



**POWERSTEP**

## **WP6 – Dissemination and valorization**

### **D6.4: Innovative website**



The project "Full scale demonstration of energy positive sewage treatment plant concepts towards market penetration" (POWERSTEP) has received funding under the European Union HORIZON 2020 – Innovation Actions - Grant agreement<sup>o</sup> 641661

Deliverable 6.4	Interactive website
Related Work Package:	6 -
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Duration of the project:	36 months
Website:	www.powerstep.eu
Abstract:	Deliverable 6.4 is the second and follow-up development phase of the POWERSTEP website. It aims to present the innovative website development, its concept and features as well as the designed video and story. An overall communication strategy is also explained.

### Dissemination level of this document

<input checked="" type="checkbox"/>	PU	Public
<input type="checkbox"/>	PP	Restricted to other programme participants (including the Commission Services)
<input type="checkbox"/>	RE	Restricted to a group specified by the consortium (including the European Commission Services)
<input type="checkbox"/>	CO	Confidential, only for members of the consortium (including the European Commission Services)

### Versioning and Contribution History

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	2016-12-17	Cédric Hananel	1 <sup>st</sup> review
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	2016-12-27	Christian Remy	2 <sup>nd</sup> review
v.03	2016-12-28	Flora Soyez	Final version reviewed by Christian Loderer
Final	2016-12-28	Flora Soyez	Based on feedback from Christian Loderer



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## Executive summary

The second development phase of the POWERSTEP website aims at increasing the dissemination of concept of energy positive wastewater treatment plant (WWTP) to the general public. The final objective is to increase the awareness around the potential of wastewater treatment plants to become net energy providers for European cities.

The choice is made to communicate about the POWERSTEP concept in a fun and educational way using both an animated video that can be easily used on social media and presentation shadowed with an interactive website showing how integrated WWTP can be in the design of energy supply. The storytelling component is emphasised in both tool development. The overall aim is to offer a multi-channel user journey that will strengthen its capacity to reach out from the general public to the expert community.

Additional modifications on the POWERSTEP website are also being implemented so to complete the overall communication purpose: new entry doors for the website for instance. Finally, a general communication strategy will be put in place to make sure the developed tools are in fact being watched and used by the target public (social media activities, press releases, mailing, etc.)



## 1. Introduction

This document is an intermediary version of Deliverable 6.4 – Interactive website. All conceptual and technical preparatory phases have been realised. Sub-contractors have been selected and briefed. The interactive webpage and video are currently being developed. An updated version will be submitted at the end of January 2017 once the interactive website is live on [www.powerstep.eu](http://www.powerstep.eu) with the video ready.

## 2. Communication strategy: Let's remind the basics

### 2.1. Objective of the project<sup>1</sup>

The POWERSTEP project is built to achieve a real paradigm shift in wastewater treatment processes: to convert sewage treatment plants (STEPS) into power production facilities (POWER) while still achieving a high effluent quality for the treated wastewater.

### 2.2. Objective of WP6: dissemination and communication support

The general objectives of WP6 are the following:

- Build a team within the POWERSTEP consortium for dissemination purposes.
- Accelerate internal/external exchanges of information and networking opportunities.
- Ensure the scientific audience and recognition of POWERSTEP and its members.
- Facilitate market penetration of the POWERSTEP concept and technologies.
- Make wastewater power 'as famous as wind or solar energy': translate scientific processes into accessible knowledge.

As indicated in the Deliverable 6.1 Target-oriented communication plan<sup>2</sup>, ARCTIK follows a three-step dissemination strategy. The first step: "Information and knowledge management: set the foundation and process"<sup>3</sup> (M1 – M36) aims to install, develop and widespread the branding and values of POWERSTEP as a community of organisations working on the future wastewater treatment plant (WWTP). The aim is also to ease the exchange of information and knowledge between the different partners. The second phase of the strategy "Know-how translation and targeted brokerage (M1 – M36)"<sup>4</sup> aims to establish a strong relationship with primary target groups whilst the third phase "Large spectrum communication (M18-M36)"<sup>5</sup> will promote POWERSTEP as a key innovation breakthrough at a larger scale, to reach the public and media interest. The Deliverable 6.4 Innovative website fits into the second and third steps of the dissemination strategy

<sup>1</sup> Description of Action (DoA)

<sup>2</sup> Deliverable 6.1 "Target-oriented communication plan submitted on Cordis in November 2015.

<sup>3</sup> Reference to DoA TASK 6.1

<sup>4</sup> Reference to DoA TASK 6.2

<sup>5</sup> Reference to DoA TASK 6.3



by introducing the topic of energy positive WWTP to the general public in a friendly, playful, accessible, informative and visually attractive way.

### 3. Deliverable 6.4: Innovative website

#### 3.1. Objectives and process

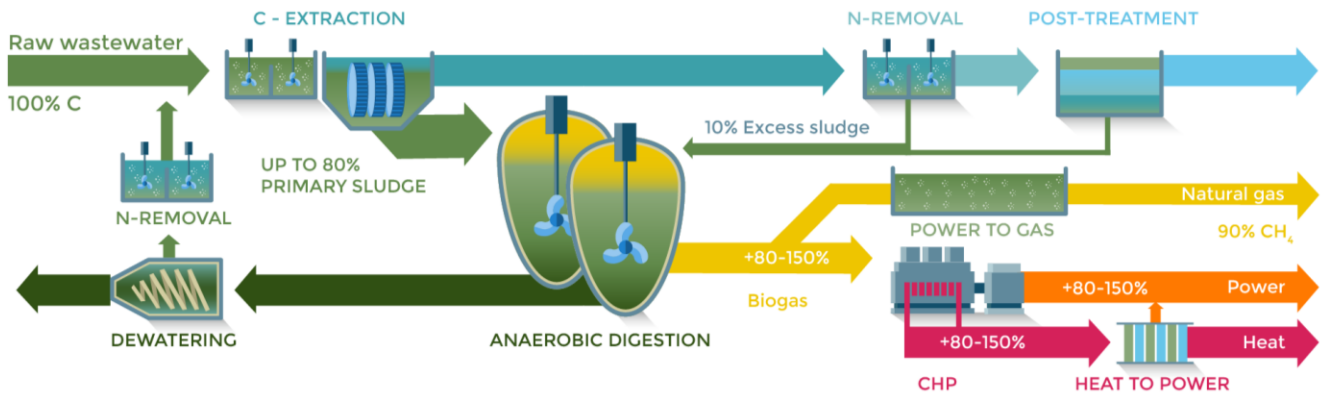
The development of the POWERSTEP website is based on three integrated and incremental steps that have been designed to follow the overall progress of the project activities:

- **Institutional website:** the main knowledge hub containing information about the project (description, objectives, partners, Work packages, case studies, videos, news and events...) – published in March 2015 and updated on a weekly basis;
- **Innovative website** – A public oriented website explaining the concept of an energy positive waste water treatment plant. - to be published in February 2017 (Month 20);
- **Knowledge transfer website** providing the information on the technologies and concepts for possible market replication - to be disclosed (Month 30).

The second development phase of the POWERSTEP website (i.e. interactive/innovative/story-driven website) aims to present the concept of “energy positive WWTP” in a friendly and educational way. The final objective is to increase the awareness around the potential of wastewater treatment plants to become net energy providers for European cities.

From an IT perspective, it consists in creating an additional entry door on the homepage, leaving the choice to visitors to choose between, the institutional website (general website) or the newly built interactive web tool that introduces visitors to the general functioning of a wastewater treatment plants. Its design is based on the illustration of the “wastewater treatment plant of the future” (see Figure 1) from which a storyline on the wastewater cycle, until the production of sustainable energy, will be presented thanks to a range of functionalities and features.





**Figure 1: Energy-positive wastewater treatment plant scheme**

The creation of catchy visuals, easy-to-grasp messages and call to actions have been the main guidelines followed by ARCTIK in the preparation of its initial concept note for the website. However, ARCTIK raised the necessity to attract visitors and increase the visibility of this new version of the website with other tools.

Based on this requirement for communication success, Cédric Hananel and Flora Soyez (ARCTIK), Christian Loderer and Ulf Mieke (KWB) and Boris Lesjean (Veolia) decided to create an animated video to help attract visitors, thereby increasing the visibility of the POWERSTEP new website. But beyond its function of “website promotion”, the video will also be used to disseminate general information on POWERSTEP.

### 3.2. POWERSTEP communication funnel

The communication tools that are currently being created under Deliverable 6.4 will each serve a specific purpose that will complete the POWERSTEP website development strategy:

- **The motion design video** introduces the POWERSTEP concept of energy positive WWTP. It also serves as an in-bound marketing tool to attract all types of public to the website(s);
- **The interactive website (D 6.4)** presents the concept of energy positive WWTP in more details and will, therefore, reach the most interested audiences, yet still general and media;
- **The institutional website (D 6.2)** presents already POWERSTEP to main stakeholders;
- **The knowledge transfer website (D 6.6)** will present POWERSTEP technologies to scientific experts, WWTP operators, and planners.

As such, each of these on-line communication tools aim to reach a specific public that goes from the widest audience (i.e. general public) to the expert community (i.e. scientific experts).



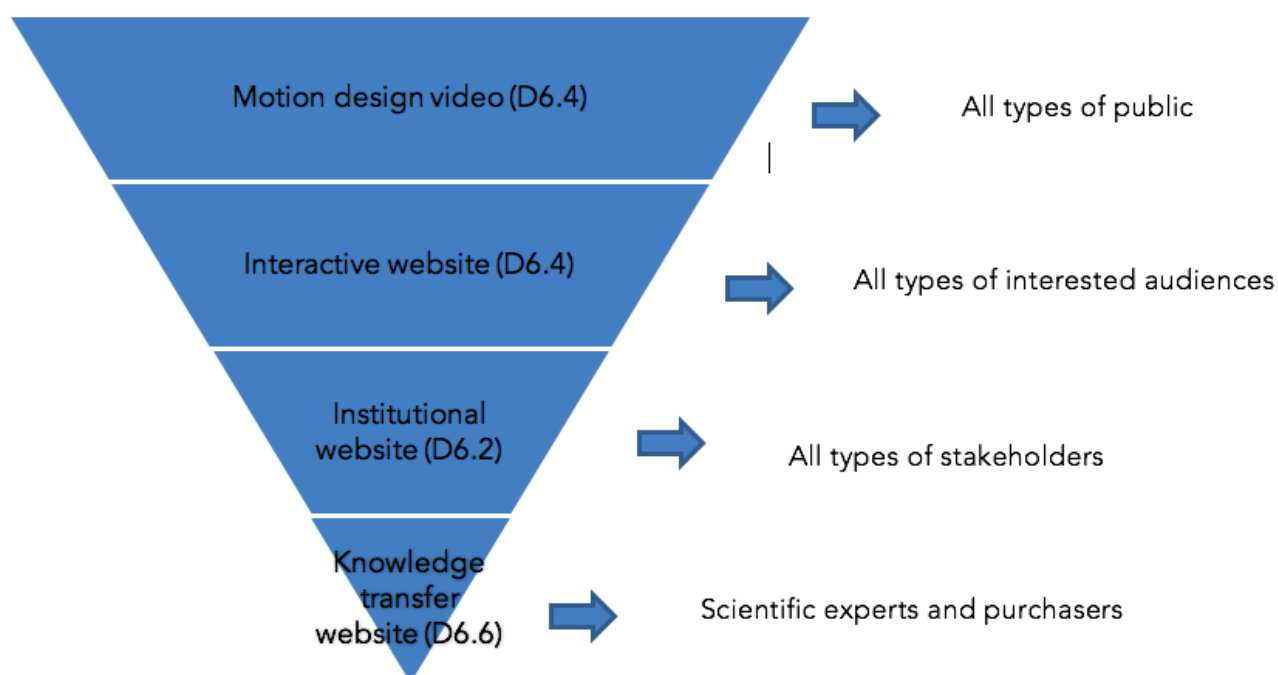


Figure 2: Powerstep website(s) communication funnel

### 3.3. Subcontracting

The video format and storyboard was discussed and agreed with project coordinator in November 2016. Based on this, ARCTIK collected quotes to develop a motion design video and the interactive website. These elements are currently being developed by the following contactors:

- **Pouce-Pied:** Video drawing, development, animation, and music
- **Web Print Design s.p.r.l.:** Interactive website
- **Xio s.p.r.l.:** New web entry doors

A first meeting with all subcontractors took place on 26 November 2016. An updated job brief was then sent to the project coordinator on 27 November 2016. A kick-off meeting was organised with Pouce-Pied on 5 December 2016. On 13 December, ARCTIK met with web developer Web Print Design s.p.r.l. to discuss product concept. The video first storyboard was sent to the coordinator on 17 December 2016, a second more advance story was received on 22 December 2016. Web Print Design s.p.r.l. sent the first entry door on the 22 December 2016.

## 4. A new POWERSTEP website: How to spread the word?

### 4.1. A multi-channel dissemination strategy

A dissemination strategy will be designed to promote the video and the interactive website, which will be discussed within the project team and implemented by ARCTIK, in collaboration with the whole POWERSTEP consortium. It will include activities such as:



- Emailing to POWERSTEP-fans, including partners, advisory board etc.;
- Contacting European Commission communication units (including EASME, DG ENV, Growth and Research);
- Emailing networks of EU regions and cities;
- Social media promotion. We will provision direct budget to promote the video and tools as part of a strategic social media campaign;
- A series of posts on LinkedIn and Twitter;
- Drafting an article on the POWERSTEP website;
- Circulating a press release to media contacts.

This list is not exhaustive and will be developed further in the communication strategy.

## 4.2. A multi-channel user journey

The creation of several and complementary tools allows for the possibility to offer multiple user journeys, which also help reach a widest range of audiences (Figure 2).

It is foreseen that the viewing of the **POWERSTEP motion design video** will mainly happen on social media, where all types of public can be reached. Should the viewer decide to stop his/her journey here, he/she would have received general information on POWERSTEP and on the concept of energy positive WWTP. If the viewer follows the call to action of the video, he/she then goes to the innovative website, which would have been promoted via other tools (e.g. Twitter, Linked-IN, partners' publications...).

On the **POWERSTEP innovative website**, the viewer will be introduced to the concept of energy-positive WWTP in more details and he/she will discover the POWERSTEP case-studies and technologies. Should the visitor decide to stop his/her journey here, he/she would have received detailed information on the functioning of an energy positive WWTP, on POWERSTEP technologies and case-studies. If the viewer follows the call to action, he/she then moves to the **POWERSTEP institutional website**.

## 5. The interactive website

### 5.1. Creating (and preparing for future) entry doors

In collaboration with Web Print Design s.p.r.l. and Xio s.p.r.l, ARCTIK is developing a new landing page featuring two entry doors (Figure 3) to the POWERSTEP website (<http://www.web-print-design.be/powerstep/powerstep.html> (confidential)), which is a prerequisite to allow the access to the interactive website. The entry doors will link to:

- The Institutional website;
- The Interactive website;
- The Knowledge transfer website (expected on M30)

The landing page should feature additional:

- A mention on the ETV verification technologies (see below), which will become clickable once the information will be officially disclosed on the EC website



- The Twitter Hashtag #POWERSTEP\_EU



Figure 3: Draft mock-up of the new POWERSTEP entry door

## 5.2. Why an innovative website?

The second-stage development of the POWERSTEP website consists in the creation of a web interactive tool. Its main purpose is to introduce the topic of energy positive WWTP in a playful and understandable way. Based on the existing illustration of 'the WWTP of the future', visitors will navigate through the different stages of the operation of a WWTP. In so doing, the main objective is to make them become knowledgeable on the main characteristics that distinguish an "energy positive WWTP" from a "conventional WWTP". Therefore, the principle of showing a "conventional WWTP" compared to POWERSTEP will be visually emphasised. The Ecophos website<sup>6</sup> particular example of flipping upside-down animation has been taken as a model for developing the animation, the usability of the website also.

The website aims to showcase a WWTP (both classic and energy positive) in the context of a city. The creative web-designer company Web Print Design s.p.r.l. will create a city illustration to allow the user to understand the necessity for cities to consider wastewater in their environmental strategies. The purpose will be to enable visitors to:

- Discover the role and general functioning of a WWTP;

<sup>6</sup>source: <http://www.ecophos.com/#/en/ecological/>



- Grasp the environmental and energy impacts of WWTPs at local and European level;
- Learn about the (underestimated) potential of WWTPs to become energy providers for EU cities;
- Be introduced to POWERSTEP case-studies;
- Be introduced to POWERSTEP technologies and solutions.

Although meant for the general public (format, dynamism, concept), ARCTIK wants to address primarily policy makers and, more importantly, the local decision makers. Besides, it is foreseen that the audience of the innovative website will be better-informed than the one exposed to the video only. Therefore, ARCTIK would expect that the visitors of the innovative website will not be “the general public” as such but a public with already some genuine interest about the topic.

The innovative website will be linked to the webpages of the case-studies. However, it will not repeat them but rather provide a concise overview of each one of them. It will be developed as an individual entity and with a different subcontractor. However, the visual identity will be respected so that the visitor will not notice any visual discrepancy.

### 5.3. What will be the main features?

The interactive website will allow to:

- Watch the video that will appear as a black box on the innovative website;
- Click on the surrounding of the WWTP to showcase the interaction of the plant within the city energy supply design;
- Click on the conventional treatment plant to showcase the main principles;
- Click on every step of the energy wastewater treatment plant designed illustration (i.e. the city and the WWTP of the future), which will display information in the form of:
  - Dynamic titles
  - Animated elements within the website;
  - Clickable links;
  - Pop-up elements;
  - Visuals and photos;
  - Videos in black boxes;
  - Written information (e.g. texts, figures, links);
  - Sharable features by email, Twitter, Facebook and LinkedIn;
  - (Html or full php featured).
- Click on a dedicated button(s) to access the institutional POWERSTEP website
- Download a call to action (CTA)



The purpose is to make the overall experience dynamic, playful and empowering. In this perspective, a one-pager call-to-action will be prepared in collaboration with all communication partners and put online, which will list some initiatives, such as:

- - I want to remain informed on POWERSTEP activities
- - I want to contact a POWERSTEP case-study leader(s)
- - I want to contact a POWERSTEP partner(s)
- - I want to receive a POWERSTEP presentation flyer in English /German
- - etc.

Additional technical /IT will be, if technically feasible within the development, in use, such as allowing for mobile access (responsiveness).

The overall objective is to stimulate visitors' interest to learn more about the concept of energy positive WWTP, POWERSTEP technologies and to visit the institutional website (Annex 1 present the principle for the Interactive website).

## 6. A motion design video

### 6.1. Why a video?

The video will act as an in-bound marketing tool to 'catch' the attention outside the website and attract visitors to the innovative website. Indeed, one of the most powerful features of online videos is that they can easily be watched (e.g. user-friendly web platforms, various types of devices) and go viral among our target groups (see Deliverable 6.1 for more details). However, considering that a significant share of the audience will solely be exposed to the video, it will also be used as a communication tool on POWERSTEP in and of itself. The video will be:

- A video of 40-50 second long;
- Animated video in 2D motion design);
- Story-driven and designed for the general public;
- Licence copyright to be used on all channels;
- Music background<sup>7</sup> (copyright licence purchased);
- Accompanied copy text in English and German for YouTube and Vimeo usage;
- Maximum of self-understanding with images/gesture;
- Including CTA

To guarantee the best web coverage and leverage the viral potential, the video will circulate on social media with the now well-known #POWERSTEP\_EU. It will activate POWERSTEP partners (and ambassadors) to use the video in their dissemination activities.

<sup>7</sup> How Internet videos are consumed these days? Videos are consumed for 90% on social media on smartphone, without sound.



ARCTIK will take care of disseminating the video link all relevant stakeholders and target groups (see 3.1). Partners will look at making a potential buzz with the video.

## 6.2. Background research

ARCTIK has reviewed a range of existing video materials on WWTP (and related) topics (e.g. energy positive stories and tools). Several of these tools offer very good technical or creative assets to express the concept they wish or messages they wish to convey to their public. ARCTIK particularly looked for:

- The high or low usability of the interactive website (e.g.: *Phorwater* (Figure 10): being very low versus *Ecophos* (Figure 6) much better quality);
- The integration of the tools (video or interactive website) within their 'main website';
- The video creativity, length and main messages;
- The story elements of the videos;
- Number of views of the videos (e.g.: *Enerwater* (Figure 7): Impact quite low on Youtube but perhaps higher on Social media).

Let's note that *Enerwater* (POWERSTEP sister project), developed several tools that have been reviewed to make sure Powerstep development will complement their and not come as duplicate.

The examples shared by the project team and those gathered by ARCTIK include:



Figure 4: Example for video “E\_OS Klimaschutz mit Klärgas“  
(Source: [https://www.ebswien.at/e\\_os/#film](https://www.ebswien.at/e_os/#film))



Figure 5: Example for video, “Was, mein Gacki kann leuchten?“, E\_OS Klimaschutz mit Klärgas  
(Source: <https://vimeo.com/127908919>)

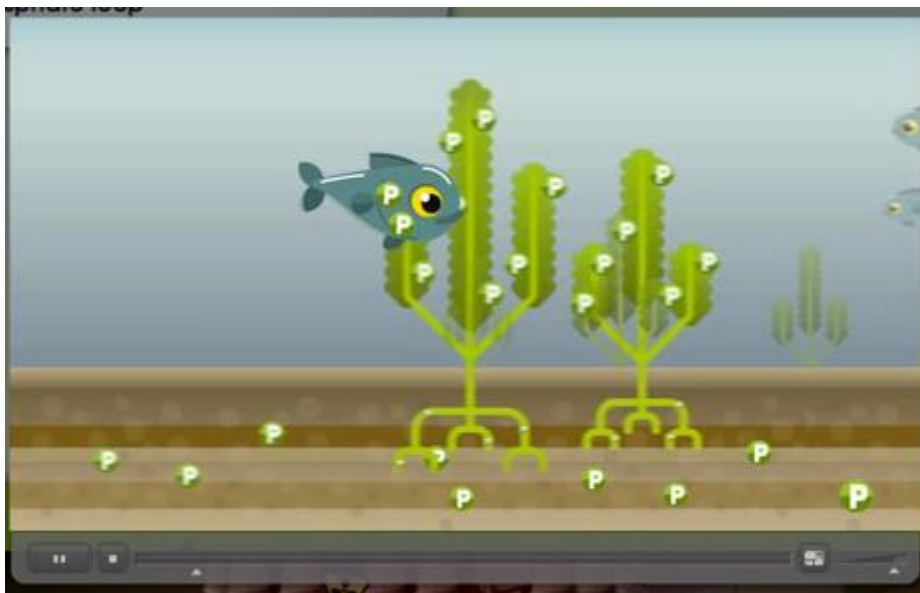


Figure 6: Example of video, “Phosphate expert Ecophos”  
(Source: <http://ecophos.com/#/en/ecological/>)





Figure 7: Example of video, “Horizon 2020 Enerwater project”  
(Source: <https://www.youtube.com/watch?v=d2GDeg8qa-E>)

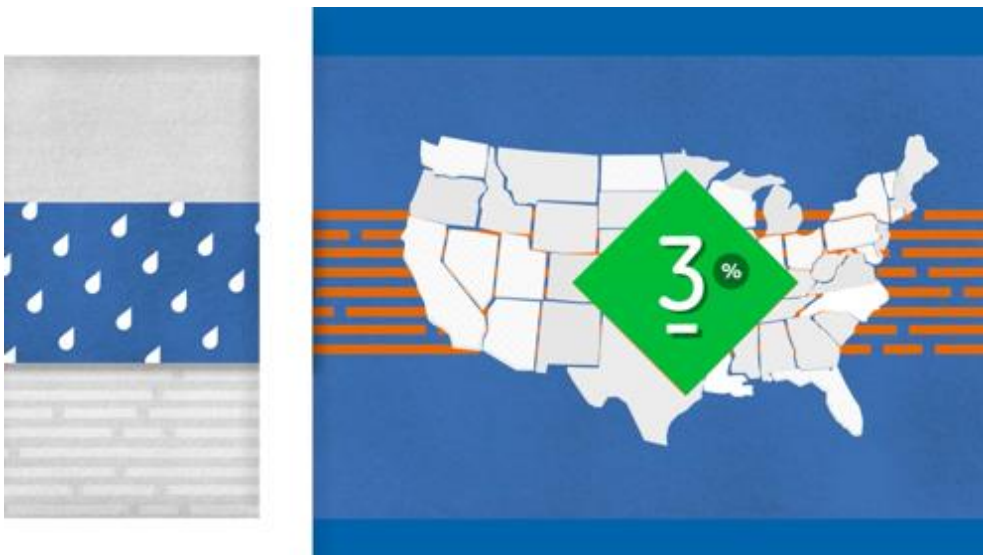


Figure 8: Example of a video, “Energy Neutral Wastewater Treatment”, General Electric  
(Source : <https://www.youtube.com/watch?v=h4DmRben2os>)



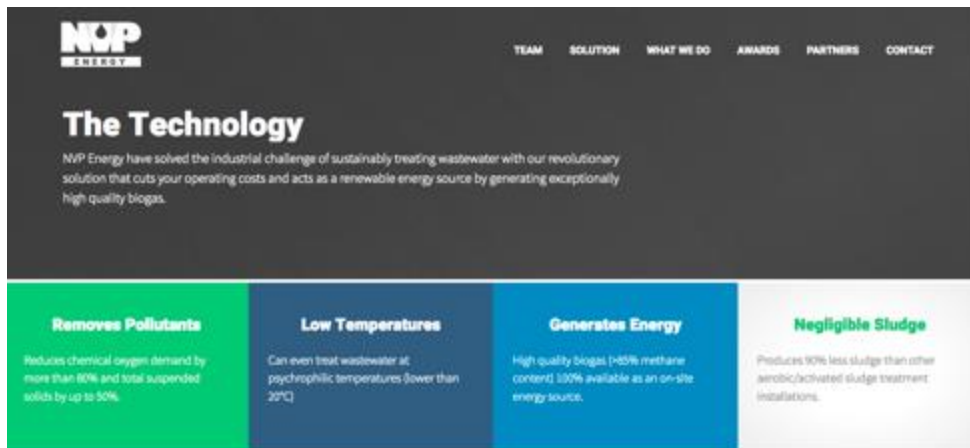


Figure 9: Example of an interactive website, “NVP technologies/energy”  
(Source: <http://www.nvpenergy.com/technology.php>)

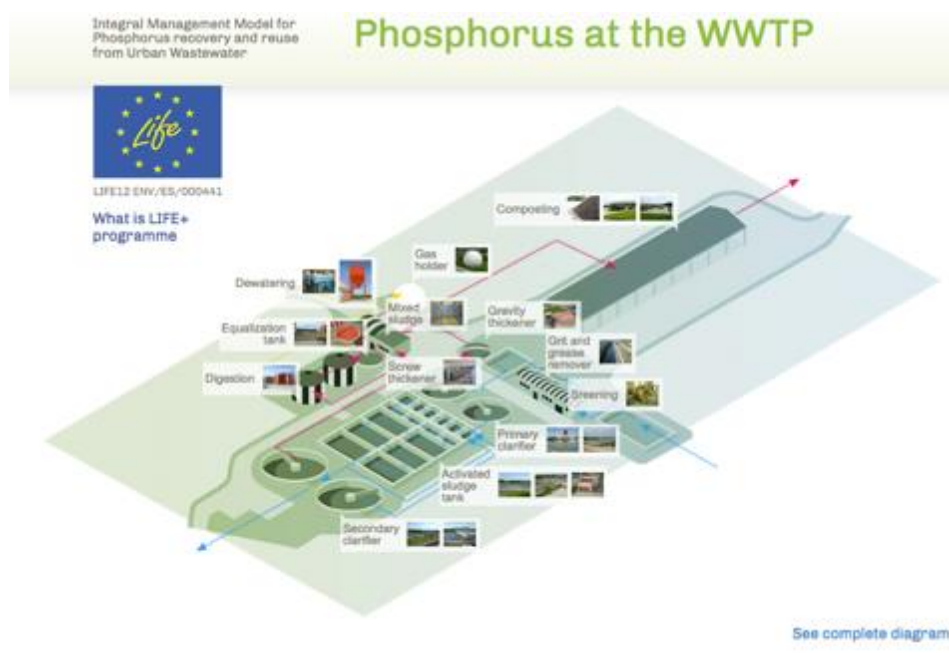


Figure 10: Example of an interactive website, “Phorwater - Phosphorus at the WWTP”  
(Source: <http://phorwater.eu/en/el-fosforo-en-la-edar>)

### 6.3. What are the messages?

ARCTIK chooses to present the topic of energy positive WWTP in the more holistic story frame of "sustainable city", "smart city", "circular economy" and "green mobility".

Why?

- Because WWTPs account for a non-negligible share of the EU energy demand, with about 1% of the EU electricity demand is currently consumed. As such, they represent a significant cost for EU cities;



- WWTPs are usually not the first industrial sector one thinks about when referring to sustainability, climate or circular economy: WWTPs are in the shadow of more typical energy producing industries (e.g....).

However, did you know that:

- Wastewater is a real resource for each city;
- WWTPs could drastically cut down your city energy consumption.
- WWTPs could become net energy suppliers for your city thereby making them smarter, greener and more competitive?
- Did you know that EU municipal wastewater contains a potential chemical energy of 87,500 GWh/year - need equivalent in housing – which is the equivalent to the output of 12 large power stations)?

How?

- Thanks to POWERSTEP technologies, WWTPs can become energy independent, use renewable energies, produce and/or sell renewable energies.
- Is your city smart? Thanks to POWERSTEP, European cities can upgrade their wastewater treatment plant and become truly smart!
- The circular economy starts everywhere, really everywhere!
- Additional messages to be developed

#### 6.4. Which storyline?

As stated above, ARCTIK wants to address policy makers and local decision makers first and foremost. The choice was therefore turned to have, as a main character, a super hero acting as a city innovative green manager, whom quest is to transform the city into a greener, smarter and more circular city. The mission is also the mission of many real stakeholders, hence we wish to increase the sense of identification.

The super hero (a woman) is taken by surprise (a quest for knowledge) when she discovers that wastewater can produce energy and become an energy resource instead of a cost for the city, while keeping a very high quality water treatment process with a minimum of maintenance cost. On her way to discover the concept of energy positive WWTP, she is told about the main opportunities for the city.

ARCTIK will play with the idea of the video game with a battery on the upper right side of the screen showing a battery. Several key statements will also be displayed on the differences between classic WWTPs and POWERSTEP, energy positive WWTPs.

Several items within the video will be also extracted to become “merchandizing” items, such as:

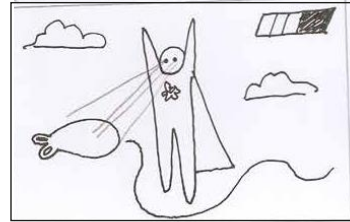
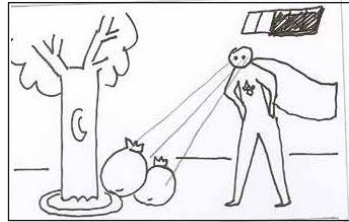
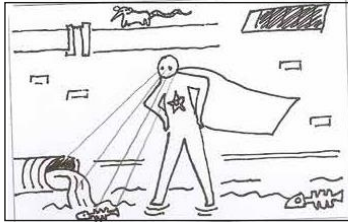
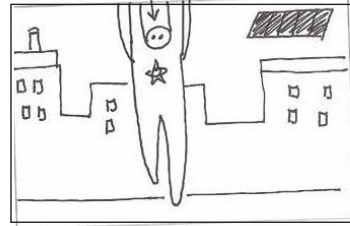
- The “classic / POWERSTEP WWTP which will be found on the interactive website.
- The sticker in the super hero toilet that will be printed and distributed to partners!

Some early sketches of the video story are presented below (Figures 12, 13 and 14).

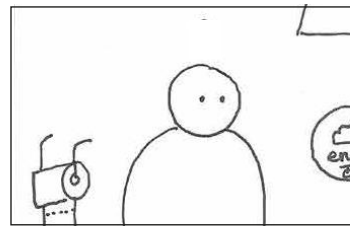




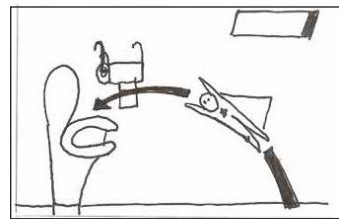
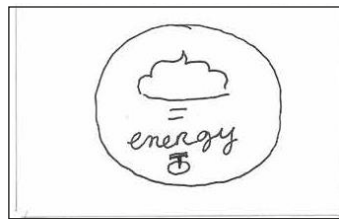
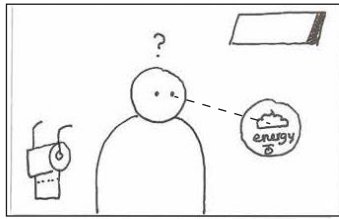
8:00 AM  
TIME TO CLEAN UP THE CITY



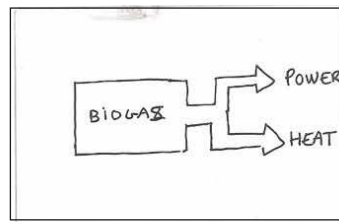
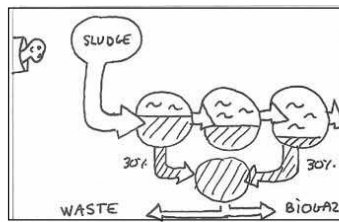
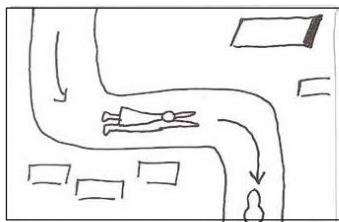
2:00 PM  
AN UNEXPECTED MISSION IS ON IT'S WAY



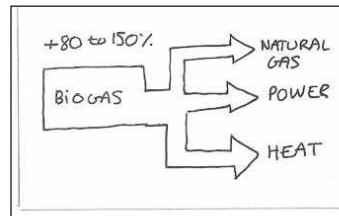
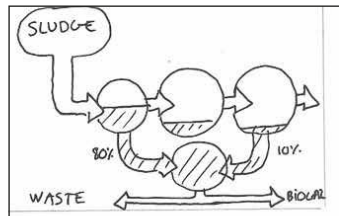
PLOUF



FLUSH



NOW DISCOVER  
POWERSTEP'S INNOVATIONS!



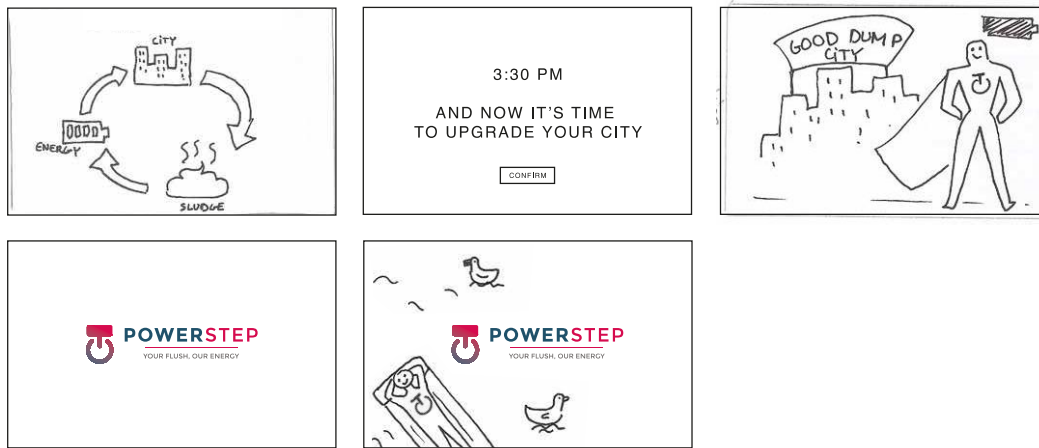


Figure 11: Storyboard of video (early version)

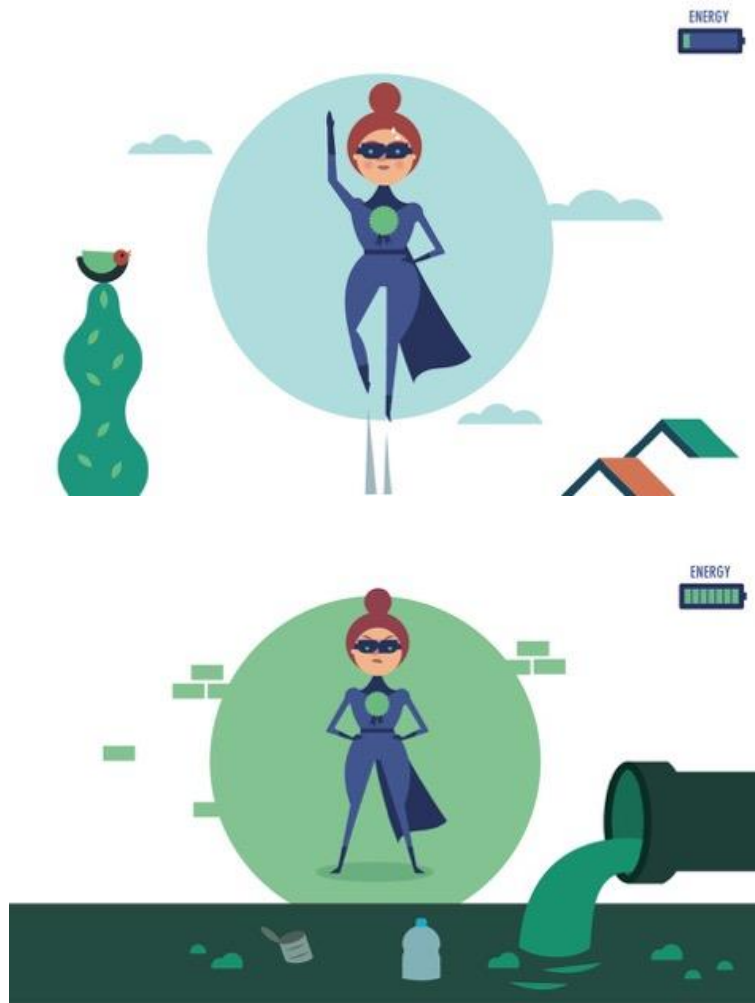


Figure 12: Style of visuals for motion design animation videos (1)





Figure 13: Style of visuals for motion design animation videos (2)



## 7. Next steps

Motion design video:

- Concept brief sent to coordinator and partners on 27<sup>th</sup> of November 2016.
- First video sketches presented on 12<sup>th</sup> of December 2016 to coordinator.
- Second video storyboard received on 22<sup>nd</sup> of December by ARCTIK
- Final video sketches 9<sup>th</sup> January 2017.
- Feedback round and comments 9<sup>th</sup> January – 11<sup>th</sup> January
- First video screens, music selection 16<sup>th</sup> of January 2017.
- Final video animation 25<sup>th</sup> of January 2017.
- Publication of the video on 1<sup>st</sup> of February 2017

Interactive website and entry doors:

- Concept sent to coordinator and partners on 27<sup>th</sup> of November 2016.
- First version of entry door received 22<sup>nd</sup> December 2016
- Final version of entry door on 9<sup>th</sup> of January 2017
- First version of interactive website 9<sup>th</sup> of January 2017
- Feedback round and comments 9<sup>th</sup> of January – 11<sup>th</sup> of January
- Second version interactive website 16<sup>th</sup> January 2017
- Final version of entry door on 9<sup>th</sup> of January 2017
- Final version on upload on 25<sup>th</sup> of January 2017
- Upload new version of entry door and interactive online [www.powerstep.eu](http://www.powerstep.eu) 1<sup>st</sup> of February 2017

Note that the comments received by partners may increase the amount of work on the video and/or interactive website and therefore could delay the final versions.



## 8. Annex 1



The project "Full scale demonstration of energy positive sewage treatment plant concepts towards market penetration" (POWERSTEP) has received funding under the European Union HORIZON 2020 – Innovation Actions - Grant agreement° 641661