Advanced Design Tools for Ocean Energy Systems Innovation, Development and Deployment

Deliverable D9.1

Project website and forum(s)

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EXECUTIVE SUMMARY

The deliverable (D9.1) is a public deliverable (Website) of the DTOceanPlus project, produced in the context of WP9, Task 9.1. The objective of "WP9 - Exploitation, Dissemination and Education" is to maximise the project impacts on the wave and tidal energy sector and the European value chain in general. "Task 9.1 - Stakeholders engagement" aims at deploying communication tools including a website for transparent information and active publicity, an official forum to support the community and an open-source collaborative development and exploitation framework of the developed tools. This document presents the first step in achieving website's launching.

A dedicated website for dissemination and communication purposes has been produced at the beginning of the project and will be updated throughout the project, including updated information about the project, news, events, and downloadable material (public deliverables, opensource tools…). The website will be linked from and to the partners' website and relevant scientific communities.

The website will be available online by 31st July 2018 and accessed at www.dtoceanplus.eu.

Different audiences are being considered and the information, while technical and complete, have been streamlined and presented in a way that is accessible by a wide range of stakeholders.

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ABBREVIATIONS AND ACRONYMS

AAQS: Any Asked Questions
CMYK: Cyan Magenta Yellow Key
CP: Coated Paper
DT: Design Tools
EERA: European Energy Research Alliance
EU: European Union
OEF: Ocean Energy Forum
OES: Ocean Energy Systems
NGOs: Non-Governmental Organizations
No: Number
RGB: Red Green Blue
TP: Technology Platform
WP: Work Package

1. INTRODUCTION

The deliverable (D9.1) is a public deliverable (Website) of the DTOceanPlus project, produced in the context of WP9, Task 9.1. The objective of "WP9 - Exploitation, Dissemination and Education" is to maximise the project impacts on the wave and tidal energy sector and the European value chain in general. "Task 9.1 - Stakeholders engagement" aims at deploying communication tools including a website for transparent information and active publicity, an official forum to support the community and an open-source collaborative development and exploitation framework of the developed tools. This document presents the first step in achieving website's launching.

One of the main important selected channels for the dissemination and communication of the performed work, results and impact of the ongoing activities of the DTOceanPlus project is a project dedicated website. This dedicated website has been produced at the beginning of the project and will be updated throughout the whole life of the project, including updated information about the project, news, events, and downloadable material.

The web for the DTOceanPlus project has been designed considering the previously defined visual criteria identity. The website will be linked from and to the partners' website and relevant scientific communities. The website is also a threshold for social media links.

The website will be available online by 31st July 2018 and accessed at www.dtoceanplus.eu.

The web portal is expected to attract individual visitors as well as stakeholders with an interest in Ocean Energy and will constitute an important source of information for public authorities, relevant to their decision making. Academic and technical audience will also have the opportunity to benefit from the reports and research data published. The dedicated Publication section will allow readers to download all project dissemination documentation and practical information for expert and non-expert audiences. In addition, journalists will find information sources in the News and Events section, such as press releases.

The website will be subject to standard impact assessment practices through Google Analytics, counting unique visitors, repeater visitors, time spent by visitors and other key factors and following their development over time. Those indicators will be used to enforce changes when required, e.g. results expectations are not being met.

In addition to the selected channels for each target group, the Partners and other interested and supporting stakeholders will use their own communication channels to ensure a wider dissemination and promotion of the DTOceanPlus project among their ranks and collaborative networks. DTOceanPlus will provide useful links to facilitate this dissemination.

2. GRAPHIC CHARTER

2.1 DTOCEAN PLUS LOGO

The DTOcean project logo has been reworked as part of the DTOceanPlus project in order to boost the wave's movement and better integrate the various elements that make it up. The number of colours has been reduced to improve readability.

The different colours codes are indicated in the table below.

TABLE 1. DTOCEANPLUS LOGO COLORS CODES

Pantone CP	CMYK	RGB	WEB
7687 C	100 93 30 25	2 44 95	022c5f
305 C Negative version	61 0 1 0	57 210 255	39d2ff
2985 C Positive version	70 6 10 0	49 180 218	31b4da
BLACK	30 30 30 100	0 0 0	000000

In the case of use on a background, there are three possible options showed on the figure below:

- **Plain white backgrounds**: typography is in deep blue; wave and rotor blades are in positive version of the light blue.
- **Dark backgrounds**: typography is in white; wave and rotor blades are the negative version of the light blue.
- **Complex backgrounds**: typography, wave and rotor blades are in white for a better readability.

FIGURE 1. OPTIONS FOR LOGO ACCORDING TO BACKGROUNDS

For optimal readability and to avoid any disturbance of reading, a clear space is defined around the logo. This area is determined by a space which is equal to three times the full typography as showed in the figure below.

FIGURE 2. CLEAR SPACE AROUND LOGO

2.2 DOCUMENTS TEMPLATES

A set of templates was prepared for documents that will be produced in the framework of DTOceanPlus using Corbel typography:

- Minutes of the meeting
- Technical note
- Internal work package progress
- Deliverable
- Presentation

3. STRUCTURE OF THE PROJECT WEBSITE

3.1 OVERWIEW

The project website has been set up under the address www.dtoceanplus.eu. As WP9 Leader, France Energies Marines (FEM) is the responsible for the website hosting, website design, correct functioning and contents update. The domain will be kept registered for at least 2 years beyond the project's end date.

The website of the project has been developed in English, understanding that not only is it the official language of the project, but also the main communication language if the technology must reach a wide audience.

DTOceanPlus website has been designed to quickly address the key questions that external visitors to the website are expected to have:

- To highlight the importance of the project in relation to reduce the wave and tidal energies costs **(Why?)**
- To provide a description of the project: European context for wave and tidal energies, relations with DTOcean project, duration, objectives of DTOceanPlus… **(What?, When?)**
- To present the partners that will perform the work to achieve these objectives **(Who?)**
- To describe the work that will be performed **(How?)**

DTOceanPlus website will also fulfil the following functionalities:

- To serve as a dissemination channel for the different communication materials that will be produced along the project
- To provide material for press & specialised media professionals and to collect the appearances of the project on these media
- To provide information about the events related to wave and tidal energies, especially those events in which DTOceanPlus participates.
- To serve as a connection channel to social media networks as LinkedIn…
- To provide a contact for asking information, send comments, suggestions…

3.2 DTOCEANPLUS WESITE STRUCTURE

DTOceanPlus website main menu has the following structure:

- **About DTOceanPlus** (Why?, What?, When?): European context for wave and tidal energies, relations with DTOcean project, duration, objectives of DTOceanPlus…
- **Project Structure** (How?): objectives and description of the work that will be performed for each work package
- **Tools** (What?): tools developed in the framework of DTOcean and DTOceanPlus (software, source codes, tutorials) and a blog to share experiences
- **Publications**: dissemination material, deliverables, scientific publications, research data
- **Partners** (Who?): consortium members and two US institutions that are also part of the project

- **News:** short articles and press releases giving information about events, projects main steps…

Main menu will be performed through a bar menu in the header of the website. This bar menu will have a drop-down feature allowing a quick cess to lower hierarchy levels.

DTOceanPlus website secondary sections are listed below:

- **Contact**: contact form
- **Search**: tool for quick accesses
- **Social media**: link to LinkedIn
- **Newsletter subscription**: to subscribe to newsletter and projects updates
- **Site map**
- **Tools for partners**: links to Tecnalia SharePoint, Development platform, website back office, EU portal access
- **Tools**: shortcuts to tools developed in the framework of DTOcean and DTOceanPlus
- **Legal notice**: disclaimer notice, copyright notice, contact details of the website editorial and technical coordinator, the website designer and the website operator
- **Privacy policy**: types of collected data, use of data, transfer of data, disclosure of data, security of data, service providers, links to other sites, children's privacy, changes to this privacy policy
- **Cookies**: form to change cookies set up

According to web usages, some of the secondary sections will be accessible from the header of the website and the remaining secondary sections will be accessible from of the footer of the website.

FIGURE 3. HEADER OF THE WEBSITE

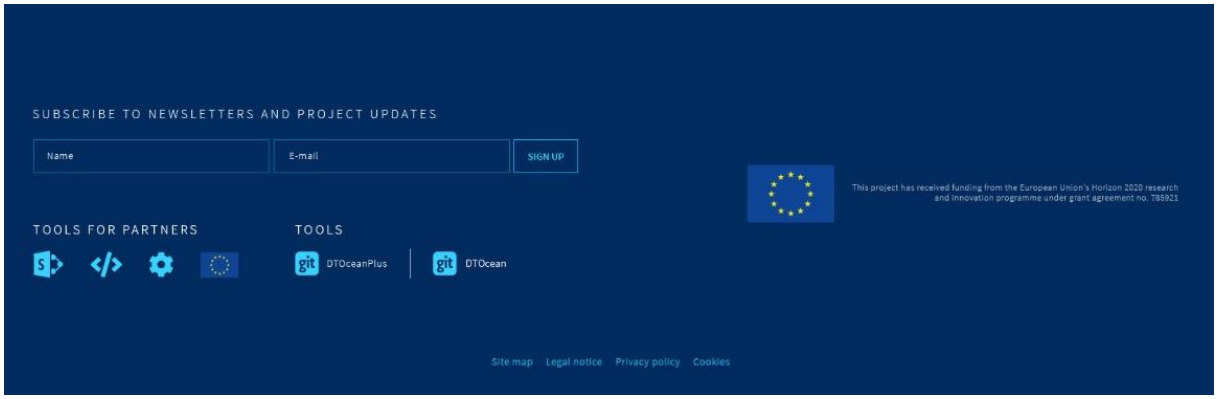

FIGURE 4. FOOTER OF THE WEBSITE

3.2.1 ZONING OF THE CORE OF THE HOME PAGE

The core of the home page will be divided in 5 areas:

- **Teaser** area: main message regarding the project and illustrations
- **Project** area: introduction to the project and diagram of the project structure
- **Publications** area: 3 last publications and a button with an access to the 'Publications' section
- **News & Events** area: 4 last news and buttons with an access to the 'News' section
- **Partners** area: all partners logos with a ling to their websites.

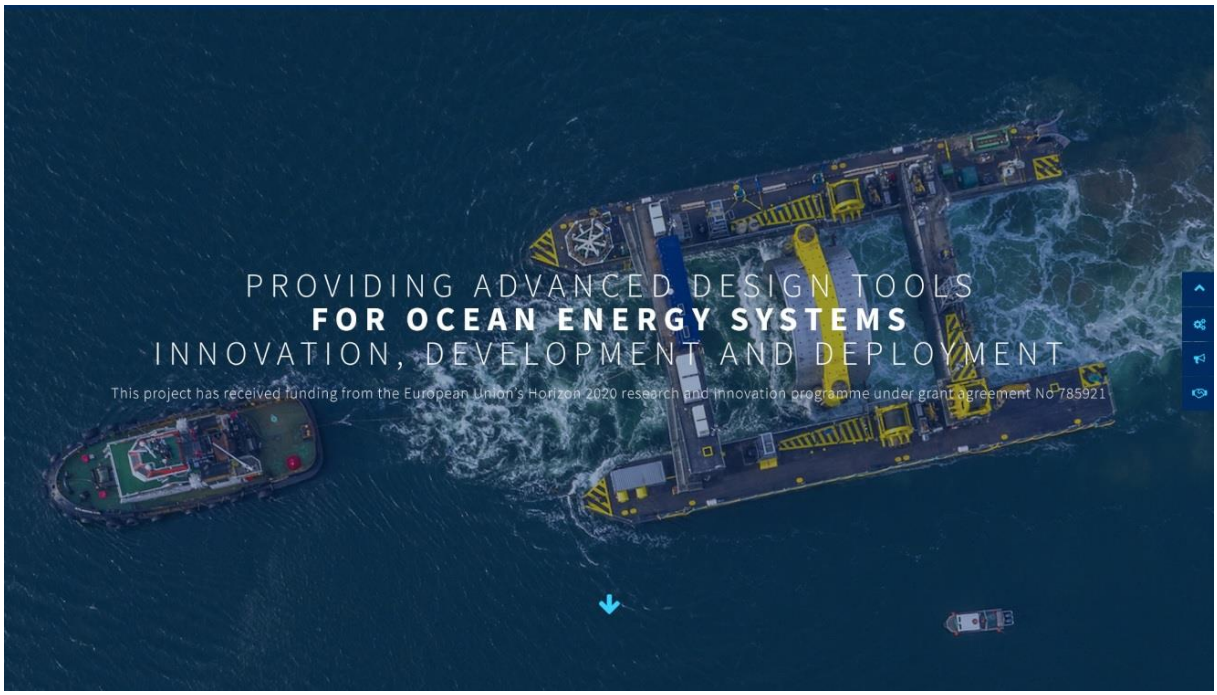

FIGURE 5. TEASER AREA OF THE HOME PAGE

FIGURE 6. PROJECT AREA OF THE HOME PAGE

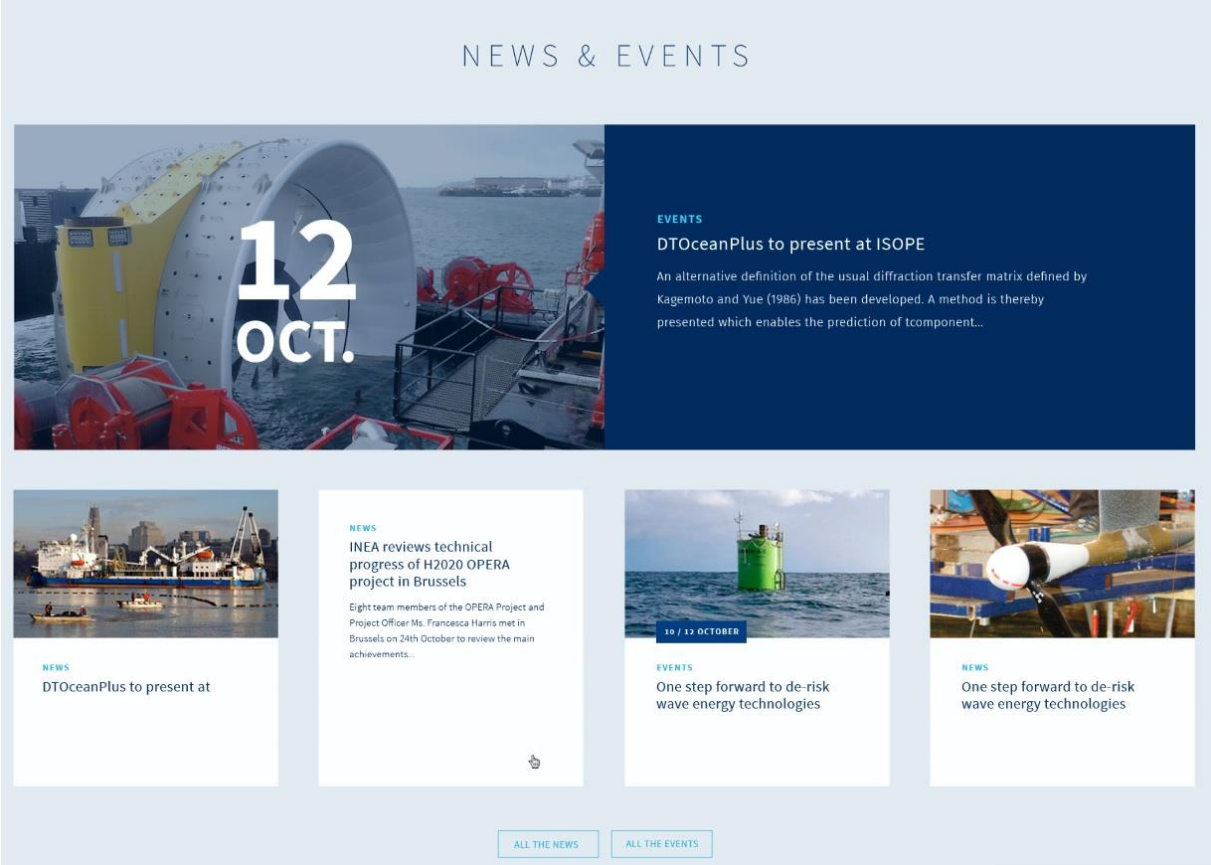

FIGURE 7. NEWS AREA OF THE HOME PAGE (EXAMPLE GIVEN WITH DTOCEAN NEWS)

FIGURE 8. PUBLICATIONS AREA OF THE HOME PAGE (EXAMPLE GIVEN WITH DTOCEAN PUBLICATIONS)

FIGURE 9. PARTNERS AREA OF THE HOME PAGE

3.2.2 TEASER AREA OF THE HOME PAGE

This area can be considered as the showcase of the website. According to this idea, it has to be powerful and appealing. A short sentence that summarizes the project is written in capital letters: **PROVIDING ADVANCED DESIGN TOOLS FOR OCEAN ENERGY SYSTEMS INNOVATION, DEVELOPMENT AND DEPLOYMENT**. The background of the text will be either a slider of images selected for their graphic quality and related to the project theme, or a didactic video when this one will be set up.

3.2.3 ABOUT DTOCEANPLUS SECTION

This section is accessible from the bar menu in the header of the website and also from the 'Project area' of the home page. It will mainly remain static throughout the project. It is divided in 3 subsections:

- **Description**: it defines the project framework and presents the overall concept highlighting the key messages of the DTOceanPlus project;
- **Objectives**: it presents the main objectives of the project;
- **Exploitable results**: it gives a global overview of tools that will be produced in different work packages and has a link to the 'Tools' section for further information.

3.2.4 PROJECT STRUCTURE SECTION

This section is accessible from the bar menu in the header of the website and also from the diagram of the 'Project area' of the home page. It will mainly remain static throughout the project. It is divided

in 9 subsections which correspond to the 9 work packages of the project. Each subsection is structured as below:

- Number and title of the work package
- Overall description of the work package
- Specific objectives of the work package
- Tasks to be performed in the work package
- Partners involved in the work package.

3.2.5 TOOLS SECTION

This section is accessible from the bar menu in the header of the website. It is divided in 2 subsections: 'DTOcean tools' and 'DTOceanPlus tools'. Each subsection is structured as below:

- Software: download button
- Source codes
- Tutorials: Videos, AAQS, Google Group.

Each subsection also has a link to a blog for the exchange of feedback on the use of DTOcean and DTOceanPlus tools.

3.2.6 PUBLICATIONS SECTION

This section is accessible from the bar menu in the header of the website and also from the 'Publications area' of the home page. This section of the project website presents different outcomes of the DTOceanPlus project. They will be updated as new public results are produced. Different publications categories can be accessed and downloaded here:

- Dissemination material: leaflet, roll up, presentations…
- Project reports
- Scientific communications
- Research data.

3.2.7 PARTNERS SECTION

This section is accessible from the bar menu in the header of the website and also from the 'Partners area' of the home page. This section contains information about the partners involved in the DTOceanPlus project. Each of the partner's logo provides a link to the partner's homepage in order to provide the user with more information on the partner expertise and activities. This part of the website will also be static, except in the case of partner changes in the project.

3.2.8 NEWS SECTION

This section is accessible from the bar menu in the header of the website and also from the 'News area' of the home page. The purpose of this section is to show dynamism of the project, to highlight the events related to the project and the significant actions of the partners within the framework of the project. It provides material for press and specialised media and will collect the appearances of the project on these media. This section will be updated as often as necessary throughout the project lifetime. Each news has an extract that involves a link for the full piece of news.

FIGURE 10. TEMPLATE FOR NEWS

4. TARGET AUDIENCE, MAIN MESSAGES AND MONITORING OF THE PROJECT WEBSITE

4.1 PURPOSE

The website (www.dtoceanplus.eu) will be the primary information source for several DTOceanPlus target groups. As a primary communication tool, the website address will feature in all project's communication material. The purpose of the website will be to proactively promote the project and its final results by providing targeted information to various audiences within and beyond the project own community.

4.2 TARGET AUDIENCE

The website is addressed to the three main target groups of the DTOceanPlus project as shown in the following table.

TABLE 2. DTOCEANPLUS TARGET GROUPS

Target groups	Subgroups
Users of the designed tools	▫ Technology developers ▫ Project developers, ▫ Public funding bodies ▫ Private investors
Other key stakeholders	▫ Policy makers ▫ Regulators ▫ Standards bodies ▫ Insurance providers ▫ Other actors in the supply chain
General public	▫ Environmental NGOs ▫ Citizen organisations ▫ Students ▫ Individual citizens

The website will be provided with different targeted information to match the particular interests and needs of each target group and subgroup.

4.3 MAIN MESSAGES

DTOceanPlus project will accelerate the commercialisation of the ocean energy sector by developing and demonstrating a 2nd generation of open source suite of design tools for the selection, development, deployment and assessment of ocean energy systems (including sub-systems, energy capture devices and arrays).

The integrated tools will be demonstrated in the setting of real world technology deployment projects, with access to these projects being provided by the project's industrial and commercial partners. The project will create a set of digital models which will also provide a common language for the entire ocean energy sector.

DTOceanPlus integrated tools will reduce technological and financial risks and will improve cost effectiveness of ocean energy technologies.

4.4 MONITORING

Adequate indicators to measure the impact of the dissemination carried out through the website channel have been defined. Next table presents the minimum objectives to be achieved and the indicators for measurement of success. In case the objective is not fulfilled a contingency plan is considered.

TABLE 3. DISSEMINATION IMPACT WITH WEBSITE CHANNEL

Indicator	Objective	Contingency plan
No. of monthly visits	300	Promoting the web site in social media (e.g. LinkedIn groups) and e-mail (e.g. Newsletter to target groups)
Duration of visits	2 min	Re-organize the web site to make it easier to find relevant items Upload more attractive content
No. of downloads per month	20	Partners will foster downloads within their networks
No. of references from external web pages	10 (excluding partners)	Contact ocean energy associations and strategic initiatives to promote the site

CONTACT DETAILS

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www.dtoceanplus.eu

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