



Project Acronym: **PRECEPT**

Project Title: **"A novel decentralized edge-enabled PREsCriptivE and ProacTive framework for increased energy efficiency and well-being in residential buildings"**

Deliverable D6.4 PROJECT WEBSITE & DISSEMINATION MATERIALS v1

Work Package : **WP6**

Deliverable Status : **Draft**

Due Date : **31/12/2020**

Submission Date : **30/12/2020**

Leading Partner : **WVT**

Dissemination Level : **Public**





LIST OF BENEFICIARIES

Short Name	Full Name	Country
WVT ¹	WATT AND VOLT A.E.	Greece
CERTH	Centre for Research and Technology Hellas	Greece
KTU	Kaunas University of Technology	Lithuania
FRC	Frederick Research Center	Cyprus
CLEO	Cleopa GmbH	Germany
NURO	Nuromedia	Germany
OdinS	Odin Solutions S.L.	Spain
DEMO	DEMO Consultants B.V.	The Netherlands
ASI	Austrian Standards International	Austria
LCII	LC Innoconsult International	Hungary
PSACEA	STATE HIGHER EDUCATIONAL INSTITUTION PRYDNIPROVSKA STATE	Ukraine
CON	Contecht GmbH	Germany
STROITEL-P	PRIVATE CONSTRUCTION AND ASSEMBLY ENTERPRISE	Ukraine
MIWENERGIA	MY ENERGIA ONER S.L.	Spain
POLIMI	Politecnico di Milano	Italy

Disclaimer

This document reflects only the author's views and the European Union is not liable for any use that may be made of the information contained therein.

¹ Coordinator



REVISION CONTROL

Version	Date	Author / Reviewer	Status
0.1	01/12/2020	K. Arvanitis (WVT)	Deliverable Development Plan (DDP)
0.3	04/12/2020	WVT	Deliverable Writing
0.4	10/12/2020	WVT	Send for Review
0.5	18/12/2020	CERTH	Reviewed
0.6	22/12/2020	POLIMI	Reviewed
1.0	30/12/2020	WVT	Final/ Submitted



TABLE OF CONTENTS

Executive Summary	7
1 Project Logo	8
2 Project Template Documents	10
2.1 Factsheet.....	10
2.2 Press Release template - Letterhead	10
3 Project Website.....	11
3.1 General Structure.....	11
3.2 Menu Structure.....	11
3.2.1 Home.....	12
3.2.2 Project	15
3.2.3 Consortium.....	16
3.2.4 Pilots.....	17
3.2.5 News.....	18
3.2.6 Resources	19
3.2.7 Search.....	20
4 PROJECT SOCIAL MEDIA.....	21
5 WEBSITE ANALYTICS.....	24



LIST OF FIGURES

Figure 1: preliminary logo	8
Figure 2: The PRECEPT logo (horizontal applications).....	8
Figure 3: PRECEPT logo guidelines	9
Figure 4: Menu Structure of the website	12
Figure 5: Screenshot of the “Home” page.....	13
Figure 6: Screenshot of the “Home” page (continued)	13
Figure 7: Screenshot of the footer	14
Figure 8: Screenshot of the “Project” page	15
Figure 9: Screenshot of the “Consortium” page	16
Figure 10: Screenshot of the “Pilots” page.....	17
Figure 11: Screenshot of the “News” page.....	18
Figure 12: Screenshot of the “Resources” page.....	19
Figure 13: Screenshot of the “Resources” page (Deliverables).....	19
Figure 14: Screenshot of the “Search” tool	20
Figure 15: Social Media Accounts	21
Figure 16: PRECEPT twitter account screenshot.....	22
Figure 17: PRECEPT facebook page screenshot	22
Figure 18: PRECEPT LinkedIn account screenshot.....	23
Figure 19: Sample of Google Analytics platform	24



LIST OF DEFINITIONS AND ABBREVIATIONS

Abbreviation	Definition
EC	European Commission
ECD	Engagement - Communication and Dissemination
EU	European Union



Executive Summary

Deliverable D6.4, “PROJECT WEBSITE & DISSEMINATION MATERIALS v1” presents the first set of marketing tools generated by the consortium to appropriately communicate the project and disseminate the results. The present deliverable is highly linked with the deliverable D6.1 Dissemination & Communication Plans v1

The PRECEPT website, the project’s logo, the PRECEPT document templates and the social media presence are delivered as an initial set of tools used for the PRECEPT branded promotion and materials for exploitation to the wider audience.

The primary set of PRECEPT “brand identity” materials includes the project logo, accompanied with the project motto “**less energy-smarter buildings**” and is described in section 1.

The initial set of project documents and templates is described in section 2. For optimal dissemination, the project document templates could be translated to each partners language.

The PRECEPT website provides a brief but impactful representation of the project and guarantees the high visibility of the project’s progress. The website is presented in section 3.

As long with the project website launch and the primary set of dissemination materials developed, the social networking channels are introduced and described in section 4.

The website and the social media channels would be updated during each progress phase, telling the PRECEPT approach stories to a wide audience reach.

The website available at the address <https://www.precept-project.eu/> has been designed by professionals coordinated by WVT in cooperation with all partners and has been launched by M3 of the project.,



1 Project Logo

The initial project logo development started during the PRECEPT proposal writing phase. The logo illustrates the projects acronym “PRECEPT” with attractive clear blue letters including a traditional childhood home drawing, two curves that represent the “optimization” and the “transition” concepts. The full design includes the wireless communication sign, presenting the residential “go smart” and “transmitting” vision. The preliminary project’s logo is illustrated in figure 1.



Figure 1: preliminary logo

An appealing project “motto” is introduced that will always follow the project’s logo and each PRECEPT presence, ensuring that the maximum awareness is gained from the logo perspective at the first glance.

The motto / slogan decided to be used is “***less energy smarter buildings***”, telling the story at the first glance.

The PRECEPT project final logo brand identity including the project’s motto has been developed in several vector formats (.ai, .pdf, .eps) , while specific guidelines are shared. The “PRECEPT logo brand identity and guidelines” file describes the best graphics utilization with the typography’s color models and the printing technologies (CMYK,PANTONE,RGB,B&W) as well as it provides the differentiations of the logo shapes and orientations for possible horizontal or vertical deployments.

Figure 2 depicts the new precept logo in horizontal implementation and figure 3 illustrates the logo guidelines file.



Figure 2: The PRECEPT logo (horizontal applications)



PRECEPT LOGOS

CYMK



For horizontal applications (banners, etc)



CYMK

● C: 52% M:0% Y:30% K:0%
● C: 90% M:70% Y:0% K:0%

PANTONE



For horizontal applications (banners, etc)



PANTONE

● PANTONE 3252
● PANTONE 2727

RGB & HEX



For horizontal applications (banners, etc)



RGB

● R: 118 G: 202 B: 191
● R: 42 G: 92 B: 170

HEX

● #76cabf
● #2a5caa

BLACK & WHITE



PRECEPT
Less Energy > Smarter Buildings

For horizontal applications (banners, etc)



Use with gray or dark background



The gray background is indicative and not part of the logo

For horizontal applications (banners, etc)



The gray background is indicative and not part of the logo

Figure 3: PRECEPT logo guidelines.



2 Project Template Documents

The following project documents has been prepared for use in line with the PRECEPT partners for engagement , dissemination and communication with external stakeholders:

2.1 Factsheet

The document "Project factsheet" is briefly explaining the project. It presents the basic information about the project, the partners, and communicates the PRECEPT overview. The factsheet would be easily distributed and used during events, workshops and conferences supporting the project. The factsheet could be found visiting the following website link: https://www.precept-project.eu/wp-content/uploads/2020/12/PRECEPT_factsheet_v1.0.pdf

2.2 Press Release template - Letterhead

The press release document template could be issued by any partner to send the appropriate press release to the specific media chosen for communicating the project process and achievements and can be applied in any language. The press release template could be found into the private consortium shared section.



3 Project Website

The PRECEPT website has been developed by WVT and is online from 30/11/2020 while it is constantly updating. The website is acting as a central repository for the communication and dissemination purposes. The site offers non-confidential information concerning data and material about the project progress (objectives, concept, vision, outcomes), the consortium partners and the overall design architecture.

The development of the website navigation interface has been implemented with a clear and modern design, incorporating pleasant viewing experience for different browser platforms and devices (pc, tablet, smartphone). The design concept is to provide the visitors with a friendly straightforward and easily understandable environment. To achieve visual attractiveness, bright colors and images has been used with combination of the PRECEPT motto “*Less Energy-Smarter Buildings*” in order to engage more stakeholders. The domain name is “precept-project.eu” and it has been acquired and will be maintained for the whole lifetime of the project. The google analytics platform is maintained for several KPI’s and traffic measures.

The website is developed using the open source content management system WORDPRESS and is maintained and hosted to a dedicated linux server.

3.1 General Structure

The PRECEPT web presence includes 3 main sections for each page.

Header: Contains the project’s branding the main menu, the search option and the current page title and the landing image of each page.

Content: Includes the information of each page and the published data.

Footer: Includes the contact information with the social media networks, the latest project posts , the latest PRECEPT twitter feeds , the links to the affiliate projects and of course the EU disclaimer with the grant agreement no.

3.2 Menu Structure

The website menu is composed by the following menu items:

- i. Home
- ii. Project
- iii. Consortium
- iv. Pilots
- v. News
- vi. Resources
- vii. Search

ii) Section **Project** provides an overview of project vision, main objectives and moreover a description of the technical architecture.

iii) **Consortium** presents all partners with a short description of their organization, their background and field of expertise.



- iv) The section **Pilots** contains information's regards the location and the current infrastructure of each pilot.
- v) **News** section aggregates all project's news and articles related to project meetings, workshops, participation to international and national events, each news item can be easily integrated with the social media channels of each site visitor using easy sharing tool with social content icons.
- vi) In **Resources** section will be available publications, newsletters, whitepapers and dissemination materials, but also the public project deliverables.
- vii) **Search** section implements an easy and quick navigation through the full website contents.

Detailed depiction of the site main sections:

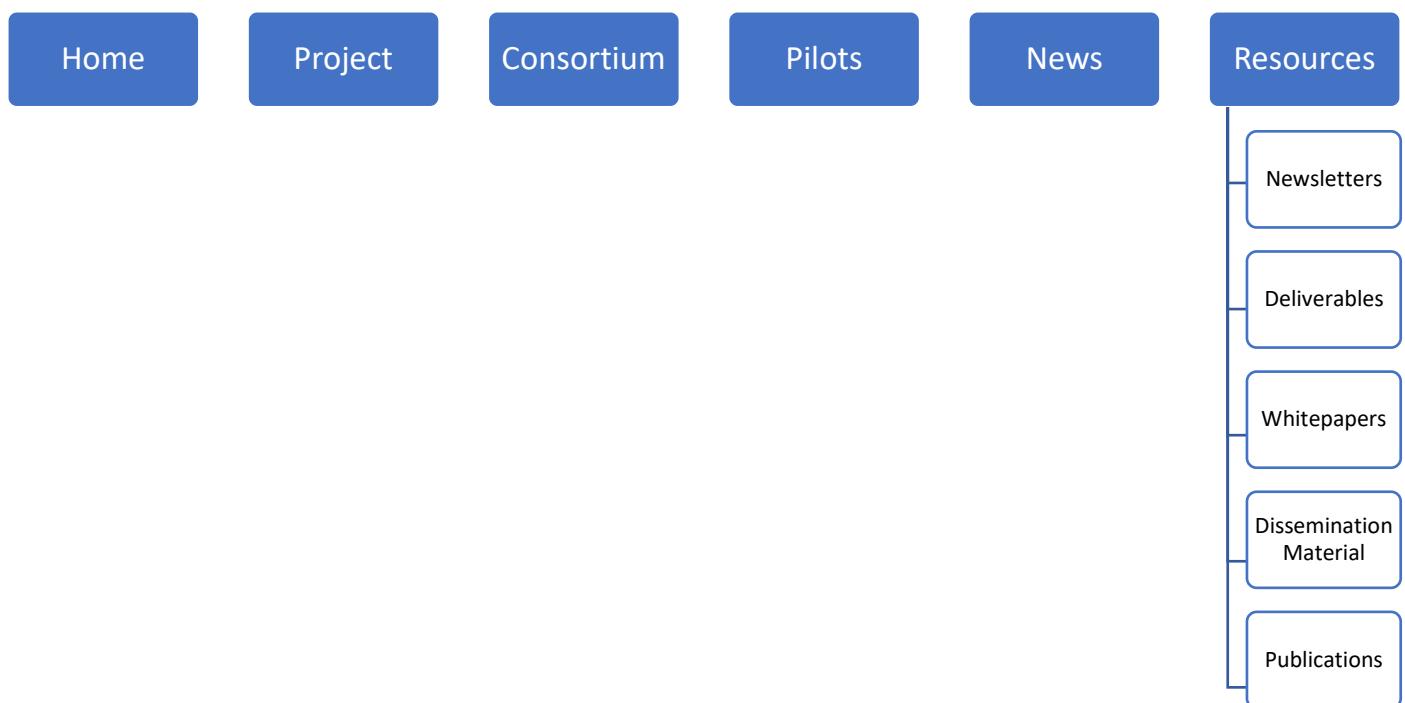


Figure 4: Menu Structure of the website

3.2.1 Home

The **Home** page provides a high overview of the project offering the fundamental aspects of PRECEPT project.

More particularly, contains bright colors that harmonize evenly together with the pictures chosen carefully to align with the topic of the project. In the home page the visitor gains at the first glance the description of the project , the main information concerning the project concept, the participants and the demonstration sites. Scrolling down at the bottom of the page there is the EU disclaimer and contact details.

A screen shot of the project website's home page is illustrated in the pictures bellow.



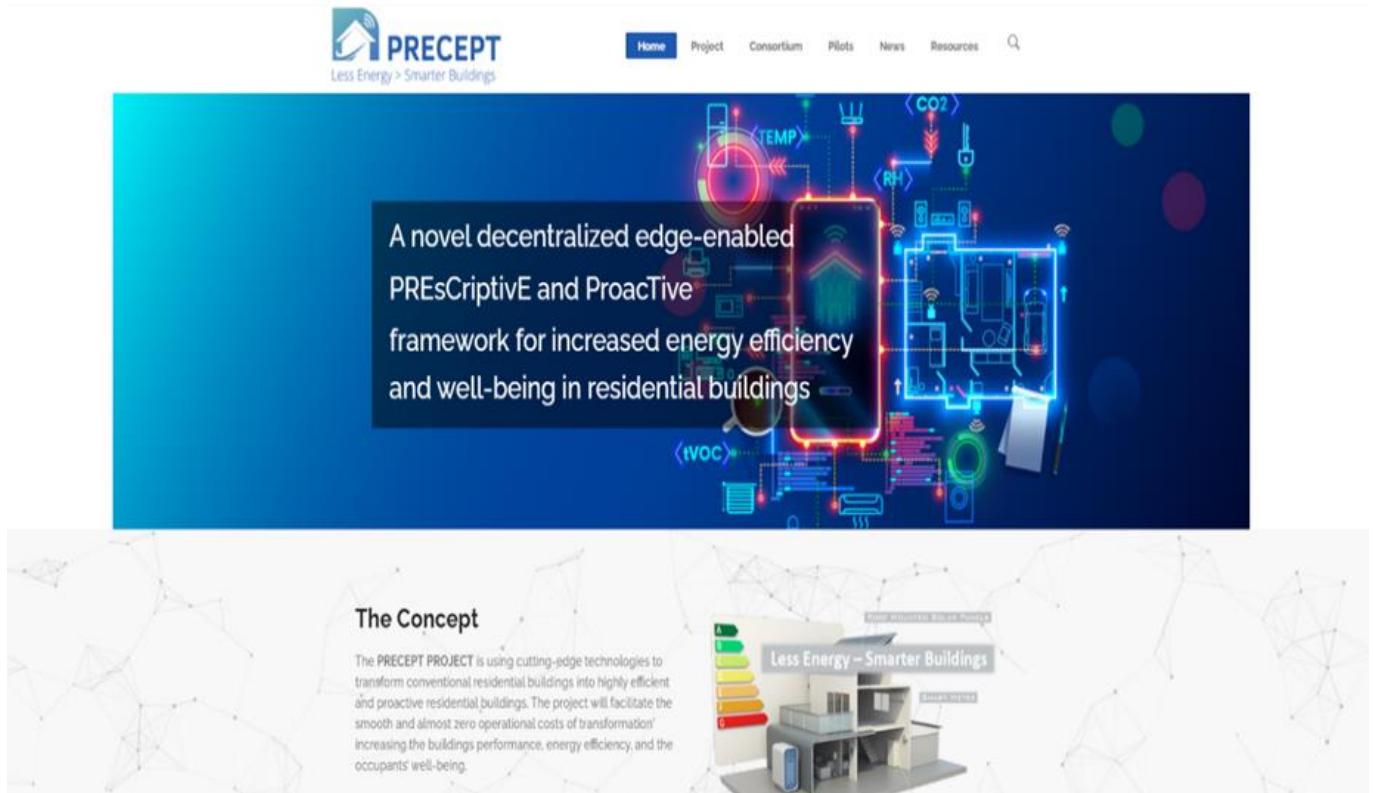


Figure 5: Screenshot of the “Home” page

Figure 6: Screenshot of the “Home” page (continued)



The footer section shows all the project information and the EU disclaimer which is visible in all webpages of the site. Into the footer there is contact information providing the external visitors communication to the project coordinator at the projects email address contact@precept-project.eu, as well the links for all the social channels of PRECEPT Project.

 **PRECEPT**
Less Energy > Smarter Buildings

Email: contact@precept-project.eu

Coordinator: Mr Konstantinos Arvanitis
Tel: +30 2316010333

Latest Posts

A successful "kick-off" meeting of the newly launched HORIZON 2020 project "PRECEPT"
October 30, 2020

Twitter Feed

Couldn't connect with Twitter

H2020 Related Projects

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 958284

Figure 7: Screenshot of the footer



3.2.2 Project

The second tab of the PRECEPT website **Project** elaborates in-depth on the project vision, a short condense description of the objectives and the major architecture elements related to this H2020 project.



Project Vision

Traditional residential buildings are reactive. They consume high energy, with elevated maintenance costs. In the majority of the cases, the RES are untapped, while the occupants' well-being most of the time is not the proper one. Finally, their environmental footprint is very poor. PRECEPT vision is to enable the "smooth" and at almost zero operational costs transformation of traditional residential buildings to **Pred(scr)ictive, Proactive Smart Residential Buildings**.

The overall **goal** is to make the transformation of the buildings from reactive to proactive more attractive to stakeholders, more reliable, secured and cost-effective, environmentally friendly, and in line with grid needs, thus enabling the acceleration of building proactiveness transformation. PRECEPT's ambition is to deliver the next-generation of **Smart Home (IoT) industry**.

The overall vision summarized as follows:

- ✓ Transition to Pred(scr)ictive, Proactive Smart Residential Buildings
- ✓ Self-managed "plug-n-play" PP-BMS together with federated learning AI algorithms
- ✓ Combine edge-computing, security and privacy
- ✓ Introduction of Novel sustainable business models

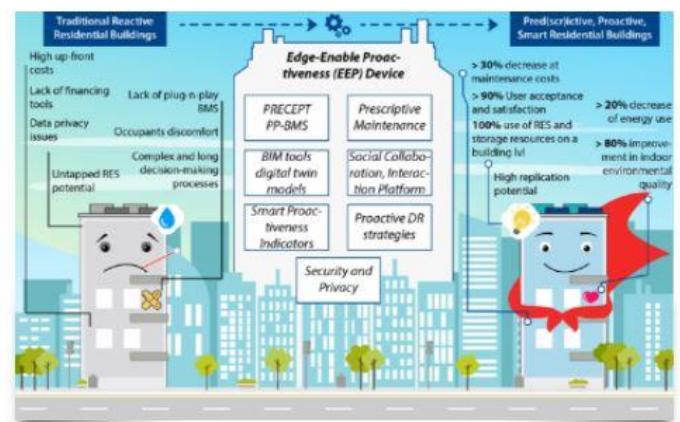


Figure 8: Screenshot of the "Project" page



3.2.3 Consortium

In this section all project partners are briefly described with some basic information about their organization, field of expertise, background and vision. Additionally, hyperlinks have been included that are linked with the official websites of all partners to give visitors the ability to discover more deeply information of the consortium.

The screenshot shows the 'Consortium' page of the Precept Project website. At the top, a large banner features the text 'Precept Project Partners' over a background image of large industrial storage tanks. Below the banner, there is a navigation bar with links for 'All', 'Coordinator', 'Research Institutes', 'SME's', and 'Standardization Body'. The main content area displays logos for ten project partners arranged in three rows:

- Row 1: WATT+VOLT (Electricity | Natural Gas), CERTH (Centre for Research & Technology Hellas), ktu kaunas university of technology 1922, FREDERICK RESEARCH CENTER
- Row 2: POLITECNICO MILANO 1863, cleopatra (www.cleopatra.de), NUROMEDIA
- Row 3: Odin S, DEMO CONSULTANTS, LC Innoconsult INTERNATIONAL, Contecht IT Solutions for the construction industry
- Row 4: СТРОИТЕЛЬ-П, MiW ENERGÍA, AUSTRIAN STANDARDS

Figure 9: Screenshot of the “Consortium” page



3.2.4 Pilots

Within Pilots section guests have the ability to explore the six demonstration pilots that PRECEPT project will use to validate new technologies and moreover the expected solutions and impacts. Each pilot is accessible through a specific tab:

- 1) Pre-Pilot CERTH
- 2) Greek Pilot
- 3) Spanish Pilot
- 4) German Pilot
- 5) Netherlands Pilot
- 6) Ukrainian Pilot

On the interior of each tab there is a description elucidate the size of the location, technical overview of the infrastructure, its energy performance and technologies that premises accommodates.

The website will comply with the progress of the project and will be updated with more information's allowing the visitors to have a deeper and better understanding across pilots' activities and solutions.



Precept Project Use Cases



Figure 10: Screenshot of the “Pilots” page



3.2.5 News

In this page all the latest news of the project will be available which will be regularly updated.



30

Oct

A successful “kick-off” meeting of the newly launched HORIZON 2020 project “PRECEPT”

During 29 and 30 of October 2020, the PRECEPT Project “kick-off” meeting was successfully held remotely, according to the COVID-19 traveling restrictions for most partners. ...

[READ MORE](#)

Figure 11: Screenshot of the “News” page



3.2.6 Resources

This section contains a sub menu items with links to the newsletters, public deliverables, whitepapers, dissemination material and related publications repositories that will be used during the entire project.

Newsletters

Deliverables

Whitepapers

Dissemination Material

Publications

Figure 12: Screenshot of the “Resources” page

TGM 254
GGR 2 N25.4
25
54.5
20 JH

GTR 547
G47

Deliverables

ERTH
SEARCHING DATA
OVERVIEW
ROOT SECTOR ADDRESS

W/P1: Precept Requirements, Specifications And Architecture

W/P2: Bim & Digital Twin Technologies

W/P3: Precept Distribution, Modelling And Security Technologies

W/P4: Pred(scr)ictive And Proactive Building Management System

W/P5: System Integration, Demonstration & Impact Assessment

W/P6: Dissemination, Exploitation & Promotion

W/P7: Project Management

W/P8: Ethics Requirements

Newsletters

Deliverables

Whitepapers

Dissemination Material

Publications

Figure 13: Screenshot of the “Resources” page (Deliverables)



3.2.7 Search

Finally, there is a special tool, the search bar enables the visitor to search content available on the site, making easier their navigation.

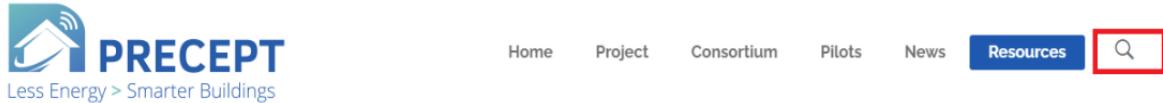


Figure 14: Screenshot of the “Search” tool



4 PROJECT SOCIAL MEDIA

The PRECEPT social media channels chosen carefully in the initial stage are:

Twitter: <https://twitter.com/PreceptProject>

LinkedIn: <https://www.linkedin.com/in/precept-project-2a34081bb/>

Facebook: <https://www.facebook.com/Precept-Project-115393700371769>

YouTube: <https://www.youtube.com/channel/UCE1-EuPkVJvwrFwciTrr4XA>

These channels are important tools to further disseminate the PRECEPT activities, to promote the results and findings and to engage more potential stakeholders so as the project to keep interacting with more audience.

A well defined strategy is fully described during the task T6.1 “Dissemination & Communication Planning” (why, what, how, when, to whom) and gives the ECD walkthrough and proper utilization of the project’s social channels mix, for maximizing the project’s stakeholders engagement.

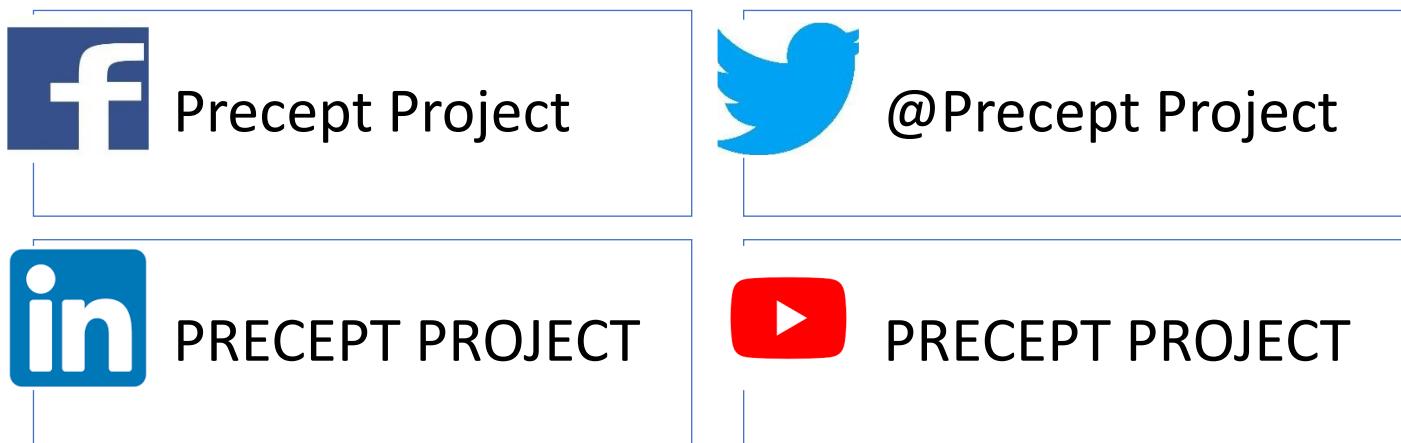


Figure 15: Social Media Accounts

PRECEPT Project on Twitter:

The PRECEPT Twitter account has been created with the purpose to easily and immediately communicate the project outcomes and activities as well as to acquire broader news from the BIM energy and sustainability domains , with interactions with the EU and EC accounts.

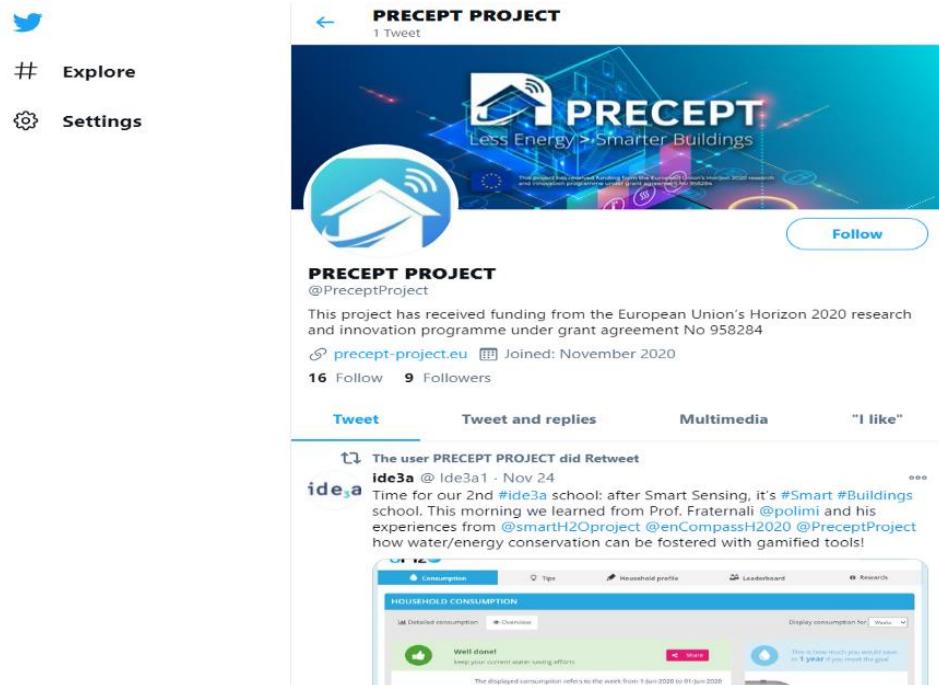


Figure 16: PRECEPT twitter account screenshot

PRECEPT Project on Facebook:

The PRECEPT facebook page that is by default linked to instagram, is used for engaging individuals during the project's lifecycle.

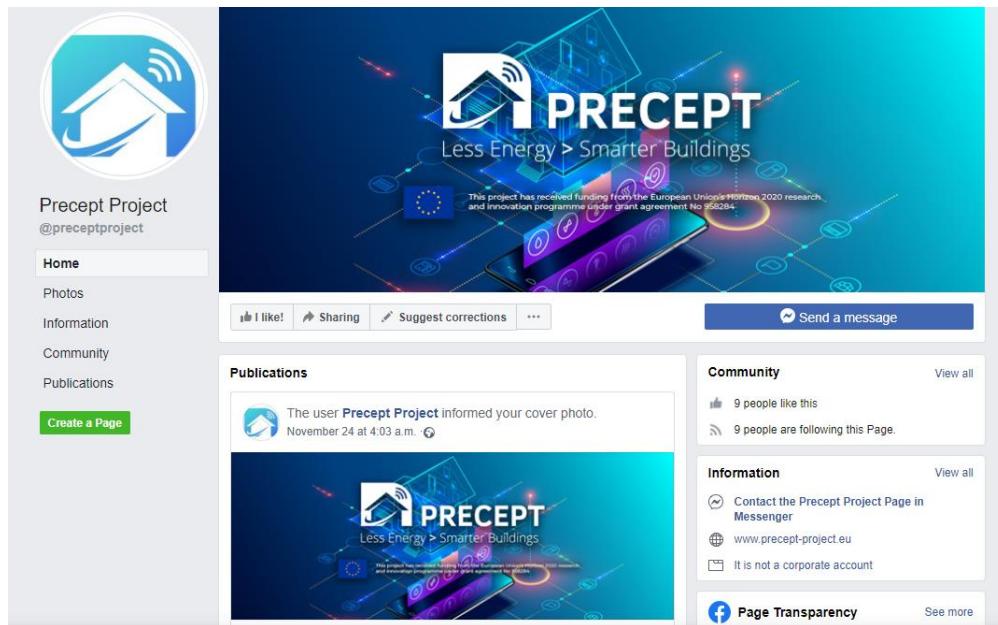


Figure 17: PRECEPT facebook page screenshot



PRECEPT Project in the LinkedIn:

On LinkedIn network, the PRECEPT project account has been created for approaching a professional-oriented audience and for interacting with affiliate EU projects.

The screenshot shows the LinkedIn public profile for the PRECEPT project. At the top, there's a banner with the project's logo and the text "PRECEPT Less Energy > Smarter Buildings". Below the banner, the profile header reads "PRECEPT PROJECT" and "PRECEPT HORIZON 2020 PROJECT". It indicates the location as Thessaloniki, Central Macedonia, Greece, with 17 connections. A "Join to Connect" button is visible. To the right, there's a sidebar with a "View profile badges" button. The main content area shows a large image of a hand interacting with a smartphone displaying the PRECEPT logo, with a network of nodes and lines overlaid.

About

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 958284.

Figure 18: PRECEPT LinkedIn account screenshot

PRECEPT Project in YouTube:

The YouTube PRECEPT channel is under creation and would be the central video repository, for all the PROJECT videos created.





5 WEBSITE ANALYTICS

To ensure the maximum impact and collect data for the related KPI's that would be reported on later deliverables, the Google Analytics platform is used for monitoring the PRECEPT website. Google Analytics is one of the most popular digital analytics software. It is Google's free web analytics service that allows you to analyze in-depth detail about the visitors on your website. It provides valuable insights that can help the project to shape the successful marketing strategy.

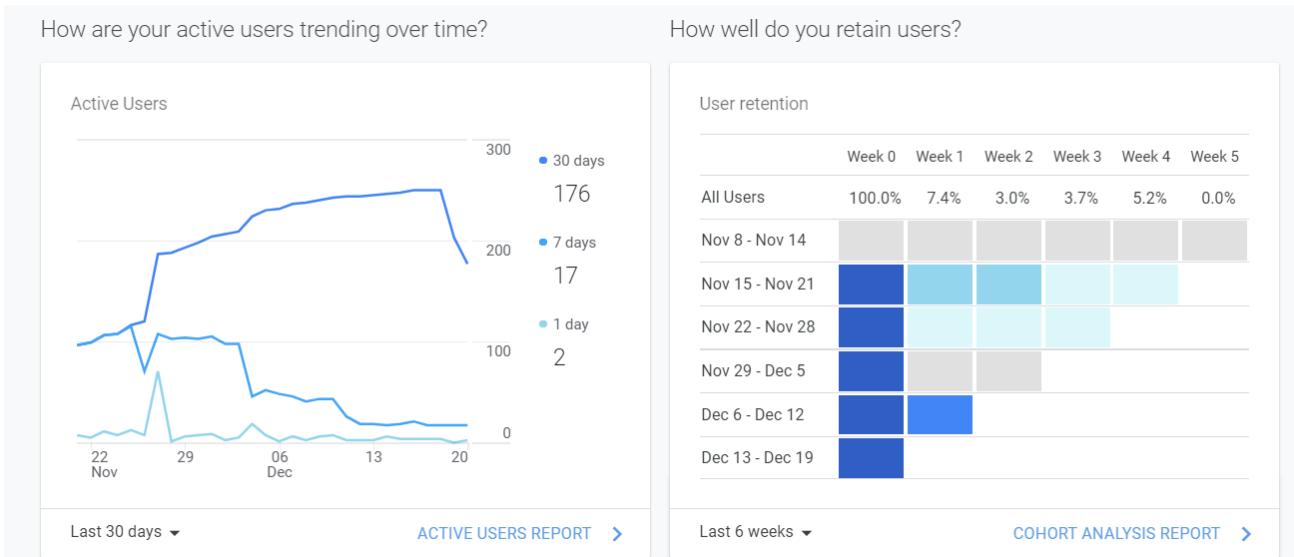


Figure 19: Sample of Google Analytics platform





CONCLUSIONS

The first and most important set of dissemination tools and materials promised by PRECEPT project, are shaped out and already in place. The PRECEPT website is online from M2 and referenced already in any dessemination action done so far. The number of visits is expected to be higly growing in the near future, while the content would be updated throughout the PRECEPT progress.

The firtst impressions and interactions of the social media channels has been initiated and already noticed, with promising results. The present deliverable “Project Website & Dissemination Materials v1” enstablishes the first set of promotional material for raising the PRECEPT awareness , while a full walkthrough regarding the methodologies and channels utilized by the project, using the promotional materials, would be given through task 6.1 “Dissemination & Communication Planning”, expecting the maximum impact reach.



REFERENCES

[1]. PRECEPT GRANT AGREEMENT