



## D5.4

### Project website

31.03.2024



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Nature of the deliverable		
<b>R</b>	Report	
<b>DEC</b>	Websites, patents, filing, etc.	x
<b>DEM</b>	Demonstrator	
<b>O</b>	Other	

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<b>PU</b>	Public	x
<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	

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More information on the project can be found at: <https://www.low2highdh.eu/>

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## List of Acronyms and Abbreviations

GA	Grant Agreement
CA	Consortium Agreement
EC	European Commission
PO	Project Officer
WP	Work Package
PB	Project Board
PM (EP)	Project Manager at Europroject
KPIs	Key Performance Indicators
<b>PC</b>	Project Coordinator
EAB	External Advisory Board
ERB	Exploitation and Replication Board
CTA	Call to Action
HT	High Temperature
DH	District Heating

## Executive Summary

The present Low2High website (D5.4) represents an outline of the website's structure and functionality, being the main way of communicating information related to work activities as well as promoting project's key objectives, news about synergies and outreach, achieved milestones and dissemination events. The goal of the website is to ensure high visibility and accessibility to the project's results and achievements through efficient communication and dissemination undertakings.

The general information on the website is visualized with screenshots of the website pages. The website has been online since December 2023 and can be accessed at the following address: <https://low2highdh.eu/>. The content on the website will be updated with the progress of the project and will be maintained at least 2 years after its end.

The Project Website report should be perceived as interrelated with the Communication Strategy (D5.1) since it is an essential component in building awareness about the project and amplifying the impact of its outcomes.

## I. GENERAL INFORMATION

At the beginning of the project, in Dec 2023, the Low2High domain name was acquired (<https://low2highdh.eu/>) and the website (initially via a single landing page) was live. As of March 2024, the website subpages are being developed and filled in with content provided by the project Partners. In collaboration with all partners EP, as a leader of WP5, has designed and developed the project's website and will update and maintain it throughout the project's duration, including 2 years after the project's end. Thus, project partners, key stakeholders and the public will have access to the knowledge and data accumulated during the project even beyond its timeframe.

### 1. LOW2HIGH WEBSITE GOALS AND OBJECTIVES

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The website has the following goals:

- Raise awareness on the project's thematic, objectives, activities and results,
- Increase the visibility of the project and its partners,
- Build understanding of the project's thematic,
- Enable effective communication between the project and external stakeholders, the press and the wider public,
- Enable synergies and engagement with the project's activities,
- To gather and widen the Ambassadors community by inviting organizations to round tables as their engagement will be showcased across the project channels including a dedicated page on the project website,
- Facilitate the exploitation of the project's results.

### 2. MONITORING, STATISTICS AND PERFORMANCE

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Website's metrics and social media insights are important to be monitored in order to obtain a better view on statistics, trends, and the impact of each activity and piece of content that is posted. The website is

analyzed via Google Analytics on a regular basis and reports on various performance indicators will be prepared to inform project partners of website's performance, such as:

- Unique users count visiting the website
- Average retention time and bounce rate
- Visitors' demographics
- Number of page views and average page views per visit
- Top landing page and bounce rate for different pages

Google Analytics (GA) data will be collected on a regular basis and will be reported to the consortium at the management meetings or project board meetings. Respective adjustments will be made to improve users' experience if required.

To improve the organic search results, the website will be continuously optimized:

- Keywords and meta tags: primary keywords will be targeted, to the extent possible, for each website page, such as *district heating, heat technologies, heat pumps, renewable energy, urban energy, thermal energy storage, energy supply, etc.*;
- Social media link buttons are installed;
- The content of the website will be constantly enriched with more content and respective links with the social media and different resources of information so that the KPI of 5 000 visitors is achieved.

## II. WEBSITE ARCHITECTURE

Low2High website is conceived as the project's main public interface - a convenient single point of reference informing visitors about the project in an accurate and coherent way. It comprises Low2High underlining goal, main innovation, specific objectives, partners' network, news, events, DH sites, outcomes and results. It also has a media corner which hosts project's promotional and public affairs materials.

In compliance data management within the project, the research data generated and analyzed by the consortium, such as insights, training and dissemination materials (reports, articles, images, videos, audios) and public deliverables are accessible as knowledge resources for use and re-use by stakeholders across the district heating market.

The structure of the website is divided into 7 main sections, as per Figure 1, plus a Home page tab which visitors return to by clicking on the left hand sided positioned logo of the project. The consortium has decided to refrain from adding a link providing access to the private collaborative space for the project's partners, mainly for information protection reasons.

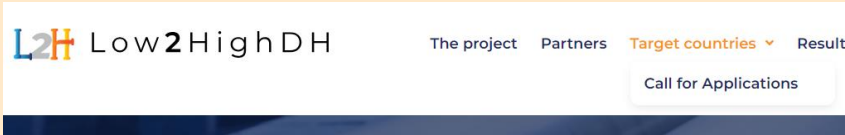
Menu	Internal pages (present ones and to be developed)
The project	<ol style="list-style-type: none"> <li>About (to include data sheet, objectives, expected impact)</li> <li>Activities</li> </ol>
Partners	Description of the partners and their role in the project
Calls for applications	List of the Calls for applications directed to relevant stakeholders of high-temperature DH networks (owners, developers, municipalities, energy agencies, consultants, etc.) that want to receive end-to-end support in transitioning into low-grade renewable energy sources and waste heat.
Target Countries	<p>To include:</p> <ol style="list-style-type: none"> <li>Lithuania</li> <li>Poland</li> <li>Slovakia</li> </ol> <p>There will be also subpage to each country for the Call for applications.</p> 
Results	<p>To include:</p> <ol style="list-style-type: none"> <li>Project Deliverables</li> <li>Trainings</li> <li>Ambassador community</li> <li>Other stakeholders communities</li> </ol>
News	<ol style="list-style-type: none"> <li>News</li> <li>Events</li> </ol>
Resources	<ol style="list-style-type: none"> <li>Press Kit (ppt, press release, etc.)</li> <li>Brochure</li> <li>Poster</li> <li>Roll-up</li> <li>Info sheet, etc.</li> </ol>
Contact us	Contact us via email form, follow us in the Social Media
Newsletter	Subscribe to the Newsletter.

Figure 1: Structure of the website



## 1. HOME

The home page highlights the key information about the project and includes hyperlinks to the most important internal pages such as The Project, DH sites description and Results as well as the News section. A call to action (CTA) to subscribe to Low2HighDH newsletter appears towards the bottom of the home page, above the footer with the EU acknowledgment, together with active links behind the icons of the social media, leading to the respective accounts of the project in LinkedIn, Twitter, Facebook.

Home page
Logo <b>Low2High</b> clickable (replaces Home)
Name of Project plus a slogan, a 'Know more' button which is to lead to more detailed description of the scope and 'Videos' button to watch the videos when ready (on a background image)
Read more for the Investment Plans and Technical solutions
Objectives slider
Calls for application link
Description of the communities – Ambassadors community, Local liason Group and National Multistakeholders Community.
The project in numbers
Subscribe to newsletter
Follow us in the Social Media

Figure 2: Structure of the Home page

### 1.1. Website Navigation

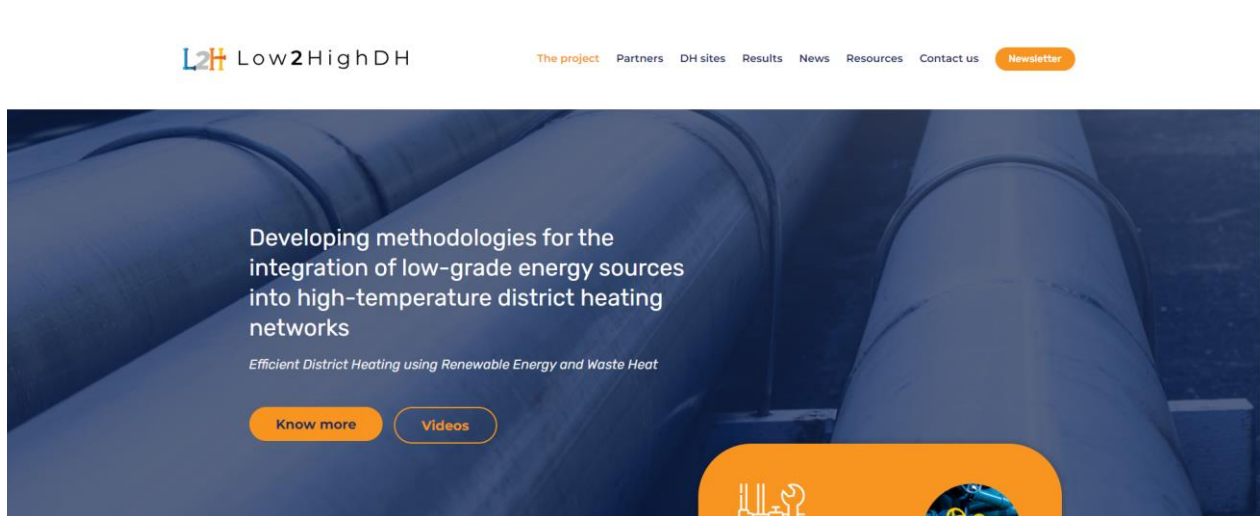


Figure 3: Website navigation (Homepage)

- Links to technical solutions and Investment plans sub-pages

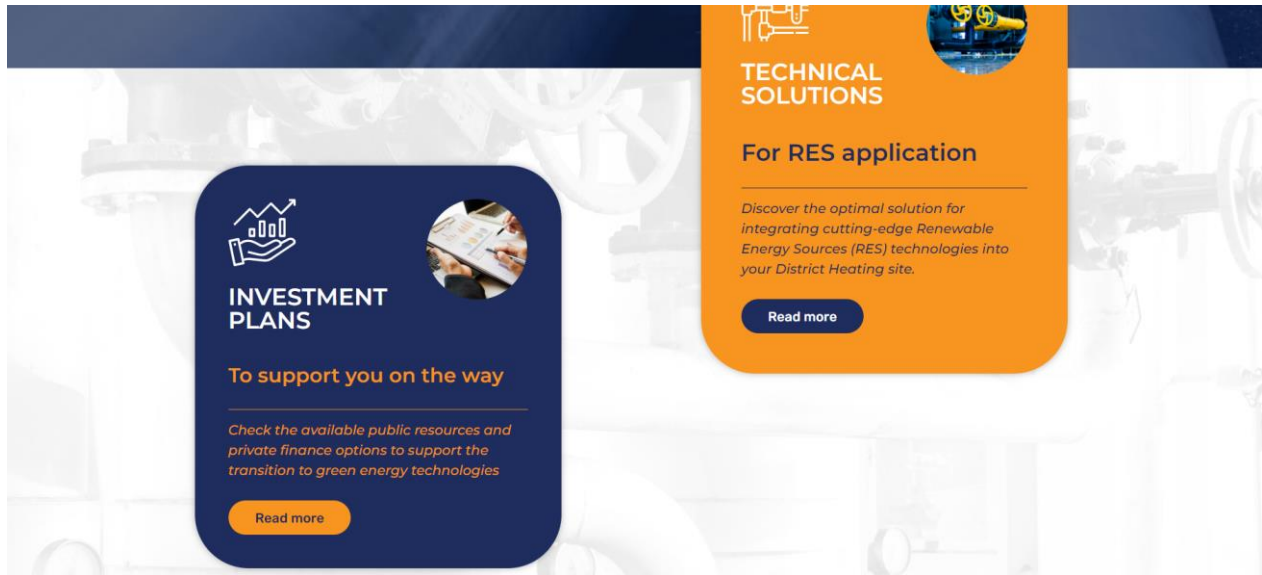


Figure 4: Website navigation – project solutions (Homepage)

- List of the main objectives of the project:



Figure 5: Website navigation – objectives (Homepage)

- Link to the Calls for application which would identify the 10 district heating operators to receive full consulting support by the project consortium in the countries of choice, i.e., Lithuania, Poland, and Slovakia.

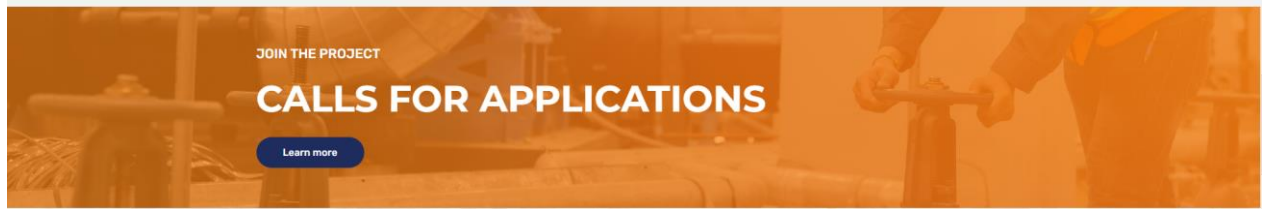


Figure 6: Website navigation – calls for application (Homepage)

- List of the project's stakeholders communities (National Stakeholder Communities (NSCs), Local Liaison Groups (LLGs) and an Ambassador Community (AC)) with descriptions:



Figure 7: Website navigation – communities (Homepage)

- Factsheet



Figure 8: Website navigation – factsheet (Homepage)

- o Form for subscription for the Newsletter, Follow us links to the social media accounts along with EU funding acknowledgment:

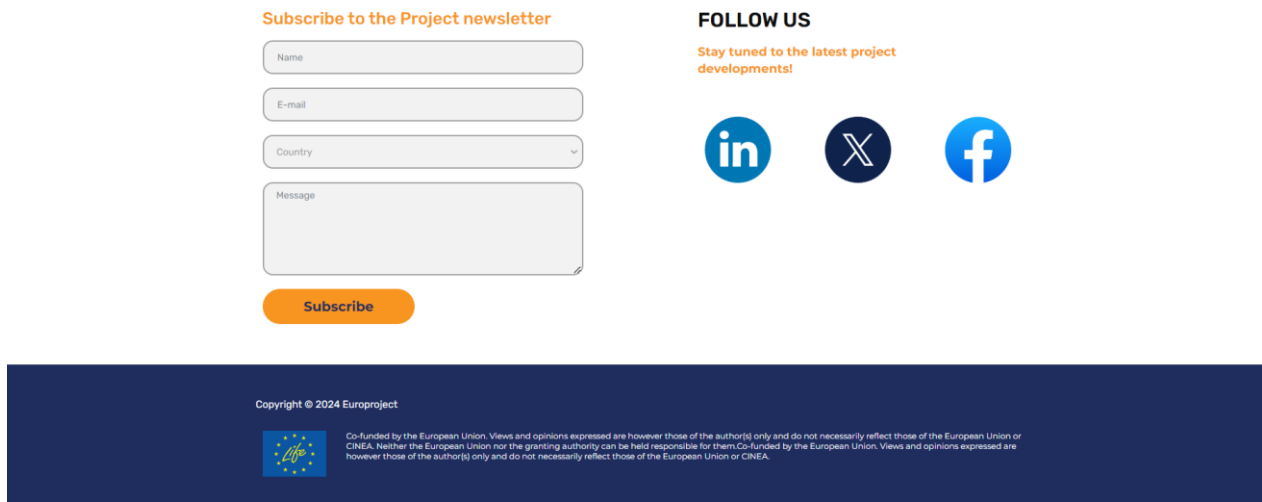


Figure 9: Website navigation – Contact us and subscribe to Newsletter (Homepage)

## 2. THE PROJECT

As for the moment of submission of the present deliverable the Project tab opens the same page as the Home page. It is planned to open a page providing brief summaries of four main structural components of the activity which link to inside subpages - Overview, Objectives, Impact, Activities - providing greater detail on each of them.

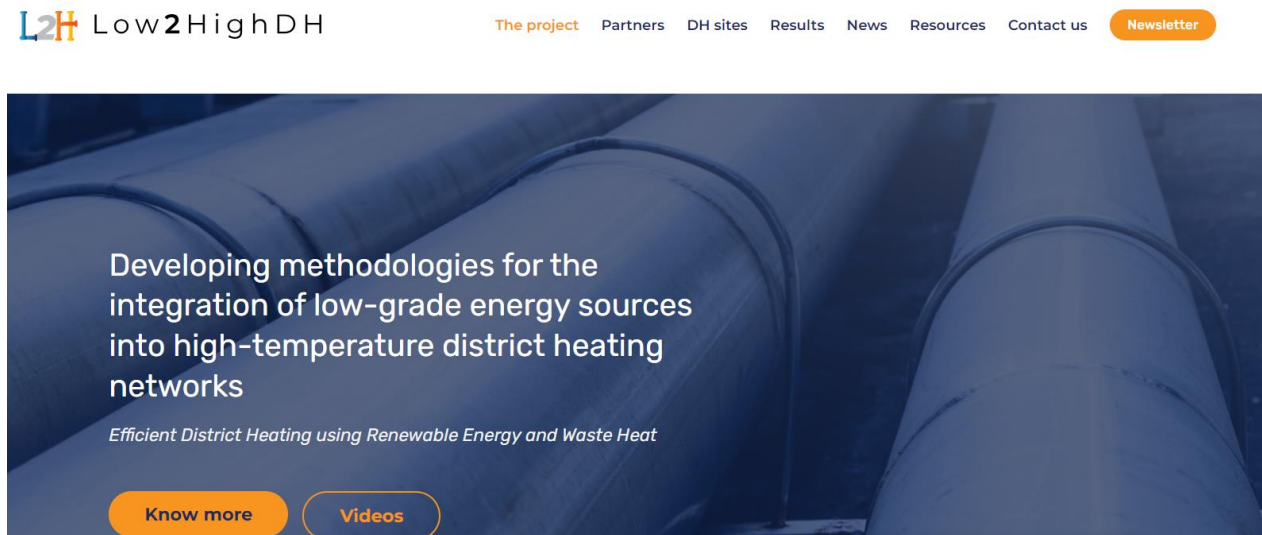


Figure 10: The Project subpage

### 3. PARTNERS

The partners section lists the 8 partners with falling down windows containing information for their organisation in brief, role in Low2HighDH, as it is planned to incorporate hyperlinks in the logos leading to the separate partners' websites.

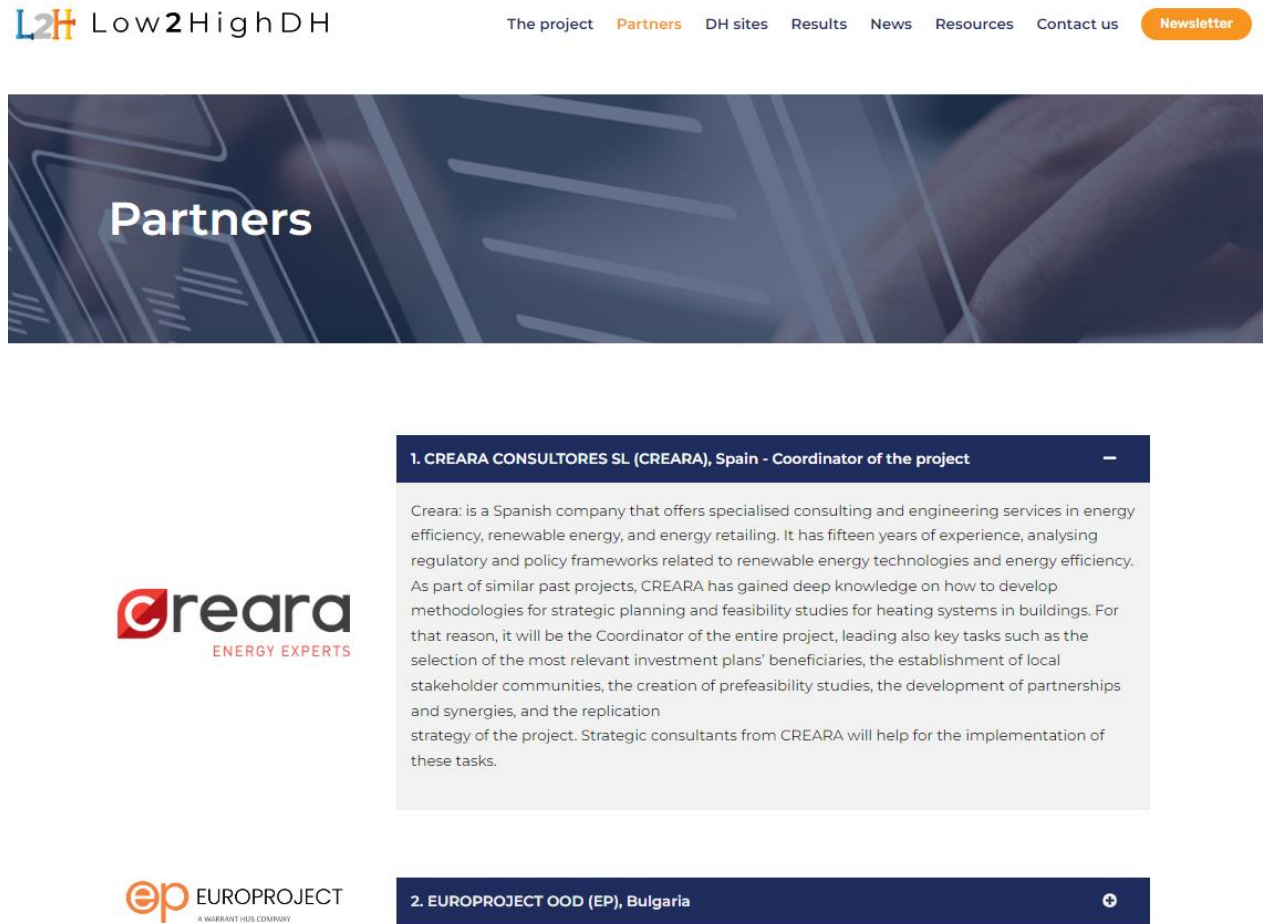


Figure 11: Partners

### 4. TARGET COUNTRIES

A page dedicated to the DH sites in the 3 focus countries will be further developed which will present the main objective of the project – to support 30 HT DH sites in Poland, Slovakia and Lithuania in the implementation process of low-grade or waste heat technologies.

The main page lists links to internal pages dedicated to the respective target countries.

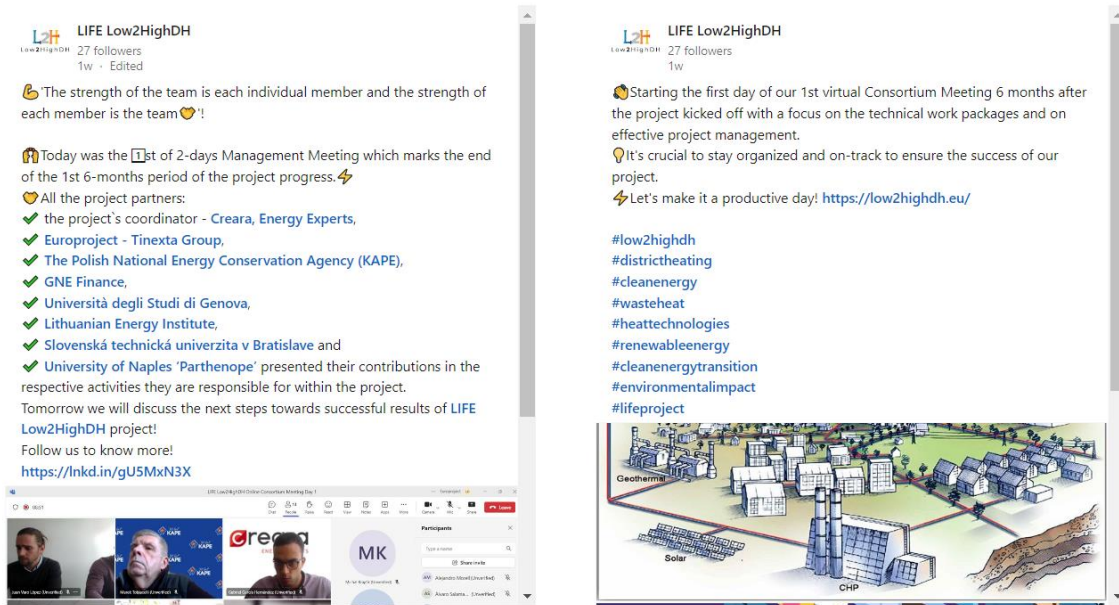
### 5. RESULTS

The Results page will be composed of a main view and subpages, leading to the relevant results of the project, namely: deliverables, conference abstracts, scientific publications, etc. Only public deliverables will be available for download from the website.

## 6. NEWS

This is the designated space for Low2HighDH-related news and events as the visitor would select one of those two pages from a drop-down menu. For the moment we have listed the LinkedIn feed there.

### LinkedIn News



## 7. RESOURCES

The Resources Section is a collective space for Low2HighDH promotional and information materials to be used by partners and interested stakeholders for communication about the project.

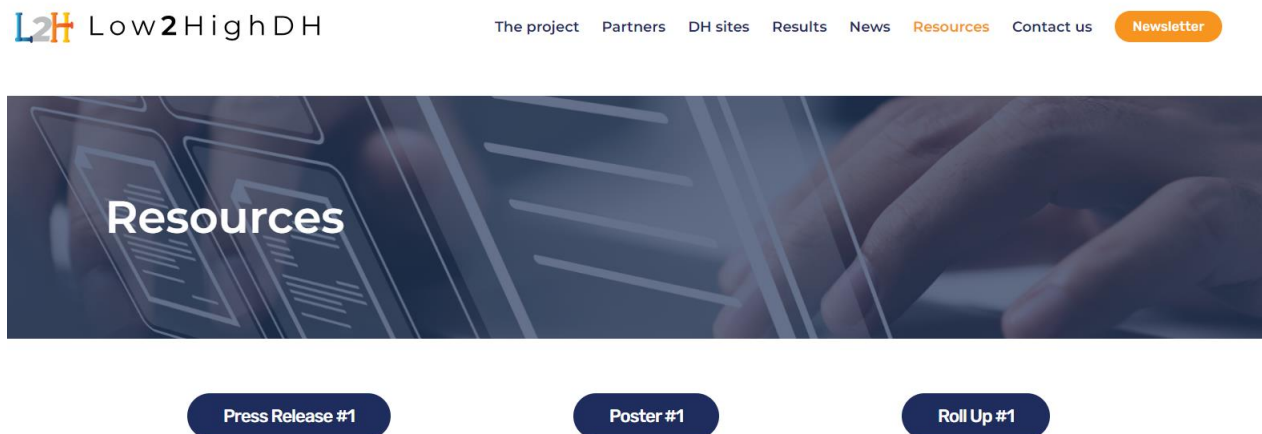


Figure 12: Resources

As of present there are three buttons which lead to downloadable pdf files of the 1<sup>st</sup> Press Release, the 1<sup>st</sup> Project Poster and 1<sup>st</sup> Project Roll Up.

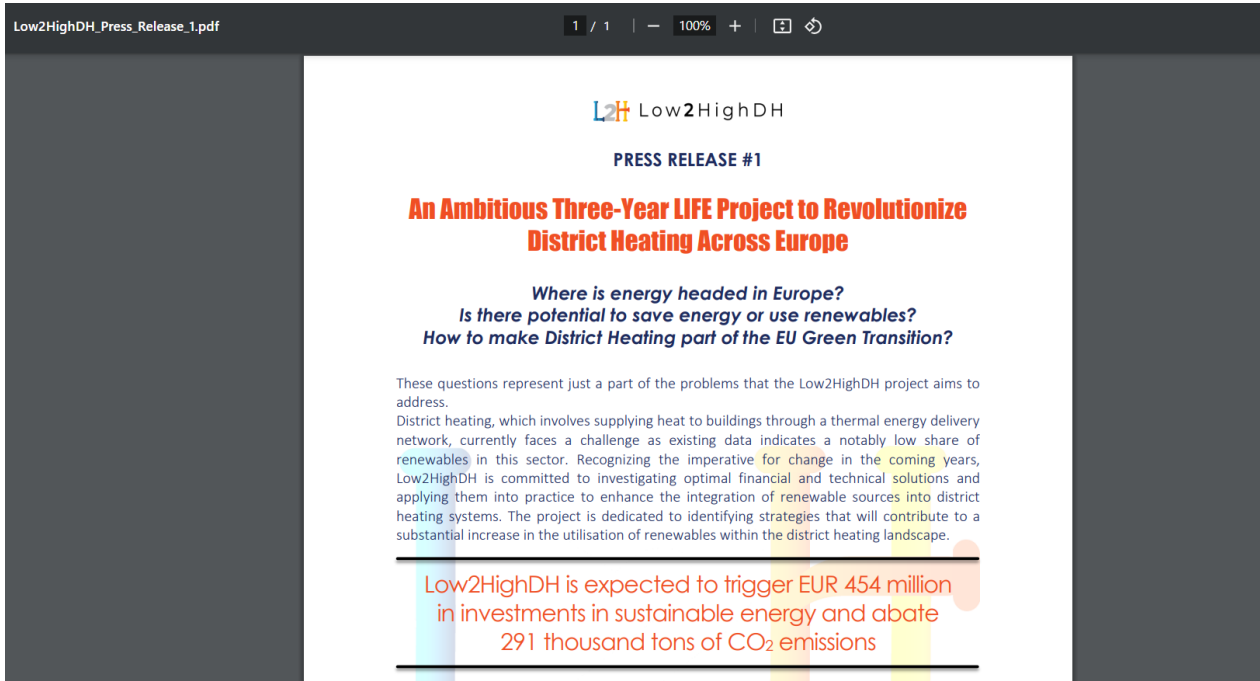


Figure 13: 1<sup>st</sup> Press Release

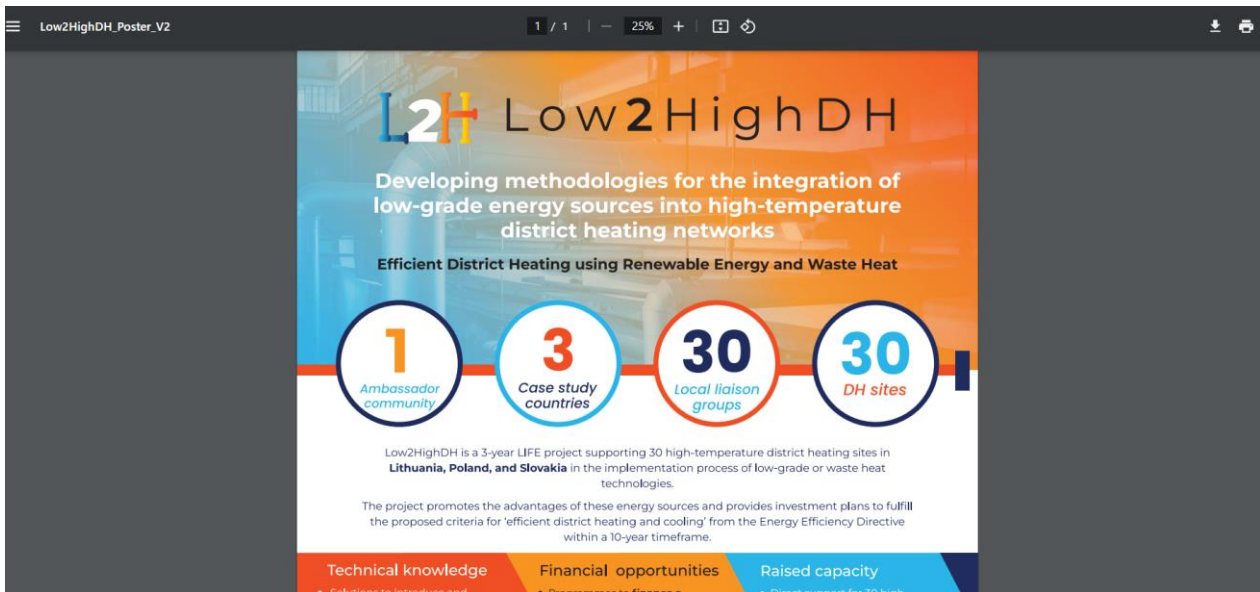


Figure 14: 1<sup>st</sup> Project Poster

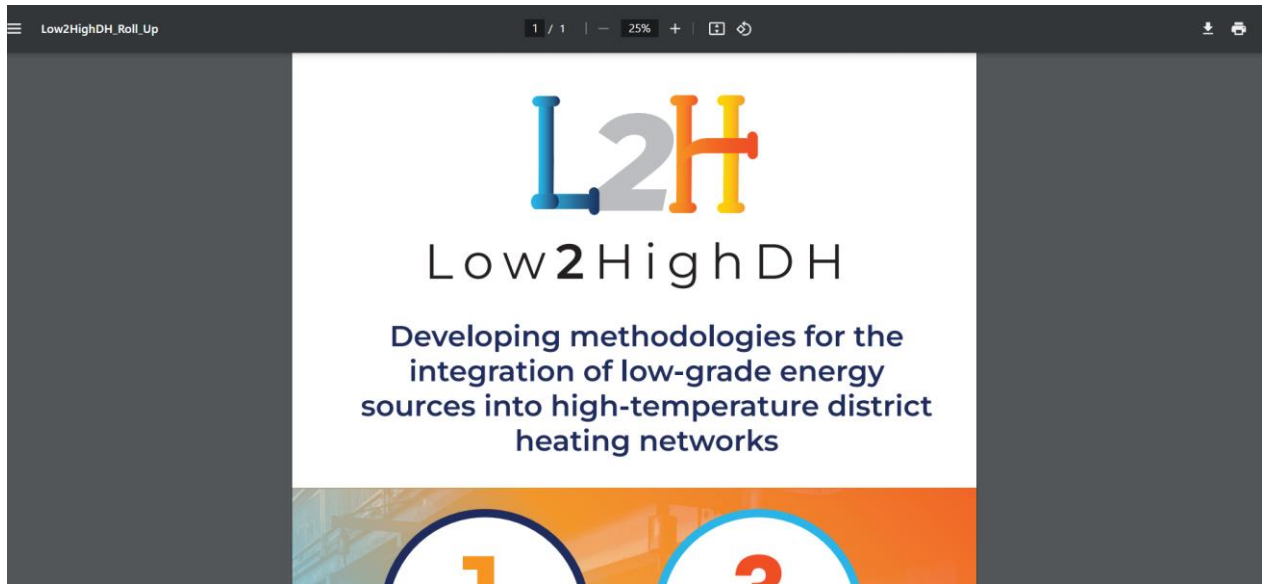


Figure 15: 1<sup>st</sup> Project Roll up

## 8. CONTACT

A bright orange button “Contact us” is designed to entice visitors into sending enquiries about the project. The submission form is augmented with an additional CTA “Send us an email” appearing in the middle of the screen also listing the general email address of the project. The form also contains direct links to the social media accounts in LinkedIn, Twitter, Facebook.

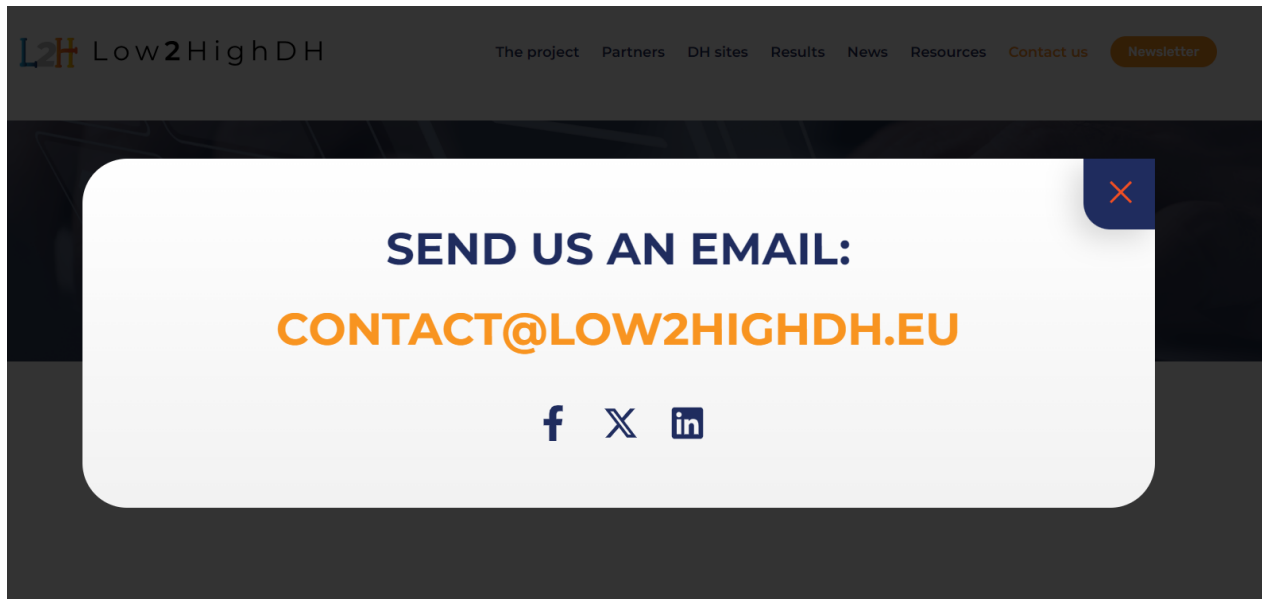


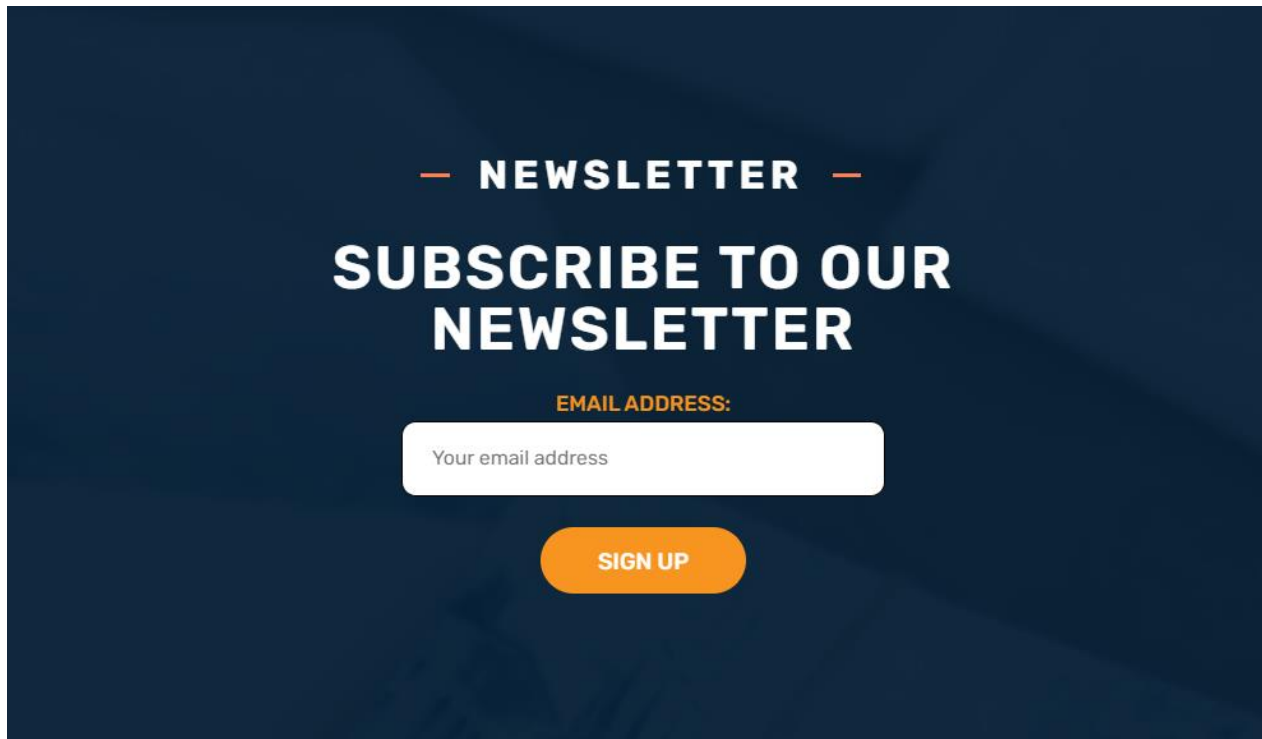
Figure 16: Contact us form



## 9. NEWSLETTER

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The page prompts visitors to subscribe to project’s newsletters. Each issue planned every 6 months will be available for an easy download upon availability.

A dark blue rectangular form with white text. At the top, it says "NEWSLETTER" in white, flanked by two short horizontal lines. Below that, in larger white font, is "SUBSCRIBE TO OUR NEWSLETTER". Underneath is the label "EMAIL ADDRESS:" in orange. A white rounded rectangular input field contains the placeholder text "Your email address". Below the input field is an orange rounded rectangular button with the text "SIGN UP" in white.

*Figure 17: Subscribe to the Newsletter form*

## 10. EC COMMUNICATION REQUIREMENTS

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As a beneficiary of LIFE Programme one of the project’s and partners’ legal obligations is to acknowledge EU funding and display the EU emblem in all your information and communication material. The funding statement must be displayed prominently on all printed and digital products, websites, social media channels and other communication products.



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### III. CONCLUSION

Deliverable 5.4 has been developed in accordance with the provisions outlined in the following related documents:

- Low2HighDH Grant Agreement Nr. 101120865;
- Low2HighDH Consortium Agreement.

In addition to adhering to the above documents, this has been produced in compliance with the European Commission guidelines and templates. Lastly, this document is complementary to other project deliverables such as D5.1 Communication Strategy and D5.3 Project identity and promotional materials.

## Appendix 1: References and Related Documents

	Reference or Related Document	Link/Location
1	Low2HighDH project Grant Agreement No 101120865	Low2HighDH Project SharePoint, <a href="#">Reference Documents folder</a>
2	Low2HighDH project Consortium Agreement	Low2HighDH Project SharePoint, <a href="#">Reference Documents folder</a>