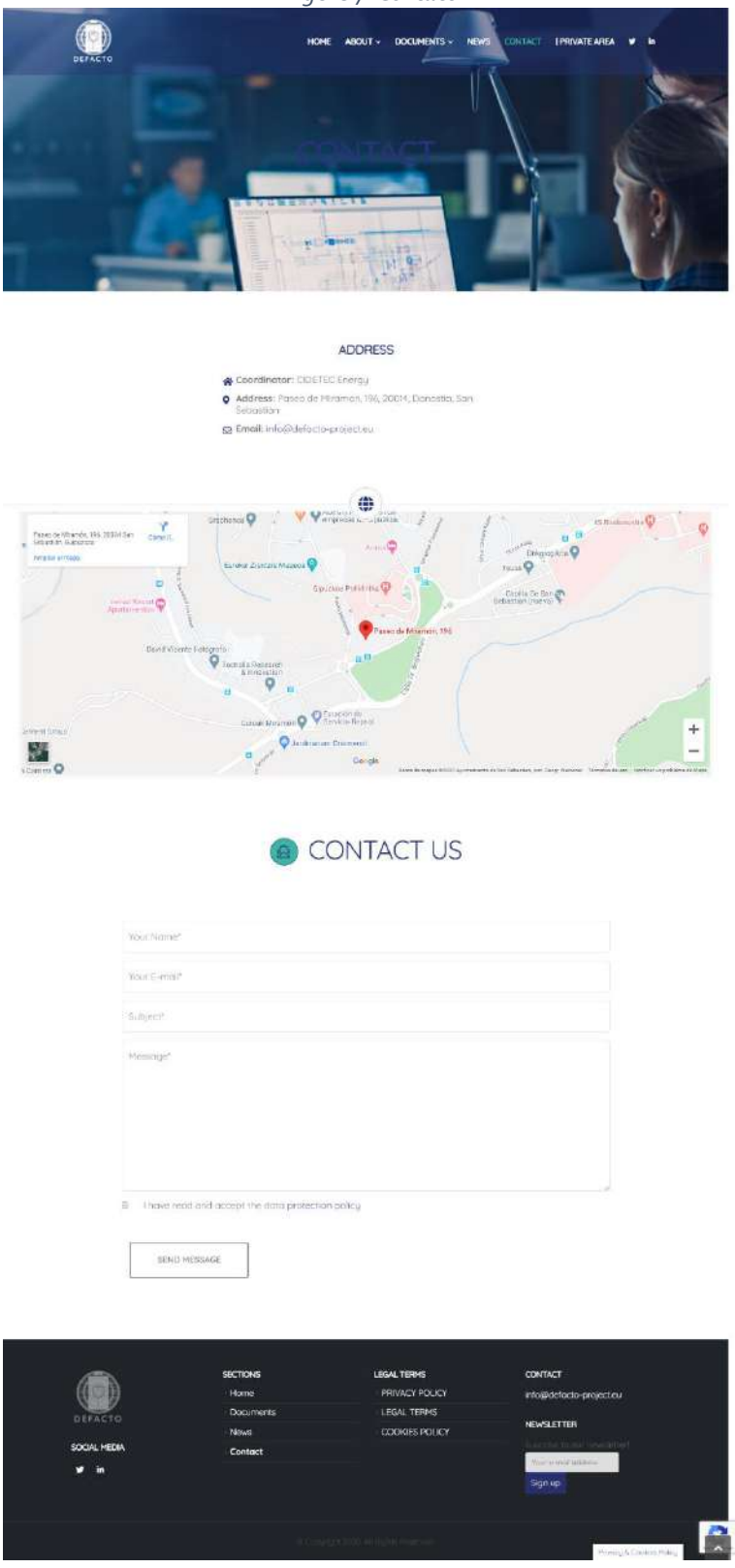


Figure 7: Contact



2.2 Content Dissemination and Publication

The DEFACTO website was developed in three phases:

1) Content and visual proposition.
2) Design.
3) Feedback and corrections.

The content included possible messages, menus, and submenus, navigability as well as visual prospects in the form of a site map. The site went live, as planned, but it is not a static tool. Modifications can be made at any time per the Consortium's request and verification with the Project Coordinator.

SIE will coordinate the project dissemination by updating the project's website, e-newsletters, etc. It will play a proactive role in checking with partners for the latest news, thus ensuring the regularity of the flow of information.

During the early stage of the project, when results are not yet available, project kick-off has been announced, general information on the DEFACTO project will be disseminated and the website will be promoted. The project's website was accessible from Month 2 (February) (Date of delivery: February 12, 2020).

Content resulting from project outcomes and other activities will be published on a regular basis. Preferably update reports will be received until the 20th of each month. SIE will then consolidate the information, validate it with the coordinator and then proceed to the website update.

Any scientific public articles as well as event participation will be tracked under an excel file stored in the repository and it will be updated every 3 months. In this way, any communication material to be disseminated will be tracked and archived to have a successful control in coordination and message deployment. This document will be put in place during M3.