



SOCIALRES

D6.2 Website Online

WP 6, T 6.2.2

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This report has been produced within the SocialRES project “Fostering socially innovative and inclusive strategies for empowering citizens in the renewable energy market of the future”.

Detailed information about the project is available at the website: www.socialres.eu

This report has been written by Name Surname (ORGANISATION). The authors thankfully acknowledge the valuable contributions from all project partners, especially from: Name Surname (ORGANISATION) and Name Surname (ORGANISATION).

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Technical references

Project Acronym	SocialRES
Project Title	Fostering socially innovative and inclusive strategies for empowering citizens in the renewable energy market of the future
Project Coordinator	Silvia Caneva WIP - Renewable Energies silvia.caneva@wip-munich.de
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Deliverable No.	D6.2
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Lead beneficiary	6- ICONS
Contributing beneficiary/ies	-
Due date of deliverable	30 September 2019
Actual submission date	25 September 2019

*PU = Public

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)

v	Date	Beneficiary	Author
1.0	20/09/2019	ICONS	Alice De Ferrari

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Table of contents

WP 6, T 6.2.2.....	1
Technical references	4
Table of contents	5
Executive Summary	6
The SocialRES website.....	7
Website structure	8
Conclusions.....	13



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Executive Summary

The SocialRES website (which can be accessed through the URL <http://socialres.eu/>) was completed and made operational at the end of September 2019.

It contains all institutional information about the project and is intended to be used as the entry point to the SocialRES project for both the scientific and professional communities and other stakeholders' categories, including end-users and the general public. Besides that, the website acts as communication and dissemination channel for the project's results and for the involvement of the stakeholders.



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The SocialRES website

The website has been designed and built in its graphical layout and content structure by Fondazione iCons on the basis of key decisions shared with the coordinator. These can be summarised in the following points:

- **Website domain** - The domain name (SocialRES.eu) was registered in the month of June 2019.
- **Website scope** - Coherently with the SocialRES Description of Work, the website functions as a first access to general information about the project. Therefore, it features in the homepage links to internal pages containing information about the project and the sites where it is demonstrated.
- **Website layout and identity** - It was agreed to opt for a catchy and modern graphical layout. The website is structured to be easy to browse. The colours and font were chosen according to the guidelines included in the project Brand Book.
- **Website structure** - The technical infrastructure and the graphical interface of the SocialRES website was set-up at the beginning of the project, after the release of the visual identity. The implementation of the contents of the SocialRES website has taken place since then and will continue throughout the duration of the project life.

From June 2019 to September 2019, to avoid the lack of information and contacts, a static splash page with basic information about the project was set online.



Figure 1 SocialRES basic splashpage



Website structure

The website is structure with a homepage and various sections, focused on the key elements of the project:

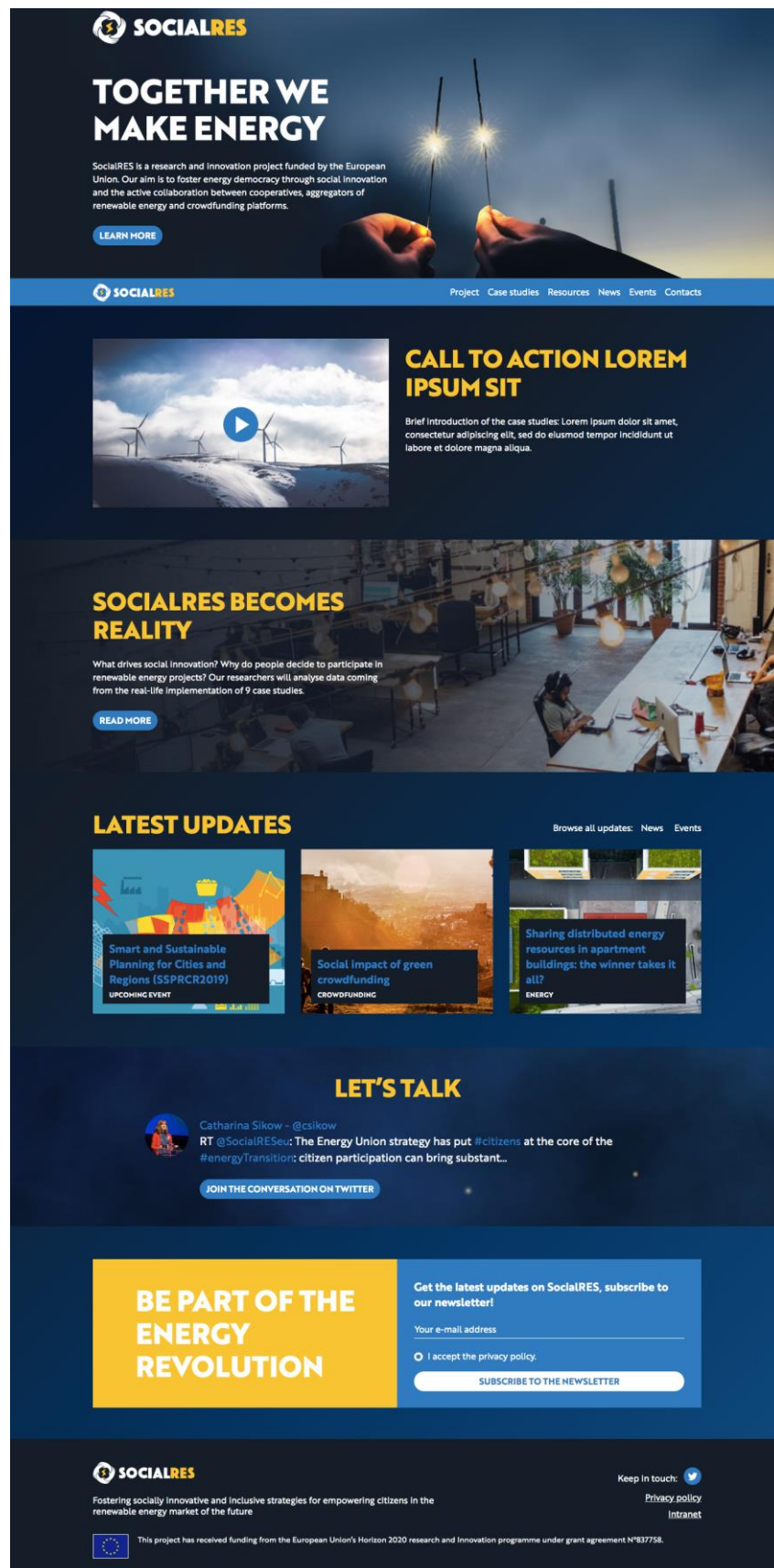
- **Homepage:** This is the main landing page of the project's website. It shows a key-visual, a title and a short description of the project, with call-to-action links to other relevant pages. Homepage may also contain the latest news, the next event and social feeds;



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Figure 2 SocialRES homepage

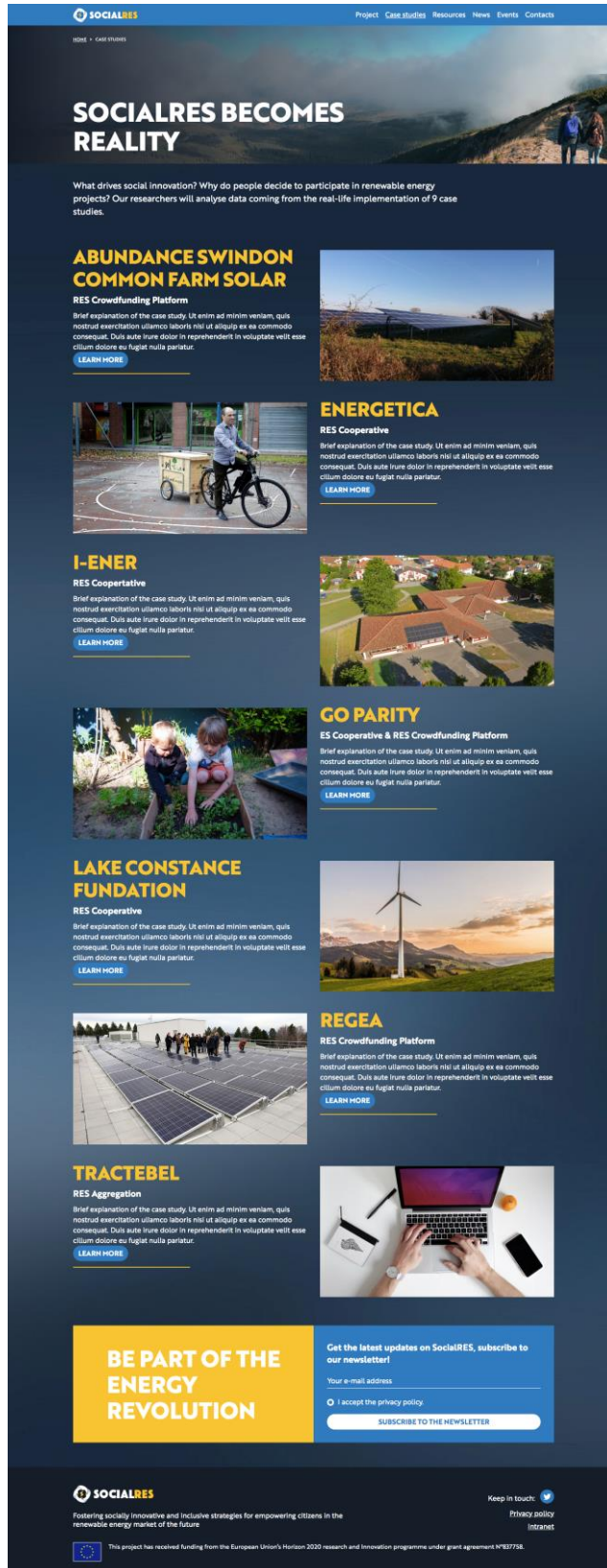


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- **Project:** This page contains a description of the project, aimed at visitors looking for a deeper level of technical and institutional information, its objectives, its impacts, the consortium and the fellow projects network;

Figure 3 Case Studies page



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- **Case Studies:** This page features the list of case studies where SocialRES will be applied.
- **Resources:** This section lists all the publications issued by the project available for consultation or download. It may contain communication material, infopacks, papers and other public deliverables

Figure 4 Resources page (guidelines, infopacks, best practices, etc)



2019

Guidelines for Investors in Clean Energy Projects via Crowdfunding

Guidelines - 16 Sep 2019

Crowdfunding platforms provide a range of investment opportunities, but they do not provide advice regarding the investments that best suit your particular investor profile. It is therefore critical to invest time and effort to read, understand and compare alternative crowdfunding platforms and campaigns. It is important to emphasise the need to be honest with yourself and seek expert advice if you do not understand the main features of a particular investment vehicle.

[Visit link](#)

Guide on crowdfunding

Guidelines - 16 Sep 2019

The guide from the European Commission for small businesses explains what crowdfunding is and how to use it. It offers information for small and medium-sized enterprises (SMEs) on different types of crowdfunding and gives practical tips on how to access it.

[Visit link](#)

- **News:** This section lists all the news about the project, sorted by most recent. News can be divided in sub-categories, including updates, articles, interviews, press releases, newsletters, etc.
- **Events:** This section lists all the events organized or promoted by the project. Upcoming events are displayed first, followed by past events.
- **Contacts:** This page contains a direct contact form, aimed at visitors who need further information. It also contains contact info for specific people involved in the project: the coordinator and the communication leader.

Further details:



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- **Website Interactive Features** - All news and events on the SocialRES website are equipped with social web buttons to share a piece of news with other contacts via Facebook, Twitter and LinkedIn;
- **Website mobile version** - The SocialRES website is responsive. Its layout and contents adapt to the size of different screens thus providing an easy surfing by mobile devices. The website is accessible via smartphones at the same address.
- **Website content management** - The website structure and its associated databases (registered users) are administered by Fondazione iCons, which manages the overall content updates with contributions by the other consortium partners.
- **Acknowledgment of EC funding** - All website pages (including the homepage) feature at the bottom the EU emblem and the text: *"This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 837758"*
- **Website newsletter** - At the bottom of every page users can subscribe the project newsletter.
- **Partners' repository** - In the footer of the homepage partners can find a direct link to the project repository. It is an easy and quick way to get the SocialRES online file storage.



Conclusions

The current status of the SocialRES website fully matches the objectives of Task 6.2 of WP6. Contents, which represent a core part of it, will be added in parallel with the progress of the projects' activities and regularly updated until the end of the project.

The next steps will cover the implementation of the website through the following features:

- Future news, events, publications, articles and interviews and newsletters
- Current and regular update of the information reported in the website

