



## **WP8**

# **Targeted dissemination, communication and exploitation activities**

## **D8.2 - REACT website and baseline communication material**



## **DISCLAIMER**

The opinion stated in this report reflects the opinion of the authors and not the opinion of the European Commission.

All intellectual property rights are owned by REACT consortium members and are protected by the applicable laws. Reproduction is not authorised without prior written agreement.

The commercial use of any information contained in this document may require a license from the owner of that information.

## **ACKNOWLEDGEMENT**

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 824395.

Project Data		
Project Acronym	REACT	
Project Title	Renewable Energy for self-sustAinable island CommuniTies	
Grant Agreement number	824395	
Call identifier	H2020-LC-SC3-2018-2019-2020	
Topic identifier	LC-SC3-ES-4-2018 Decarbonising energy systems of geographical Islands	
Funding Scheme	Innovation action (IA)	
Project duration	48 months (From 1 <sup>st</sup> of January of 2019)	
Coordinator	VEOLIA – Ferran Abad	
Website	<a href="http://react2020.eu">http://react2020.eu</a>	
Deliverable Document Sheet		
Deliverable No.	8.2	
Deliverable title	Dissemination and communication plan	
Description	Presentation and design of the website, initial poster, brochure, project presentation and newsletter. Updated for the duration of the project.	
WP No.	WP8	
Related task	T.8.1 – Dissemination and communication strategy	
Lead Beneficiary	COMET	
Author(s)	COMET	
Contributor(s)	R2M	
Type	Report	
Dissemination L.	Public	
Language	English – GB	
Due Date	30/06/2019	Submission Date 30/06/2019

VER	Action	Owner	Date
V.1	Written	Fausto Sainz (COMET) Verónica Zerpa (COMET)	18/06/2019

## Executive Summary

This document (D8.2) contains the set of REACT public communication materials established for M6. The communication materials included in this document are the following: the project A3/roll-up poster, the brochure, the infographic and the flyer. This document also shows the implementation of the first version of project website, which will be updated throughout the project with news, information, events and public deliverables produced by the project. It also details the process to report changes for the website, differentiating between bugs or errors, new content and new features or design changes. The corporate identity with the REACT logo and the project's social media approach was included as part of the project's Communication Strategy (D8.1, M6).

The communication materials themselves are attached, while this document details their description, with the corresponding screenshots.

# Table of Contents

Executive Summary .....	4
1 Introduction.....	7
2 Public communication materials.....	8
2.1 A3 / Roll-up poster .....	8
2.2 Brochure .....	10
2.3 Flyer .....	15
2.4 Infographic.....	16
3 Website development & background.....	18
3.1 Context .....	18
3.2 Next steps .....	19
4 Website Sections & Content .....	20
4.1 Content Management System .....	20
4.2 General Data Protection Regulation .....	20
4.3 Sections .....	20
4.3.1 What is REACT?.....	21
4.3.2 Impacts .....	22
4.3.3 Technology .....	22
4.3.4 Partners & EU.....	22
4.3.5 Pilots .....	22
4.3.6 Media & Events .....	22
4.3.7 Publications & Results .....	23
4.3.8 Contact Us .....	23
4.4 Website change process .....	23
4.4.1 Website change form .....	25
5 Conclusion .....	26
6 References .....	27

## List of Figures

Figure 1. REACT A3 Poster .....	9
Figure 2. REACT Roll-up poster .....	10
Figure 3. REACT Brochure .....	11
Figure 3. REACT Brochure .....	15
Figure 4. REACT Flyer .....	16
Figure 5. REACT Island Infographic .....	17
Figure 6. REACT Solution Circle Infographic .....	17
Figure 7. REACT logo .....	18
Figure 8. Diagram of REACT website sections .....	21
Figure 9. Diagram of the web change management process .....	24
Figure 10. Website change form .....	25

# 1 Introduction

This deliverable presents some of the physical and virtual elements that will be used as part of our international communication and dissemination campaign to raise awareness of the REACT project. Through these means and others, the consortium plans to promote the concept and results of this project to selected stakeholders and multipliers, such as the scientific community, technical experts, strategic experts and policy makers, stakeholders, the general public and end-users.

Our overall stakeholder engagement strategy was described in the project's Communication Strategy (D8.1, M6) mainly under chapter three, four and five, where the objectives, target audiences and key messages are described. The website and materials created and presented in this deliverable correspond to the first communication package produced to support these objectives, materially and visually. They constitute a second significant step of the project communication, after the creation of the corporate visual identity (delivered in M3 and included in D8.1) and setting-up the project's social media outlets (8.1, M3). This deliverable, with the corresponding communication materials, is part of Task 8.1 of WP8, whose main objective is the promotion and wide dissemination of the project, also wanting to support the rest of the work packages and the long-term objectives of the REACT project.

In this document, the website and communication materials are presented together with the relevant descriptions and screenshots. They will be regularly updated during the project life cycle and may be adapted at the request of the partners, according to specific needs.

## 2 Public communication materials

REACT's public communication materials include:

- Materials that have already been developed and made available to the public, such as the project's corporate identity, logo and social media presence.
- Materials of recent creation (included in this deliverable), such as the A3/roll-up poster, brochure, infographic and flyer.
- Materials that will be developed in the future, such as the newsletters, press kit and videos of the project. They will be included as part of latter updates of this deliverable.

The second batch of materials included in this deliverable aims to be a graphic and generally explanatory extension of the project. Its content aims to reach all the project's stakeholders, but its design allows for the possibility of being adapted should the function and the target audience require it. They will contribute to disseminating the project through different channels: such as the web, social networks, public presentations, fairs, trainings, etc.

The attached communication package aims to provide partners, public, stakeholders and journalists with different materials that explain and illustrate the project's challenges, opportunities, proposals, objectives, methods, technologies and demonstration sites.

### 2.1 A3 / Roll-up poster

The REACT poster has been designed as an important tool for general project visibility during events, conferences, open days, and workshops. The poster has been designed with an informative, but also explanatory and pedagogical intention, so in addition to informing, it explains some technical aspects of the project. The material includes key project information as title, main concepts, consortium partners, link to the project website, social networks, technologies used and project pilots.



## D8.2 REACT website and baseline communication material



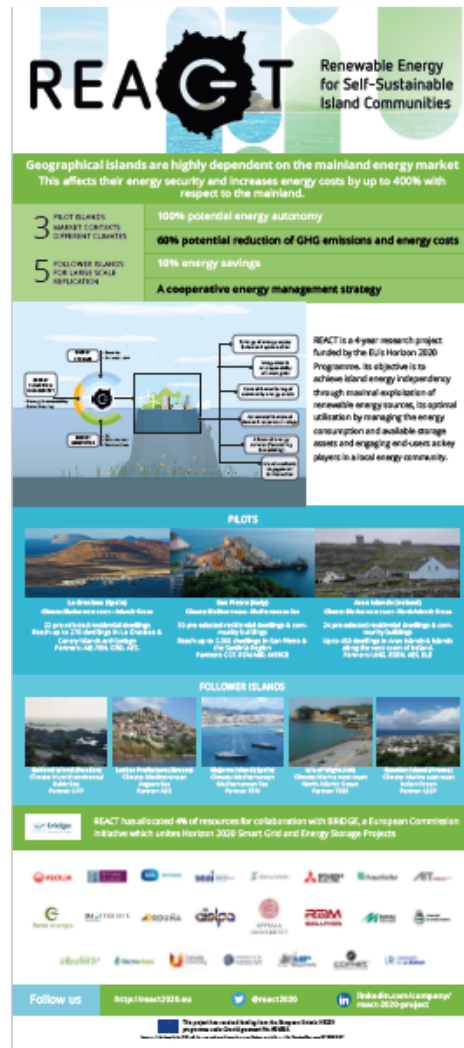


Figure 2. REACT Roll-up poster

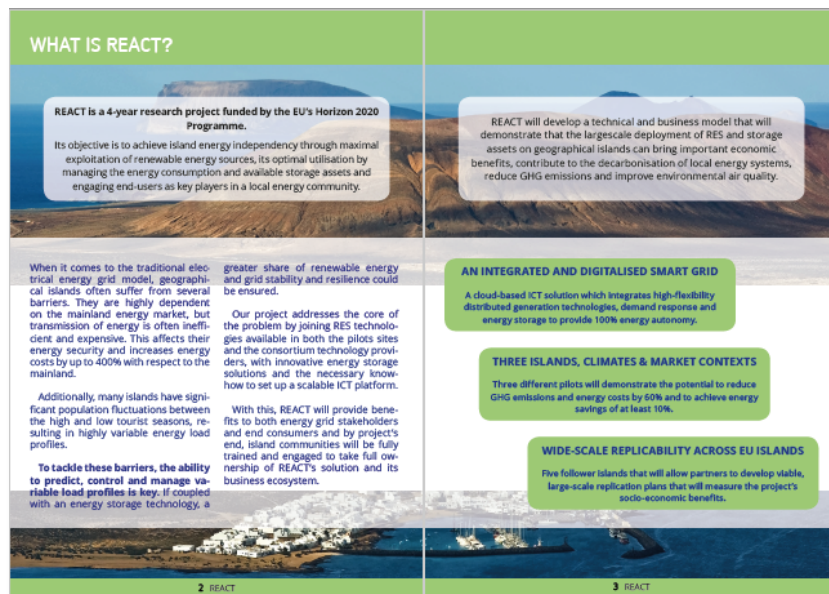
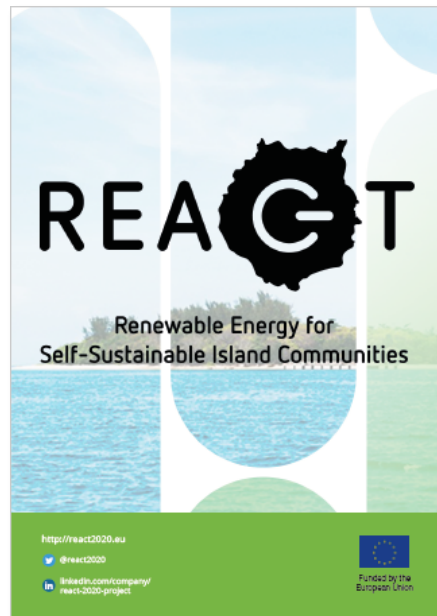
## 2.2 Brochure

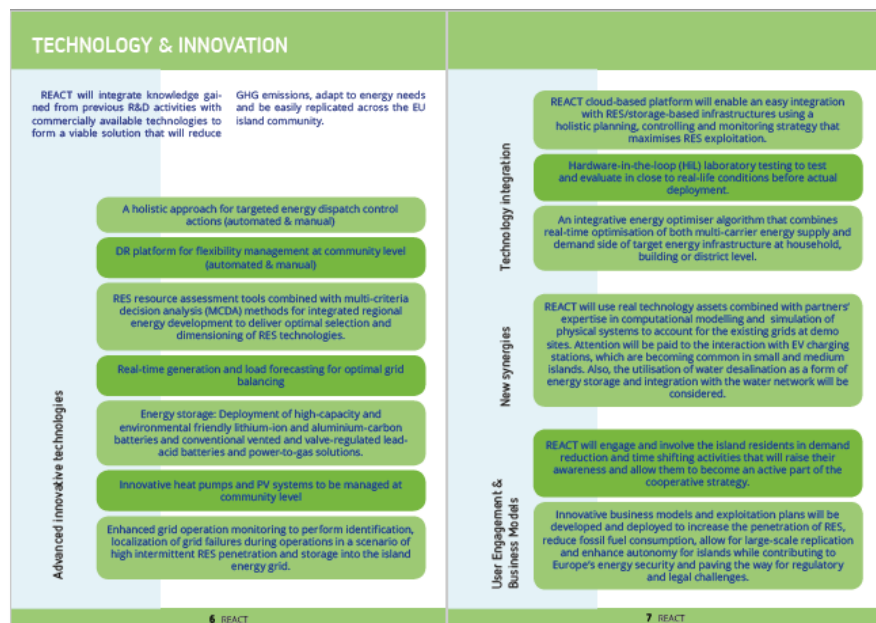
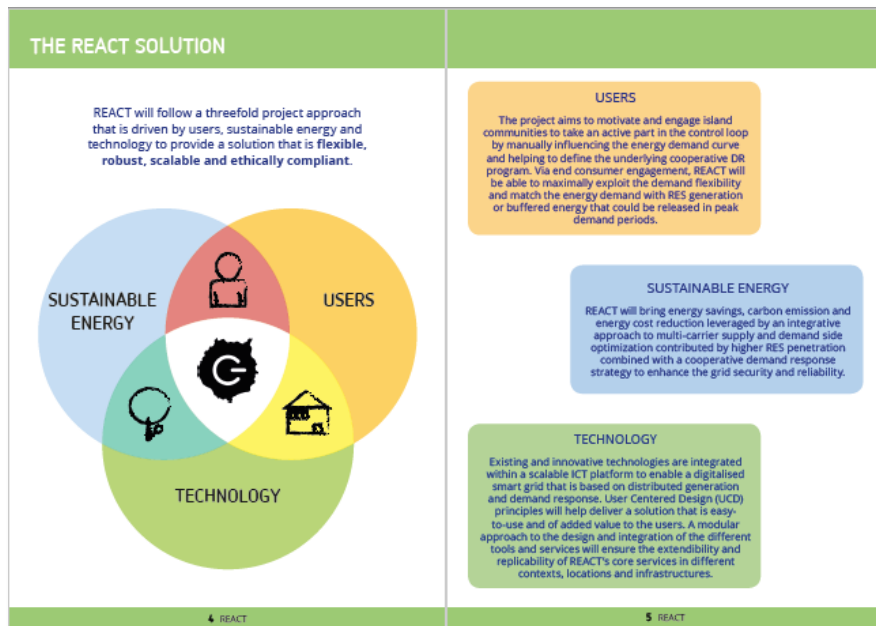
An initial 16-page brochure has been created to inform on the project details and to provide information on the project consortium, as well as reference links and contact information.

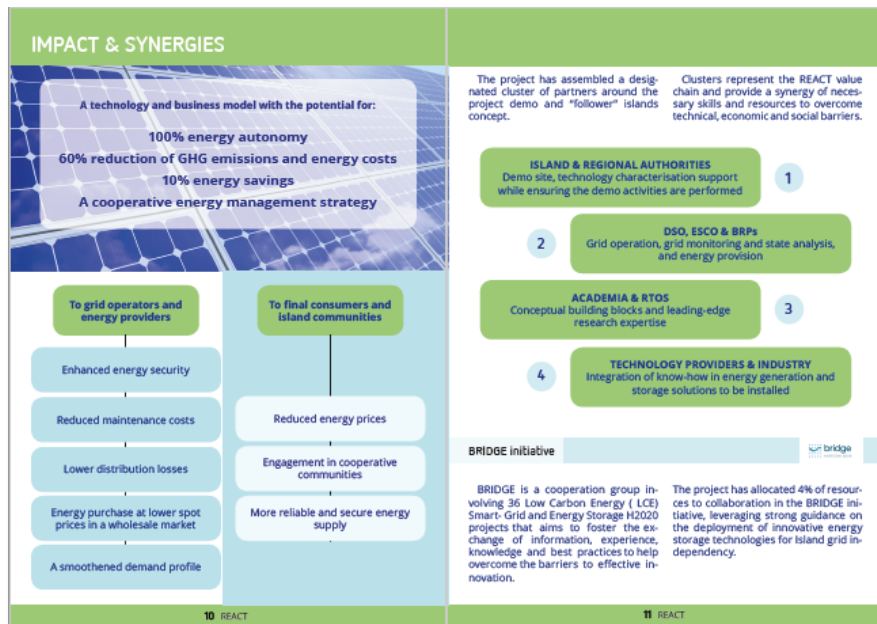
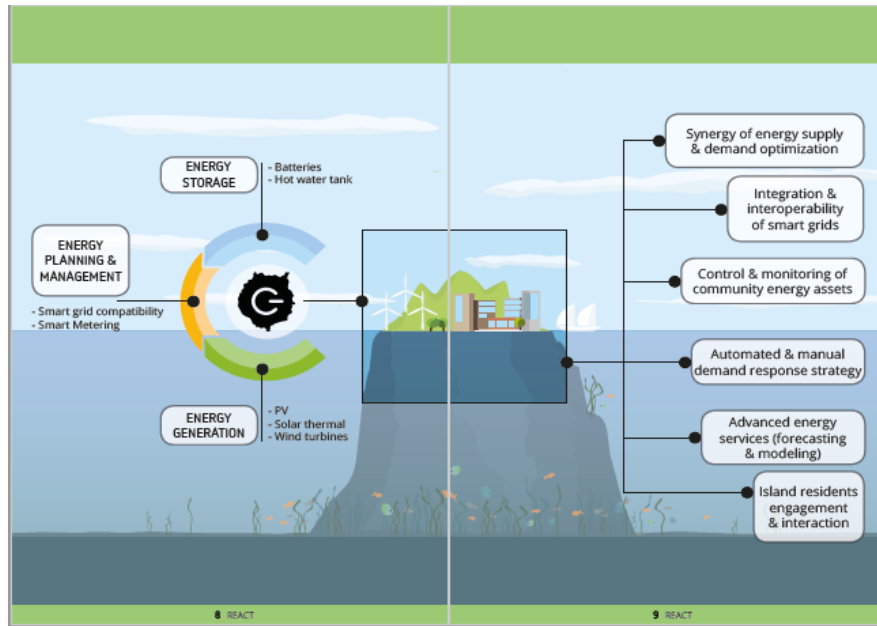
The aim of the brochure is not only to clarify the different aspects of the project (challenges, opportunities, objectives, technologies, pilot sites, consortium members, etc.) but also to motivate their engagement, inviting them to subscribe to the newsletter, visit the website and social networks and joining the stakeholders community with the objective of staying informed and committed to the project throughout its duration.

The design of the brochure allows for it to be adapted for each REACT partner upon request, depending on the event or workshop, to fit specific needs.

Figure 3. REACT Brochure







### DEMONSTRATION

PILOTS



**La Graciosa (Spain)**  
Climate: Marine west coast  
Location: Atlantic Ocean  
22 pre-selected residential dwellings  
Reach up to 270 dwellings in La Graciosa & Canary Islands archipelago  
Partners: AIE, FEN, ORD, AES.



**San Pietro (Italy)**  
Climate: Mediterranean  
Location: Mediterranean Sea  
30 pre-selected residential dwellings & community buildings  
Reach up to 2,200 dwellings in San Pietro & the Sardinia Region  
Partners: CCF, R2M, MID, MERCE



**Aran Islands (Ireland)**  
Climate: Marine west coast  
Location: North Atlantic Ocean  
24 pre-selected residential dwellings & community buildings  
Up to 450 dwellings in Aran Islands & islands along the west coast of Ireland.  
Partners: UNG, ESB, AES, ELE



**Gotland Island (Sweden)**  
Climate: Humid continental  
Location: Baltic Sea  
Partner: UPP



**Lesbos Prefecture (Greece)**  
Climate: Mediterranean  
Location: Aegean Sea  
Partner: AEG



**Isle of Wight (UK)**  
Climate: Marine west coast  
Location: North Atlantic Ocean  
Partner: TEES



**Majorca Island (Spain)**  
Climate: Mediterranean  
Location: Mediterranean Sea  
Partner: FEN



**Reunion Island (France)**  
Climate: Marine east coast  
Location: Indian Ocean  
Partner: LE2P

FOLLOWER ISLANDS

12 REACT

13 REACT

### CONSORTIUM

**VEOLIA**  
Spain  
Project coordinator. Expert in energy management solutions, ESCO services.



**ESB NETWORKS**  
Ireland  
Grid Operator & Energy Provider for Aran Islands pilot.



**UDARAS NA GAELTACHTA**  
Ireland  
Aran Islands pilot site representative.



**FRAUNHOFER**  
Germany  
Advanced battery management systems & storage modelling and analytics.



**FENIE ENERGIA**  
Spain  
Grid Operator & Energy Provider for Spanish Pilots (Canary Islands & Majorca). Majorca Island pilot site representative.



**ORDUÑA**  
Spain  
Hybrid PV generation systems, Energy storage technologies and know-how (N/A, P, V&A, lead-acid battery solutions).



**UING**  
Ireland  
Knowledge in heating/cooling energy demand, building modelling and energy performance simulation. Development of grey-box models.



**SEAI**  
Ireland  
Renewable energy regulatory framework and legislation for Ireland & EU.



**MITSUBISHI ELECTRIC**  
Netherlands  
Innovative heat-pump based solutions for all pilot sites. Lead research on generation, storage and energy end use.



**AIT**  
Austria  
Testing & Validation of HIL. Grid operation monitoring, distribution state estimation, fault detection & diagnostics. Development of DR strategy.



**IK4-TEKNIKER**  
Spain  
System architecture definition, smart-grid connectivity & advanced EMS visualisation tools. Deployment & integration of RES enabled infrastructure.



**AIELPA**  
Spain  
Canary Islands pilot site representative. Support in deployment & outreach for the Canary Islands.



**UPPSALA UNIVERSITET**  
Sweden  
Lifecycle techno-economic & environmental impact assessment of RES projects. Holistic DR strategy. Gotland Islands pilot site representative.



**MIDAC**  
Italy  
Energy storage technologies & know-how (high-capacity, environmental friendly, Li40n batteries).



**ALBUFERA**  
Spain  
Energy storage technologies & know-how (A/C, battery technology that will serve as benchmark for all pilots).



**TEESSIDE UNIVERSITY**  
UK  
User engagement & behaviour, DR strategy & energy dispatch algorithms. Isle of Wight pilot site representative.



**INSTITUTE MINAULD PUPIN**  
Thermal Storage  
Development of SCADA & energy management systems. System interoperability, CPP, automated control systems. Feasibility analysis.



**UNIVERSITE DE LA REUNION**  
Sorbet materials  
Photovoltaic energy generation & solar resource forecast and modelling. Conversion analysis & infrastructure planning. Reunion Island pilot site representative.



**R2M SOLUTION**  
Italy  
Exploitation, IPR Management, market analysis & ESCO services for Sardinia region.



**COM. DI CARLOFORTE**  
Italy  
San Pietro pilot owner island & outreach for the Sardinia region.



**ELECTROCHAEA**  
Germany  
Energy storage technologies & know-how (power-to-gas technology to convert low-cost, stranded electricity & CO2 into pipeline-grade renewable gas.)



**PANEPSTIMO AIGAIU**  
Sorbet materials  
Lifecycle techno-economic & environmental impact assessment of RES projects. Dissemination & exploitation activities. Lesbos pilot site owner.



**COMET**  
Spain  
User-Centered Design & Communication



14 REACT

15 REACT

D8.2 REACT website and baseline communication material

14



Figure 4. REACT Brochure

## 2.3 Flyer

A short A5 flyer has been created to summarize the project details and to provide information on the project consortium and social media accounts. The aim of the flyer is to be a short and versatile so that partners can easily print it out while providing the main contact points to invite stakeholders to stay up-to-date with REACT.





In order to easily represent the project technology and advantages, two simple and versatile infographics have been designed to be used as complementary visual support to all communication materials. Additionally, its adaptability will allow to later develop them as additional materials to be used as stand-alone communication materials that may be adapted for use during presentations, workshops and social media.



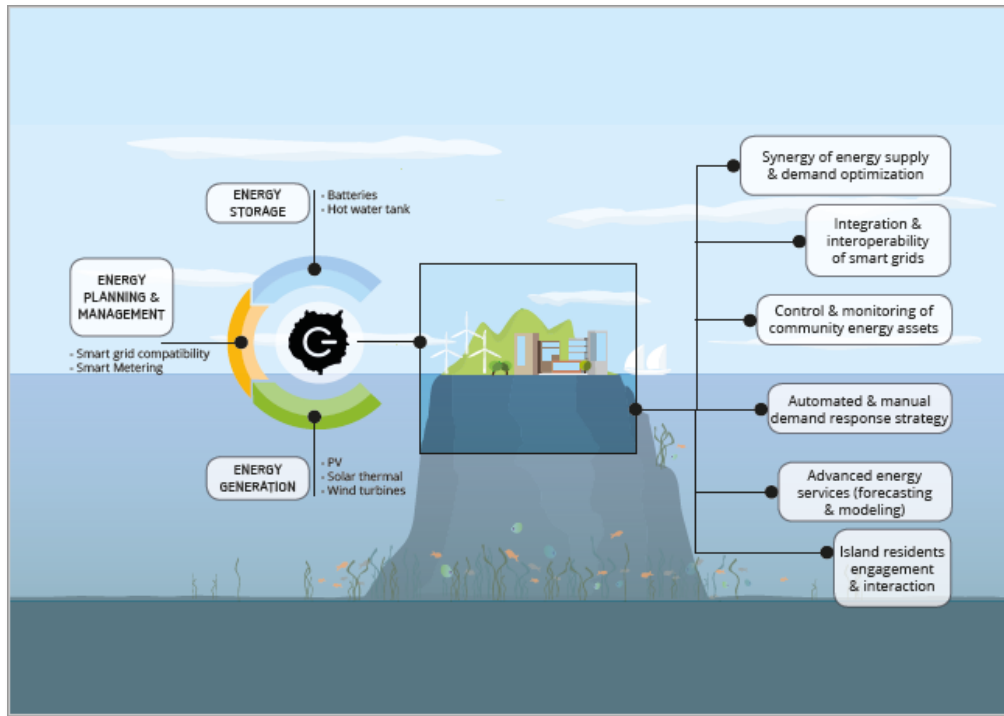


Figure 6. REACT Island Infographic

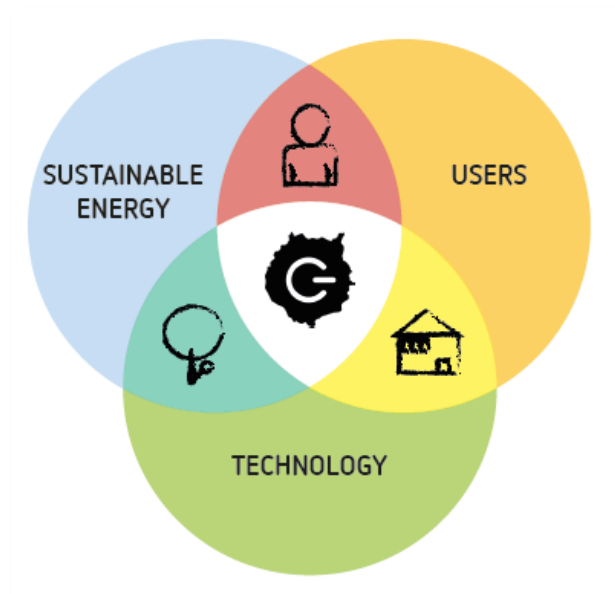


Figure 7. REACT Solution Circle Infographic

## 3 Website development & background

### 3.1 Context

The first version of the REACT website contains the fundamental aspects of the project and enables the newsletter and email communication channels.

The development of the concept and image of the website also comes from the revision of the corporate identity of REACT, done during M3 (D8.1). The modification of the logo arises from the need to nuance the one that appeared in the proposal, in order to include and better communicate concepts and ideas that define the project. More specifically, the logo was intended to convey that REACT is a project linked to islands and sustainable energy.



*Figure 8. REACT logo*

In this sense, the website, through its contents and graphics also strives to maintain this friendly, attractive and playful relationship with the user.

The main concepts that we wanted to communicate through the binomial logo + web is that REACT is a project based on Renewable Energy Sources (RES) and Energy Storage, an ICT platform and Smart Grid and a Community energy management strategy to allow energy independence for geographical islands.

In this sense, the key messages and values we wanted to communicate are that REACT is a project based on three key concepts: users, sustainable energy and technology. The benefits it will bring are energy independency for island communities and energy efficiency (less pollution, less expenditure and less waste).

The website will be periodically updated according to the project's results and the development of other activities which will allow us to have a clearer view of REACT's stakeholders and the exploitation approach.

### **3.2 Next steps**

Immediate next steps will be:

1. Adding testimonial and detailed content in the "Pilots" section as we strengthen the ties, engage and motivate the island communities.
2. Expand the information on the "EU Synergies" section as we start closer collaboration and participate in their events.
3. Adding progressively in the section "Media and Events" more news, events and press releases.
4. Implementing new content based on the information coming from the results of the other Work Packages and the feedback gathered from partners.
5. Complementing and inciting web traffic through actions on social networks (LinkedIn, Twitter, YouTube).
6. Gathering feedback from partners through the process defined in section 4 of the present document.

## **4 Website Sections & Content**

### **4.1 Content Management System**

REACT's website uses Wordpress as CMS (Content Management System), which is by far the most popular CMS, used by approximately 75 million websites. Wordpress is Open Source, free to install, deploy, and upgrade. It is also supported by a large community of users and developers, which facilitates the maintenance of sites in terms of problem solving, thereby reducing development costs and implementation time. Moreover, Wordpress, as a flexible and simple interface to publish and curate content, will allow the collaboration of any project partner or any other stakeholder to publish content in our website.

There are thousands of Wordpress plugins and interface templates. For this project, a premium template for the interface was acquired and then configured and modified (code) to fit our needs. Regarding the plugins, a fully GDPR compliance to manage newsletters and another one to manage downloads were installed.

### **4.2 General Data Protection Regulation**

The European Union's ('EU') new General Data Protection Regulation ('GDPR'), regulates the processing by an individual, a company or an organisation of personal data relating to individuals in the EU. The entry into force of this regulation was the 25th of May of 2018 and thus REACT'S website should comply with it.

For this reason, the consortium has implemented the Privacy Policy and Condition of Use sections, which are always accessible, since their links are placed in the website footer. It should be noted that the only point of entry of personal information through the website are the contact form and the subscription to newsletter, following the new EU regulation. For the case of subscription to the newsletter, the specific acceptance of the privacy policy is required to be done, by checking the corresponding box on the website and by verifying the email account through an automatic process.

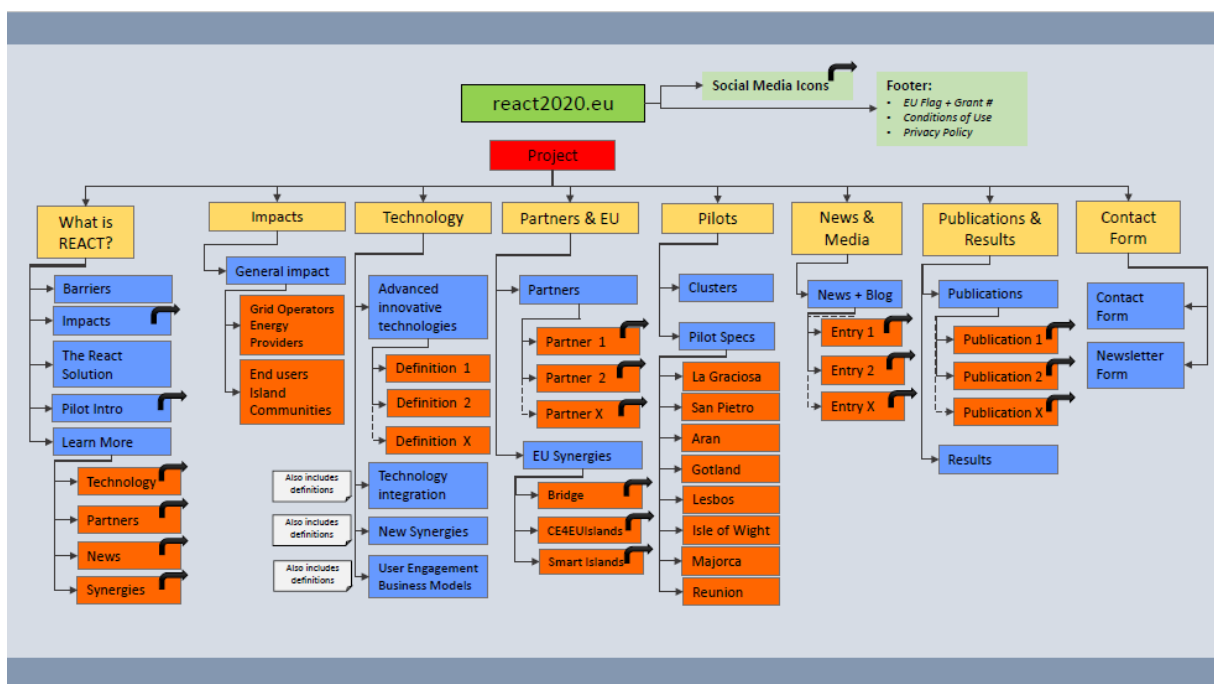
### **4.3 Sections**

The sections of the first version of REACT's website are briefly describe hereinafter. It should be noticed that the sections could be changed in the future, according to the project's needs.

Currently the main sections, present both in the Home Page display and in the Menu bar, are the following:

- What is React?
- Impact
- Technology
- Partners & EU
- Pilots
- Media & Events
- Publications & Results
- Contact Us

The general structure underlying the website would correspond to that of the diagram attached in the figure below.



*Figure 9. Diagram of REACT website sections*

#### 4.3.1 What is REACT?

This section corresponds to the Home Page as it is the main page of the website. It presents the project within the European context of research and funding, sets out the main characteristics, the challenge it meets, its levels of innovation, its objectives, and others. On this page you will also find direct links to the other sections of the website

This page contains the following subsections:

- a. Barriers
- b. Impacts
- c. The React Solution
- d. Pilot Intro
- e. Learn More (Links to other sections)

#### 4.3.2 Impacts

This section will expand on the expected impacts of the projects from a general standpoint as well as a more detailed vision of the benefits for grid operators, energy providers, end-users and island communities.

#### 4.3.3 Technology

It will include the island infographic to support a general definition of the REACT technologic approach and then define the 4 levels of technology innovation present in the project: Advanced innovative technologies, Technology integration, New synergies and User Engagement & Business Models

#### 4.3.4 Partners & EU

This section is divided in two subsections. The first one will be dedicated to presenting the members of the Consortium, both visually and textually, including links to the websites and social networks of the different institutions and companies. The second one will summarize the EU initiatives to which the project is linked, with a brief description of each, its logos and links to their websites and social networks.

#### 4.3.5 Pilots

This section describes the approach for the selection of pilot sites, our vision of them, their function and characteristics. The three pilots of the project (La Graciosa, San Pietro and Aran Islands) and the five follower islands (Gotland Island, Lesbos Prefecture, Isle of Wight, Mallorca and Reunion Islands) are detailed and described here today in a fairly synthesized form. As the project progresses, information will be collected and added to this section.

#### 4.3.6 Media & Events

This section is dedicated to News, Events and Press Releases to keep up to date with everything that happens in the REACT project and the energy sector.

#### 4.3.7 Publications & Results

All the project's public files will be placed in this section. It will also include scientific publications and the results generated in the project.

#### 4.3.8 Contact Us

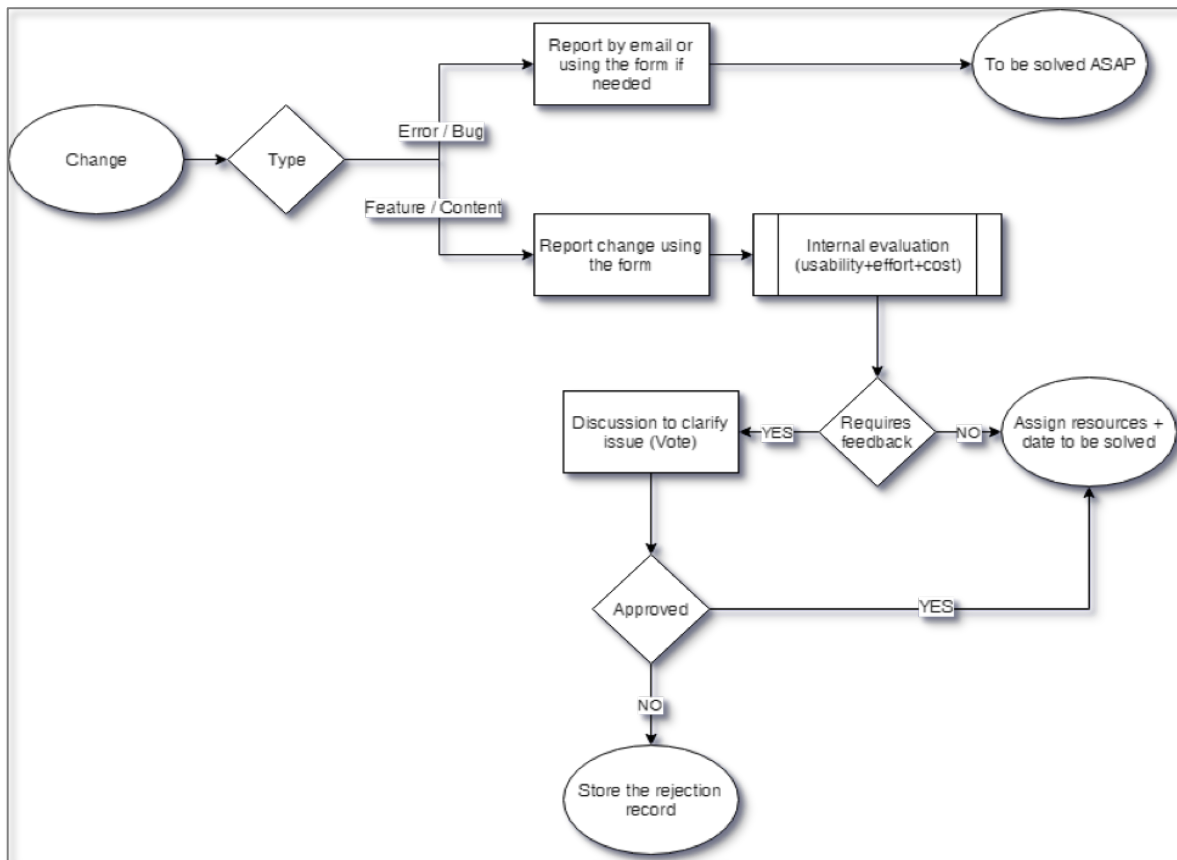
This section works as a mailbox to contact the project and send us questions, comments or suggestions. It is connected to the project's e-mail account in order to be able to reply to interested people.

### 4.4 Website change process

It is expected that the REACT website will change according to the project development, these changes may refer to design, content, new functionalities or changes in the CMS (Content Management System) code among others.

Website changes should be properly reported, discussed, budgeted and planned. It should be noticed that the budget and effort for the website is limited and the needs and subjective impressions from the consortium partners may differ in aspects like the design or the communication style.

The following process is proposed to properly address changes for the website.



*Figure 10. Diagram of the web change management process*

1. Partner X considers/realizes about the need to make a change to the website.
2. Partner X should classify this change as an error/bug (2.1) or changes regarding content/feature – including design changes (2.2).
  - 2.1. Errors and bugs should be reported by using the most effective method available and will be solved by the communication team as soon as possible.
  - 2.2. For changes regarding content or features, it is mandatory to fill the form.
    - 2.2.1. The Communication team will evaluate the change request. Effort, cost and usability – heuristic evaluation – will be evaluated. In this way, the requested change can be prioritized.
      - 2.2.1.1. If everything is clear for the communication team, the change will be planned.
      - 2.2.1.2. If not, the change should be discussed.



- 2.2.1.2.1. The change is approved and planned after the discussion.
- 2.2.1.2.2. The change is rejected.

#### 4.4.1 Website change form

The document will be made available to all partners in the project repository.

**REACT**  
Renewable Energy for  
Self-Sustainable Island Communities

**Website Change Form:** [Error \[1\]](#) [Feature/ Design \[ \]](#)

**Title of the issue:** [text]

**Reported by:** Name, Institution, email

**Date:** [dd/mm/yyyy]

**Severity:** [LOW, MODERATE, HIGH]

**Problem description:**

**Issue Description**

- Please include images, to clarify.
- Also, in case of an error, please report technical info about your operating system, browser and its version.

**Proposed solution:**

**REACT**  
Renewable Energy for Self-Sustainable Island Communities, has received funding from the European Commission  
H2020 Programme under Grant Agreement No. 831208

**REACT**  
Renewable Energy for Self-Sustainable Island Communities, has received funding from the European Commission  
H2020 Programme under Grant Agreement No. 831208

Figure 11. Website change form

## 5 Conclusion

In terms of generation of communication materials, a second step has been taken in order to provide partners, stakeholders, journalists, followers of the project and the general public with fundamental knowledge of the REACT project. These website and materials use as baseline the graphic guidelines established in the creation of the project's corporate visual identity and website. Through a set of different communication materials (brochure, roll-up poster, flyer, etc.), REACT's social, economic, energy and technological context has been introduced, as well as the challenges the project faces, the proposals and solutions it offers, the technologies and innovations on which it relies, its different demonstration sites, and its different channels and contact points to encourage further engagement and follow-up with the project throughout its whole life.

In the next stage of elaboration of the public communication materials a further step will be taken, through the creation of the first newsletters, project PPT presentation, the delivery of the press kit and the launch of the first video of the project. All of them are more complex and elaborated communication materials that will help to deepen the understanding of the project and its progress, and that will continue encouraging active involvement of the REACT community.

## 6 References

European Commission (2014, November 17). H2020 Programme. Guidance: Communicating Horizon 2020 projects.

<https://ec.europa.eu/easme/sites/easme-site/files/documents/6.Communication-AlexandraRuete.pdf>

European Commission (2018, April 6). H2020 Programme. Guidance: Social media guide for EU funded R&I projects.

[http://ec.europa.eu/research/participants/data/ref/h2020/other/grants\\_manual/amga/soc-med-guide\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf)

European IPR Helpdesk (2018, March). Making the Most of Your H2020 Project. Boosting the impact of your project through effective communication, dissemination and exploitation.

<https://www.iprhelpdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E.pdf>

European IPR Helpdesk (2015). Factsheet: The Plan for the Exploitation and Dissemination of Results in Horizon 2020.

[https://www.iprhelpdesk.eu/sites/default/files/newsdocuments/FS-Plan-for-the-exploitation-and-dissemination-of-results\\_1.pdf](https://www.iprhelpdesk.eu/sites/default/files/newsdocuments/FS-Plan-for-the-exploitation-and-dissemination-of-results_1.pdf)