

Website & Social Media Channels

Deliverable 9.5 and Milestone 11

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Technical References

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- ¹
- PU = Public
 - PP = Restricted to other programme participants (including the Commission Services)
 - RE = Restricted to a group specified by the consortium (including the Commission Services)
 - CO = Confidential, only for members of the consortium (including the Commission Services)

Document history

V	Date	Beneficiary	Author
V0.1	31.03.2021	ESCI	María Teresa López B.



Summary of Deliverable

The present deliverable is “DEC” in nature, i.e. it is not a report. For convenience, we provide a short report below about the structure and the features of the iWAYS website and the iWAYS social media channels on LinkedIn and Twitter.

The iWAYS website is set up along with the details of Task 9.4 of Annex 1 “Innovation Action” of the Grant Agreement and the rules governing the Consortium Agreement signed by the partners.

Disclaimer

This publication reflects only the author's view. The Agency and the European Commission are not responsible for any use that may be made of the information it contains.



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1 iWAYS project website design, structure and implementation

The overall objective of the dissemination and communication activities is to ensure that the iWAYS project website, set up at the very beginning of the project, is the entry point to the iWAYS work and achievements for both: the scientific and professional communities and other stakeholders' categories including end-users and the general public. It contains all the institutional information about the iWAYS project. Besides that, the website acts as a communication and dissemination channel for the project's results and for the involvement and enlargement of the stakeholder's community.

The share point for the iWAYS partners, containing all institutional information including working documents -although it is also managed by ESCI- is completely independent of the website and it is not part of this deliverable.

A choice between several options for the domain name resulted in the following domain: <https://www.iways.eu/>. The domain name has been reserved in December 2020.

The website is managed by ESCI and all partners must contribute to the contents. The technical infrastructure of the site is developed by ANAXIMANDRE, who is also responsible for maintenance, hosting and search engine optimization (SEO). Statistics about visits and visitors of the website will be available in regular intervals.

The navigation within the website is easy and straightforward with pages accessible from the home page and subpages, within the pages. At the current stage of the project, the website will be launched with a light but essential structure that could be enhanced and enlarged as more contents are generated by the project.

The main structure and the main features of the iWAYS website are presented in Subchapters below.

The technical infrastructure and the graphical interface of the iWAYS website were set-up at the very beginning of the project and approved by the coordinator and the scientific-technical director. The website is structured in a homepage and six main sections.



1.1 Structure

The website is structured in a homepage and six sections:

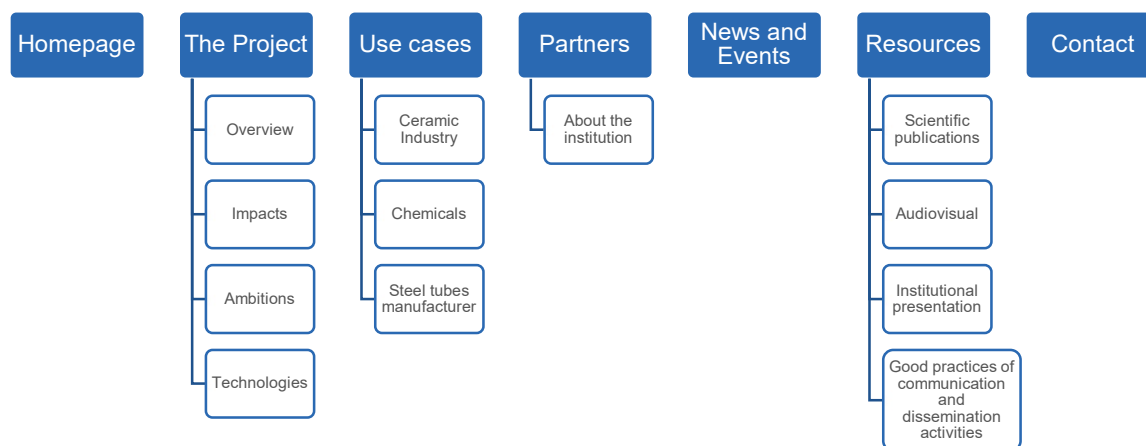


Figure 1 iWAYS website structure

1.2 Homepage

The main elements of the homepage have been developed in order to give the site visitors a concise and short overview of the iWAYS project, as well as to facilitate easy access to information.

The top part provides the general concept of the project over a video loop of an industrial chimney, as stated in the Grant Agreement the white plumes from the industry's chimneys are not only the symbol of the industry but also the main focus of the iWAYS proposed solutions to recover resources.

Further down the three elements that are going to be recovered: Water, Heat and Material

Scrolling further down, there is an infographic with the scheme of the project concept and approach. After a section with the latest news and articles related to the project and the recent Tweets are displayed, so that viewers can quickly review the latest Twitter feeds and subscribe to it if they want.

The next section is a map with the countries involved, the partners for every country and the distinction of the three industrial partners that are going to be the use-cases.



At the bottom of the homepage are the general concept of the project, links to the social media channels, the EU funding formula text and a link to legal information and the Privacy Policy of the website.

In the future, the homepage will have a pop-up window with the iWAYS introductory video.



Figure 2 Homepage layout (top part)

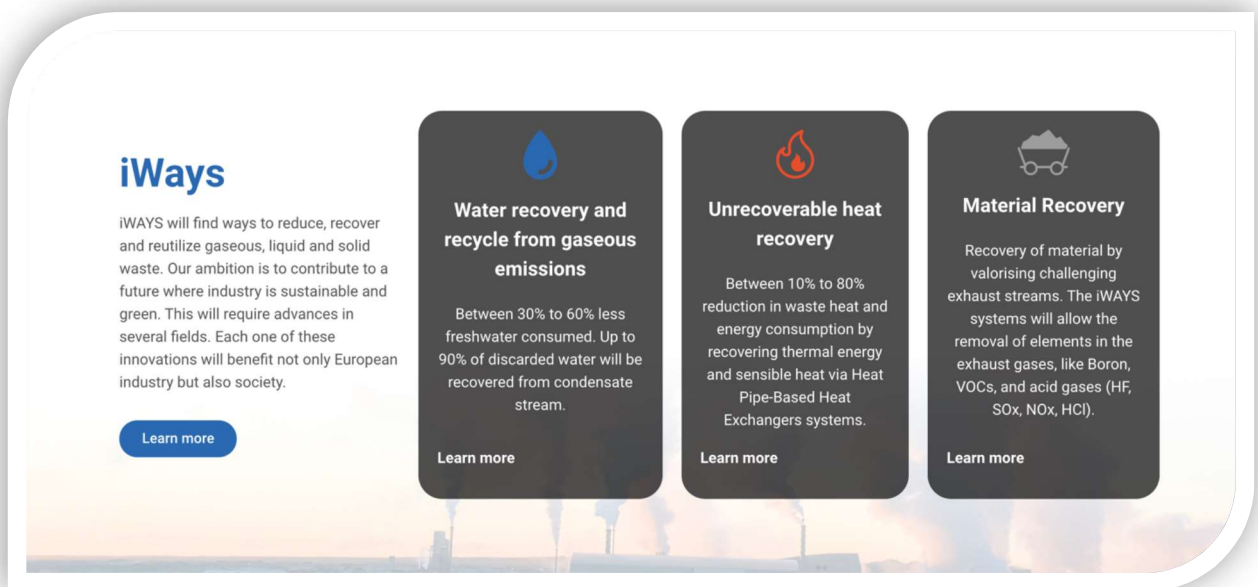


Figure 3 Homepage layout (second part)



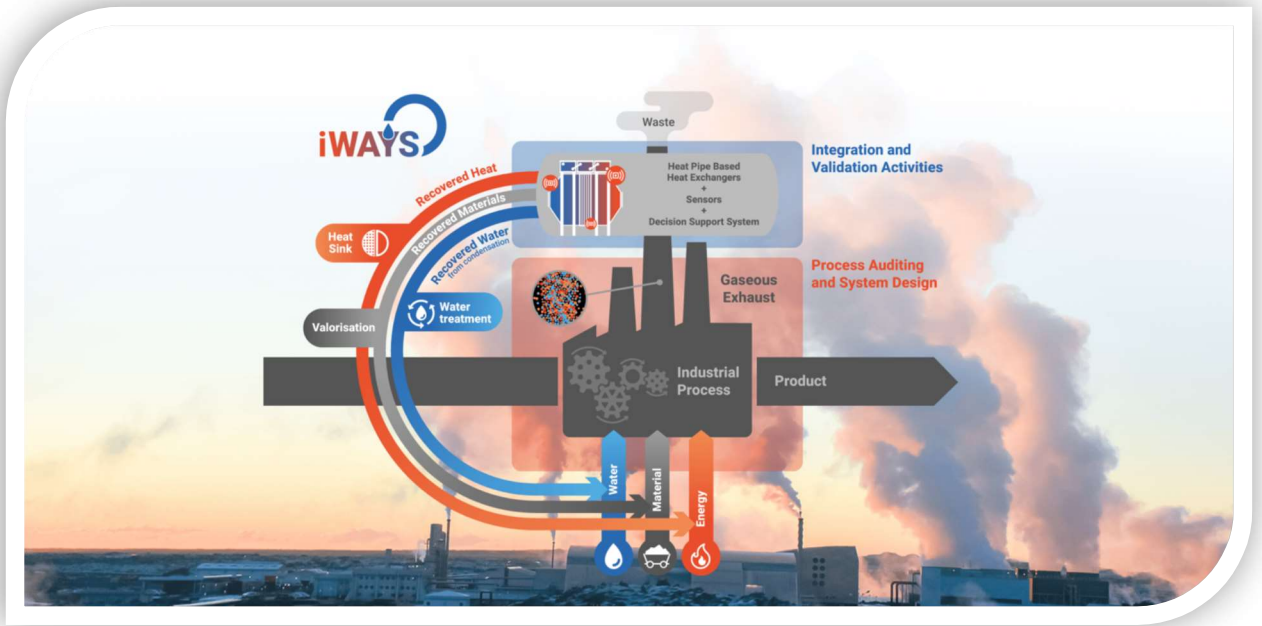
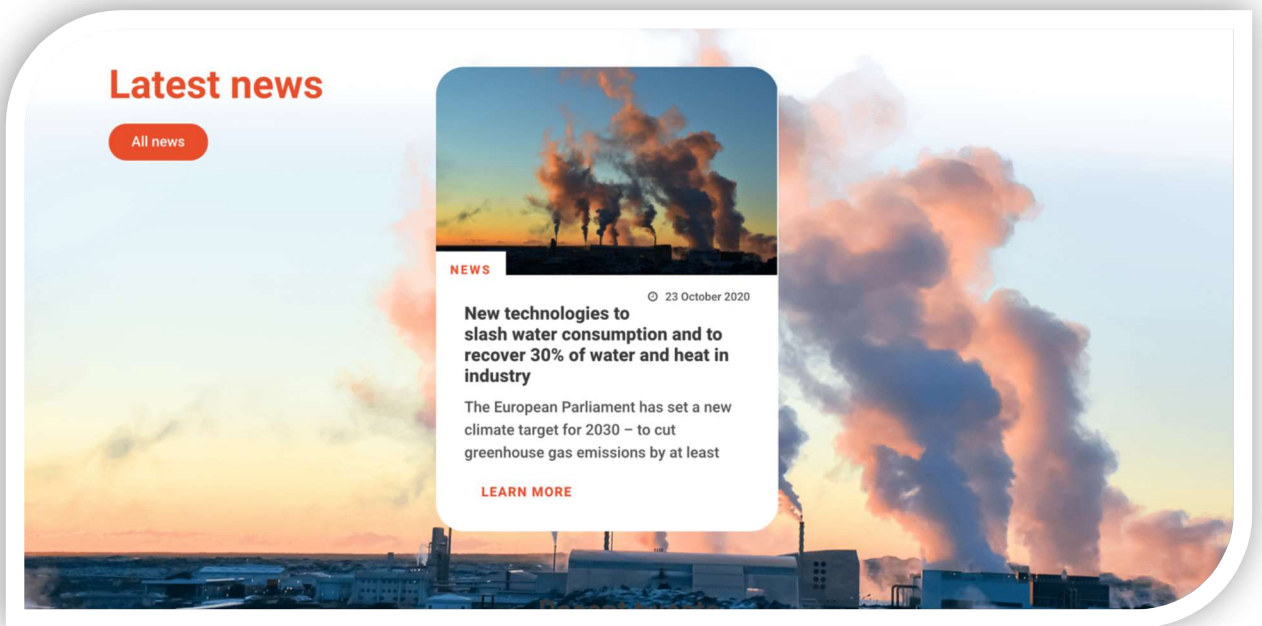


Figure 4 Homepage layout (third part)



The image shows a homepage layout with a 'Latest news' section. A red button labeled 'All news' is visible. The main news article has a header image of an industrial facility at sunset. The text of the article reads: 'NEWS 23 October 2020 New technologies to slash water consumption and to recover 30% of water and heat in industry The European Parliament has set a new climate target for 2030 – to cut greenhouse gas emissions by at least LEARN MORE'.

Figure 5 Homepage layout (fourth part)



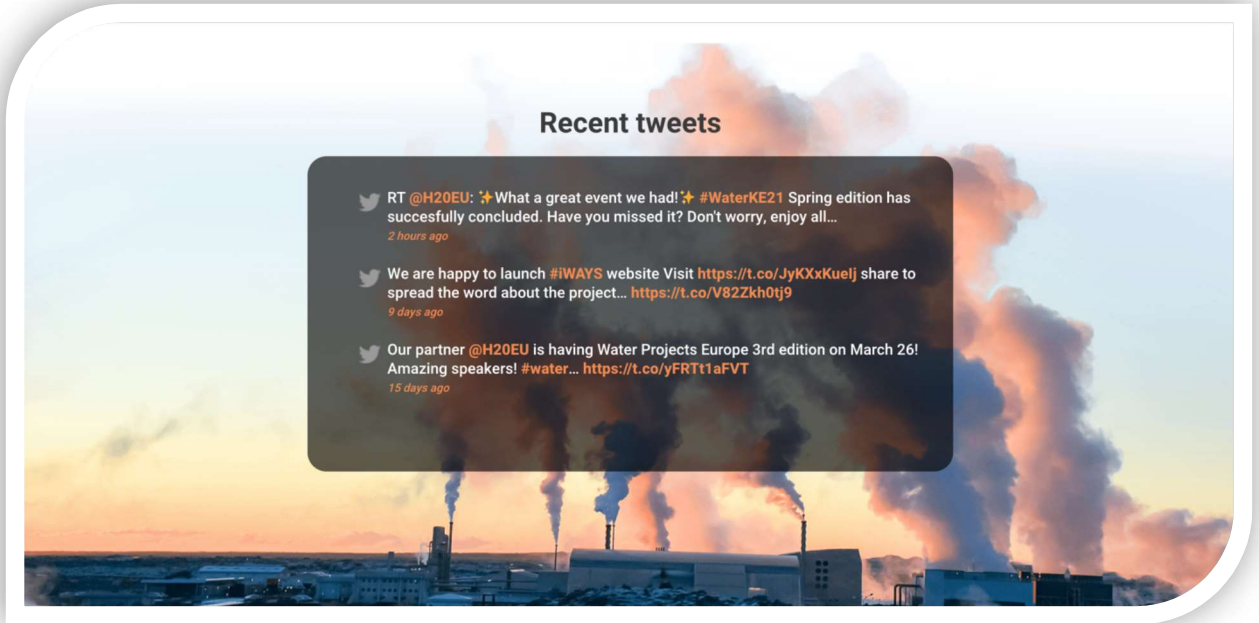


Figure 6 Homepage layout (fifth part)

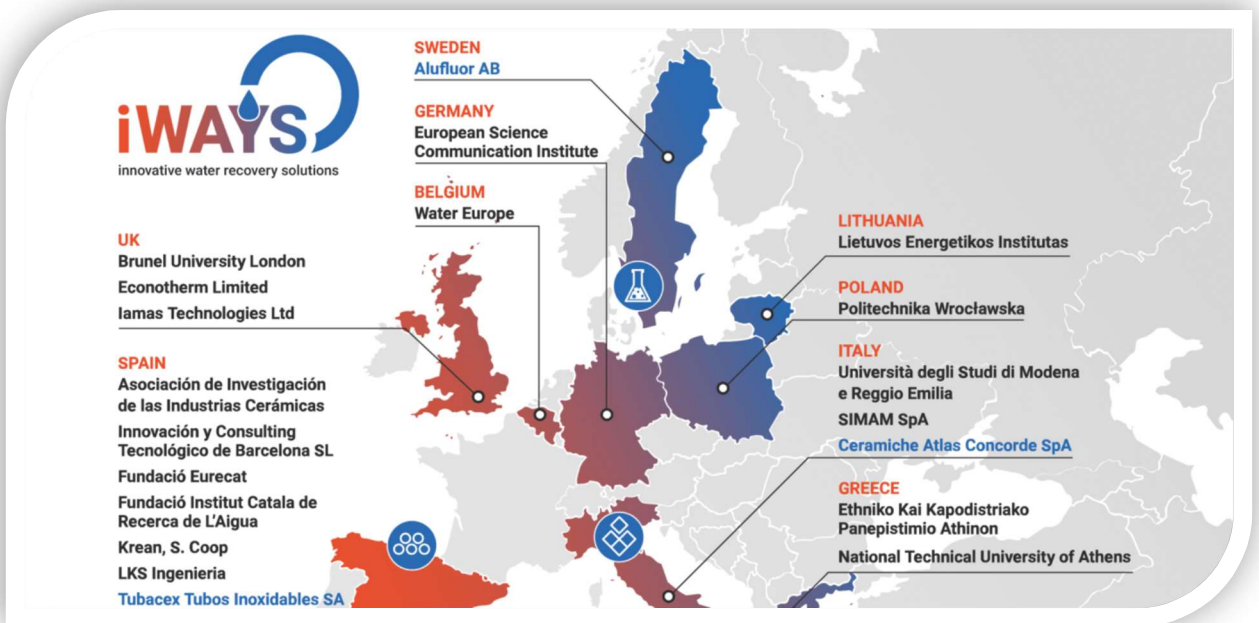


Figure 7 Homepage layout (sixth part)



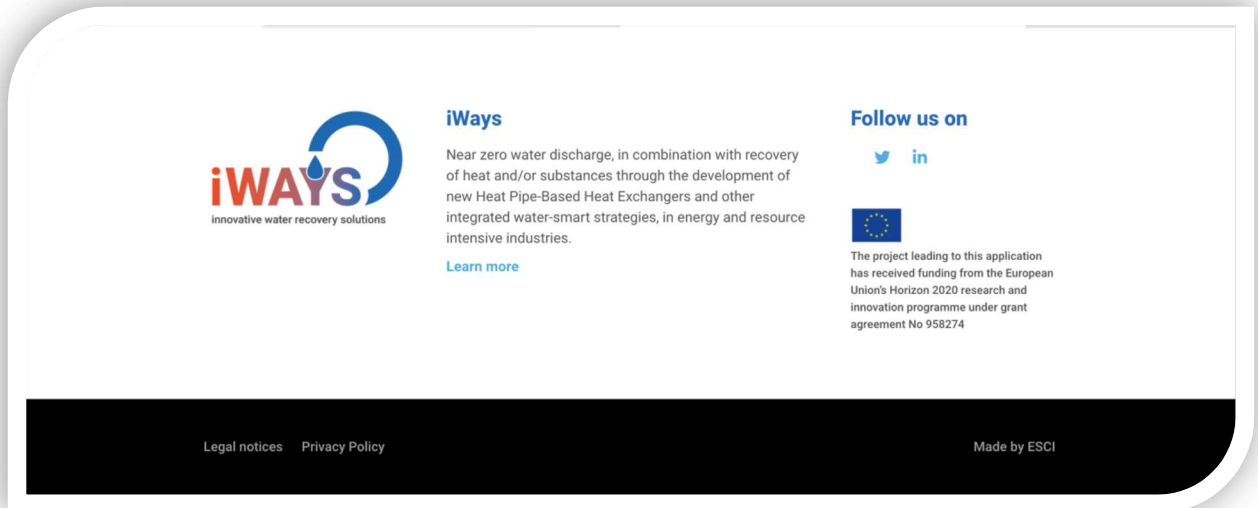


Figure 8 Homepage layout (seventh part)

1.3 The project

The “About” section presents an overview of the project; the seven expected impacts of the project, the six ambitions and the three main technology components of the solutions the project is proposing to industries.

1.4 Use cases

The “Use cases” section presents the three industrial sectors where the solutions are going to be tested: ceramic, chemicals and steel tubes manufacturer together with the pictures of the final products those companies sell to the final consumer.

1.5 Partners

The “Partners” section includes a text about every organization of the iWAYS consortium, together with its logo and a link to its website.

1.6 News and Events

The section “News & Events” currently includes just one press release; but as the project progresses it will include other press releases, news, journalistic articles, interviews and events related to the project. It will be updated often with new



information in order to keep the audience aware of the project's progress. ESCI in cooperation with the coordinator and / or project partners will feed the News sections.

1.7 Resources

In this section will be included scientific publications, the institutional PowerPoint presentation, the audio-visual pieces and the Good practices of communication and dissemination activities.

1.8 Contact

This section provides information about the email addresses where website users can address in order to establish contact with the project consortium, such as the contact details to the coordinator, the scientific director and media partner.

2 The iWAYS LinkedIn page

LinkedIn targets career-minded professionals, who are interested in the project, and prefer to follow this social media, rather than using Twitter or visiting the website regularly. Even before the Kick-Off meeting, in December 2020, the LinkedIn page of iWAYS has been set up.

The address to the LinkedIn page is <https://www.linkedin.com/company/iways-water-eu>. The first post was published on 4th December 2020, announcing the start of the project and the Kick-Off meeting and the second on 7th December 2020 sharing the first press release.



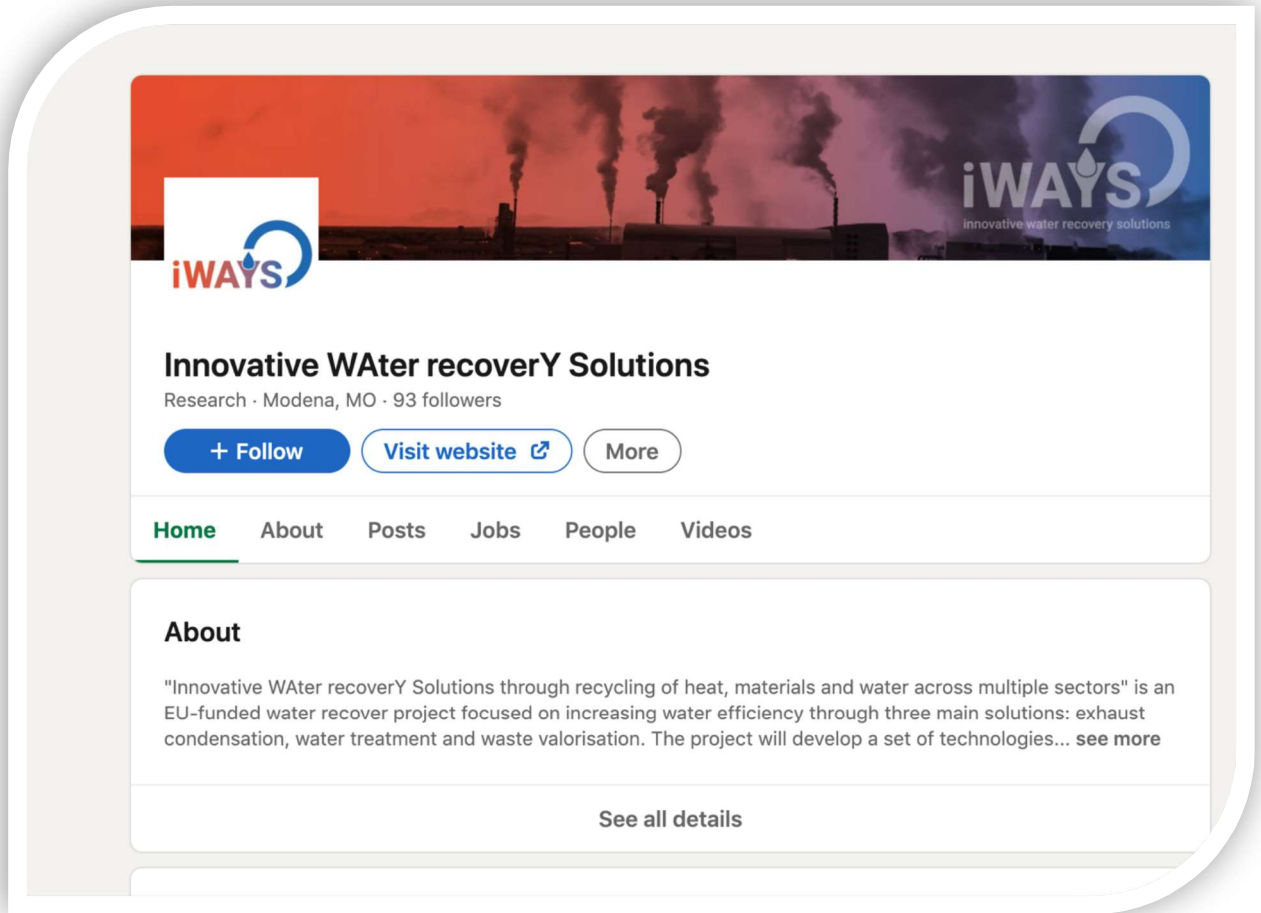


Figure 9 iWAYS LinkedIn page



3 The iWAYS Tweeter feed

Twitter allows members to network via 280-character messages or tweets. The Twitter channel for the iWAYS project was established in December 2020. The chosen address is [@iwaysWaterEu](https://twitter.com/iwaysWaterEu). The first tweet was announcing the project start, and the Kick-Off meeting, on 4th December 2020. The partners were encouraged from the Kick-Off meeting to react and re-tweet the iWAYS news, which has resulted in a steady increase in activity.



Figure 10 iWAYS Twitter profile

