

H2020-NMBP-ST-IND-2018-2020- GA 958218


PLUG-AND-USE RENOVATION WITH ADAPTABLE LIGHTWEIGHT SYSTEMS



D9.1 PROJECT WEBSITE DEVELOPMENT

Version: 0.2

	Name	Date
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Reviewed and approved by	Consortium Steering Committee	15/12/2020

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Distribution list

External		Internal	
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Change log

Issue	Date	Pages	Remark / changes	Pages
0.1	14.12.2020	18	First issue by FENIX TNT	All
0.2	14.12.2020	18	WP leader review by FENIX TNT	All
1.0	15.12.2020	18	Approved final version by the Steering Committee	All

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Table 1: lorem ipsum..... **Error! Bookmark not defined.**

Terms, definitions and abbreviated terms

GA	Grant agreement
D	Deliverable
T	Task
WP	Work Package
KPI	Key Performance Indicator
CMS	Content Management System

1. Executive summary

The deliverable D9.1 Project website development is a public document of the PLURAL project, delivered in the context of WP9 Dissemination, Communication and Training, task 9.1 Dissemination and Communication. The objective of task T9.1 is raising awareness and promotion of project results to potentially interested stakeholders and targeted audience across industry groups, geographical markets, academic community and wide public. In order to spread awareness about the project and its results, task leader (with all partners' contribution) will create the Dissemination and Communication Plan at the beginning of the project. This document presents the first step in the partial objective of developing and deploying a Communication and dissemination plan: the PLURAL project website, accessible to the wide public all around the world.

As a first step, the logo of the project, dictating the visual identity, was developed along with a brand manual. Once that was ready, an entire project website was constructed utilizing the visual identity. The website is available online and can be accessed at <https://www.plural-renovation.eu/>.

The website is not intended to be static. Especially the “News & Events”, “Gallery” and “Documents” sections will be updated and managed once a month (or whenever needed) by the Dissemination leader - FENIX based on the partners' inputs and project's development. The other content of the project website is planned to be updated minimum three times per project, reflecting the project's main achievements, technical development, new videos, etc.. The website runs on a CMS (Content Management System) which allows the Dissemination leader to update the website flexibly without the need of coding. Different audiences are being considered and the information while technical and complex, has been streamlined and presented in a way that is accessible by wide range of stakeholders. An initial version of PLURAL project website has been designed, provisioned and published at month M3. The site is hosted by FENIX – WP9 leader, under the domain www.plural-renovation.eu.



2. PLURAL visual identity

Visual and graphic point of view allows an easier identification for the public as well as an improved visibility to allow the PLURAL project to obtain a brand status during the dissemination activities.

PLURAL logo was created by FENIX at M1, in order to define a clear and consistent project identity. Project logo can be used in the following cases:

- in all documents developed under the framework of the PLURAL project; in documents to be submitted to the EC (e.g. deliverables)
- in all promo material developed for communication and dissemination purposes under the framework of the project, e.g.: PowerPoint presentations, leaflets, brochures, videos, etc.;
- on PLURAL website, and on the websites of project partners with a link to the project website

Brand manual was developed in order to help project partners and the public to correctly use the logo. The PLURAL website respects the brand manual, i.e. the chosen colors, typography, etc.

Logos and logo manual are stored on the project website: <https://www.plural-renovation.eu/documents/promo-materials/logos>

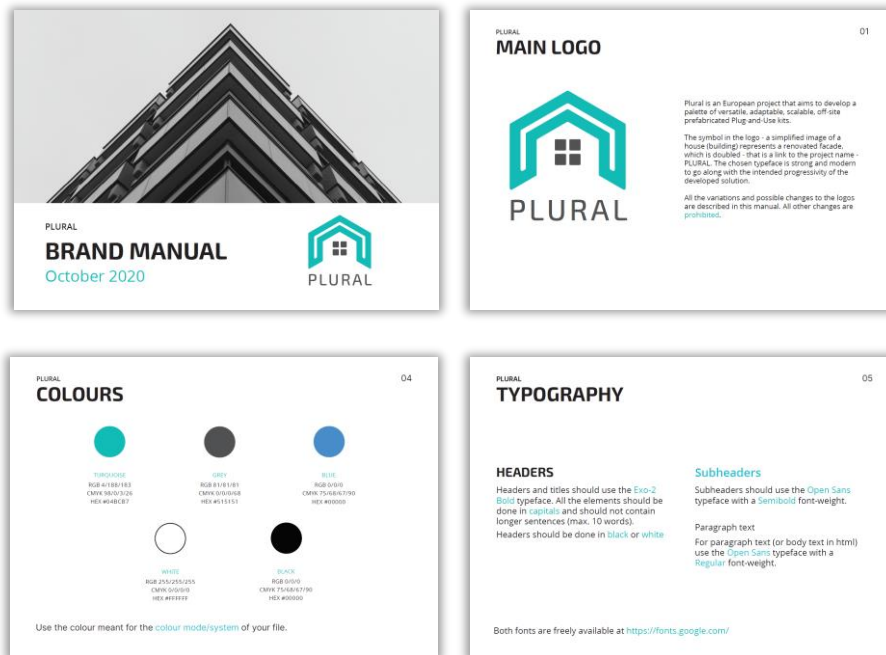



FIGURE 1: PLURAL BRAND MANUAL

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3. Webdesign, webhosting and domain

The PLURAL project website has been created during the early project stage and launched at month M3 under the www.plural-renovation.eu domain. Webhosting and domain were bought by FENIX through the WEDOS provider. For the website, the following programming languages were used: html, php, database MySQL and JavaScript. The website runs on a dedicated CMS system. An info e-mail “info@plural-renovation.eu” was created to be further used as a main point of contact for the public, social network profiles registration, newsletter campaign, etc. E-mail address is maintained by FENIX and is being forwarded to the project coordinator.

4. Website description

The website has been designed by FENIX and the main aim is to quickly address the key questions that external visitors to the website are expected to have:

- What is the project about?
- Who is participating in the project?
- What additional details are available?
- Who to contact for more information?

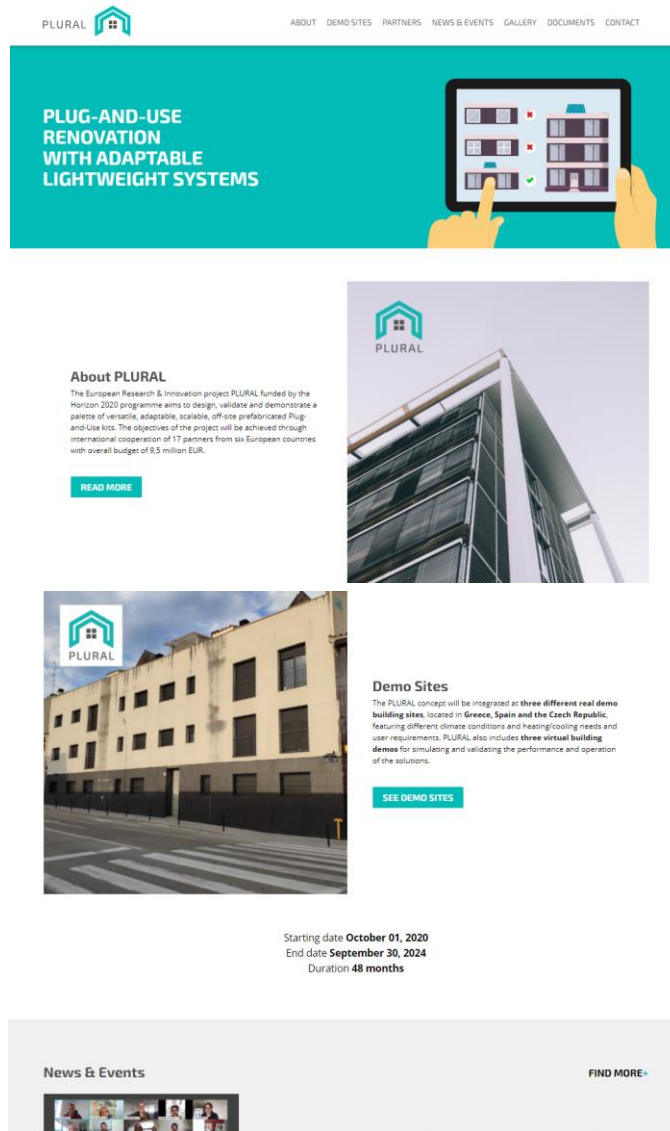
The website itself contains the following information:

- general information about the project and demo sites,
- partners' details – logos and website links
- list of news and events,
- all public material that is generated by the project,
- links to social network profiles, twitter feed in real-time,
- newsletter subscription,
- contact information,
- gallery and videos.

4.1 Home (index) page

The “Home” page of the PLURAL website contains basic information about the project. The upper part of the page consists of PLURAL logo and the menu, which has seven sections (About, Demo sites, Partners, News & Events, Gallery, Documents and Contact). The home page shows a header – title image with text “PLUG-AND-USE RENOVATION WITH ADAPTABLE LIGHTWEIGHT SYSTEMS” and the header is being shown on all sections of the website. This visual element is followed by a tile-based “highlights”, which are editable, summarize the project’s main features and link to related sections of the website (About and Demo sites). The “highlights” are being followed by News & Events, the three most recent articles are being aggregated from the dedicated

News & Events section. This element is being followed by a real-time Twitter feed and will be accompanied by a real-time Instagram feed. After the social media feed, there is the Footer, which is present in all sections of the website and it contains: links to the social profiles, newsletter subscription form, project identifiers and EU funding information. The structure of the home page is shown in the Figure 2.



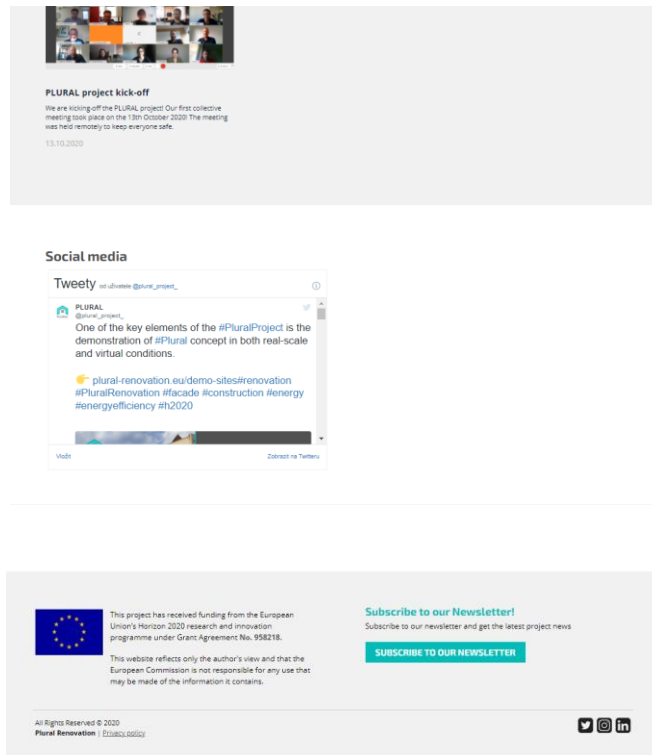
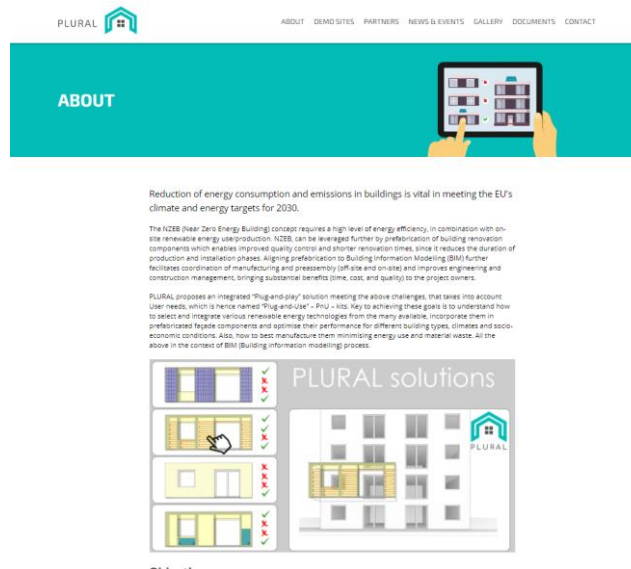



FIGURE 2: HOME PAGE

4.2 About

The “About” page presents the overall project concept, technology and objectives.



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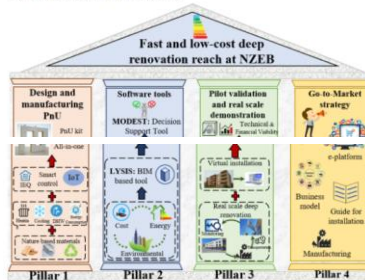
Objectives


PLURAL targets the following objectives:

- 1) Near zero energy consumption of buildings renovated with PnU kits**
 Heat losses through the envelope will be minimized through improved insulation of the façade components, reaching U-values of less than 0.23 W/m²K. Building primary energy consumption will be less than 60 kWh/m², achieved via the optimal design and operation of heating, cooling, ventilation, storage and harvesting components, and the increased share of renewable energy.
- 2) Cost-effective renovation**
 ca. 50% reduction in renovation costs will be achieved through off-site prefabrication, lean manufacturing and construction interactively supported by the BIM based platform and Decision Support Tool.
- 3) Fast-track renovation**
 PLURAL will achieve at least 50% reduction in the time required for deep renovation of e.g. multi-family blocks mainly by reducing the time to design engineering, procurement, logistics, fabrication and site preparation from avg. 5-7 months to 2-4 months. The BIM based platform and the DST will facilitate monitoring the production time of the PnU kits, which will be realized in parallel with the site preparation, allowing to complete the on-site renovation including installation within 3-4 months.
- 4) Environmentally- friendlier deep renovation**
 Aiming at CO₂ emissions 15% less than the current average and 70% material recyclability.
- 5) Flexibility - Adaptability**
 System combinations will allow easy adaptation of the PnU kits to be developed and validated as part of the project to various residential building typologies in all EU climatic zones.

Pillars

- **Pillar 1:** Design and manufacturing of optimized PnU kits
- **Pillar 2:** Development and validation of IT tools
- **Pillar 3:** Pilot validation and real scale demonstration
- **Pillar 4:** Multi stakeholder "Go-to-Market" strategy





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FIGURE 3: ABOUT PAGE

4.3 Demo sites

The “Demo sites” page presents the six demonstration sites of PLURAL project. The demo sites are briefly described and photos have been added. More content will be added based on the project’s technical development – more photos, videos, etc...

PLURAL  ABOUT DEMO SITES PARTNERS NEWS & EVENTS GALLERY DOCUMENTS CONTACT

DEMO SITES




Real-scale demonstration

The PLURAL concept will be integrated at **three different real demo building sites**, located in **Greece, Spain and the Czech Republic**, featuring different climate conditions and heating/cooling needs and user requirements, thus demonstrating the versatility and robustness of the overall concept.


Greece, Athens

The building is protected by Municipality of Voula, Athens (VVV). It was renovated in the 1980s and now is operated as a free of charge shelter for homeless or low-waged families (14 apartments). The building currently has 52 residents. The second floor will be retrofitted.




Spain, Barcelona

Situated in the southwest of the city of Terrassa (Barcelona), the building is composed by two residential blocks, and a commercial space (not included in pilot case). All of them are placed in a "U" form with a common courtyard in the middle. PLURAL solutions will be implemented in one block (18 dwelling).



Czech Republic, Kašava

The "Kašava" multiple dwelling is situated in the North-East part of the Zlín region (ca. 17 km from Zlín). It is composed by 2 flats for the teachers of nearby nursery school and is permanently occupied. The façade is made by 45 cm full brick wall (no insulation). The building is classified as "F" in the energy consumption system used in the Czech legislation. The envelope will be renovated in PLURAL (ca. 400m² façade including windows).




Virtual demonstration

PLURAL includes 3 virtual building demos for simulating and validating the performance and operation of the solutions. The real demonstrators will also be used for their virtual assessment under conditions that differ from the actual ones. The results will be used for establishing best available techniques and guidelines regarding all implementation phases, including shipping, installation, maintenance and decommissioning.


Switzerland, Bern

Multi-family building from 1964 located in Switzerland with low insulation level. Massive construction with monolithic brick. Deep renovation by SwissreNova and SPF in a national pilot and demonstration project called "ProsumerSkin".




Germany, Berlin


Energetic refurbishment of a **detached house** with separate apartment (1965 construction) with natural building materials. Brick masonry 36.5 cm, uninsulated, ext. plaster 1.5 cm, int. plaster 2.0 cm. External wall is ventilated timber façade or insulated and plastered with lime. Mechanical ventilation with heat recovery and PV for electricity generation.



Sweden, Väsbj

A center with a large selection of buildings with **commercial and residential** purpose (usual apartments & apartments for special groups e.g. seniors and youth).





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FIGURE 4: DEMO SITES PAGE

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4.4 Partners

This part of the website contains information about the partners involved in the PLURAL project. It shows each partner’s name, logo and a link to the partner’s homepage. This part of the website will be static, except for the case of a partner change in the project or logo change.

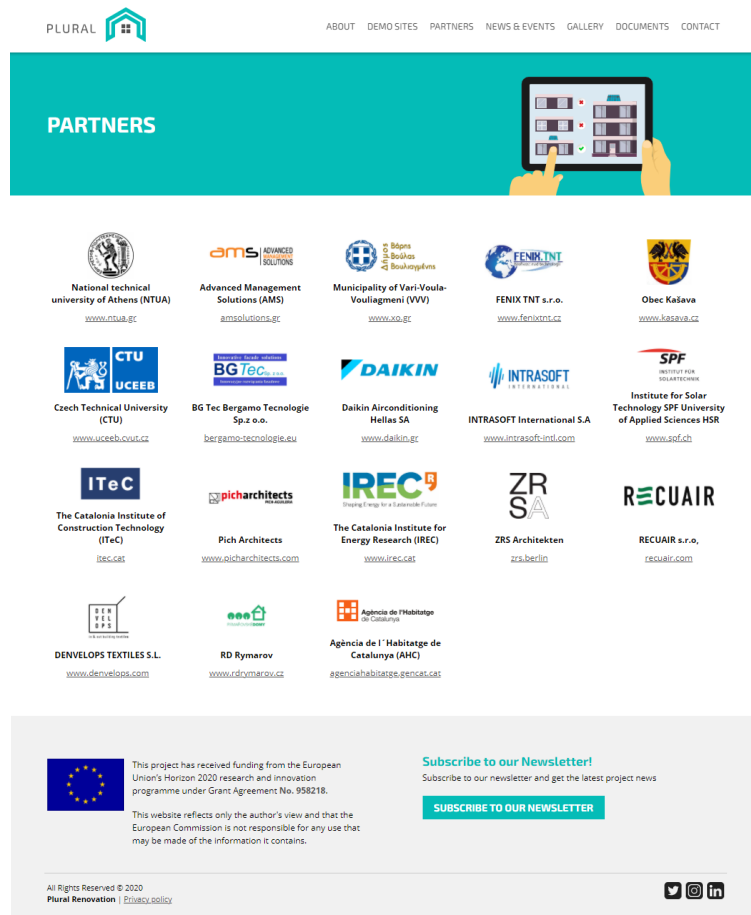



FIGURE 5: PARTNERS PAGE

4.5 News & Events

This page presents a list of news and events, which will include all meetings of the project partners and important events in which project partners participate, such as conferences, fairs, workshops, etc. Short info about the most relevant upcoming news is reflected at the bottom part of the website in Home page.

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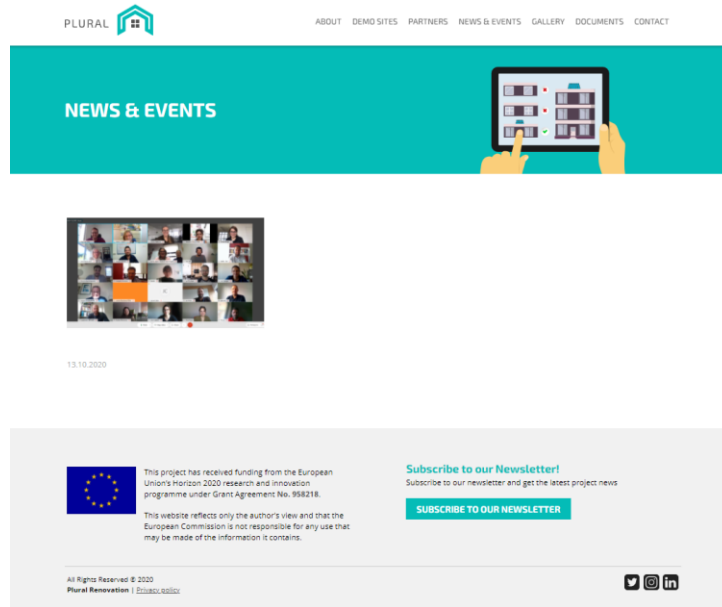


FIGURE 6: NEWS & EVENTS PAGE

4.6 Gallery

Gallery section displays images from meetings, events and shows pictures related to the project. In this section, individual albums are possible to be created for easier viewing and photo organization. At the moment, the page is empty due to the project’s inability to attend dissemination events in the current covid-19 situation.

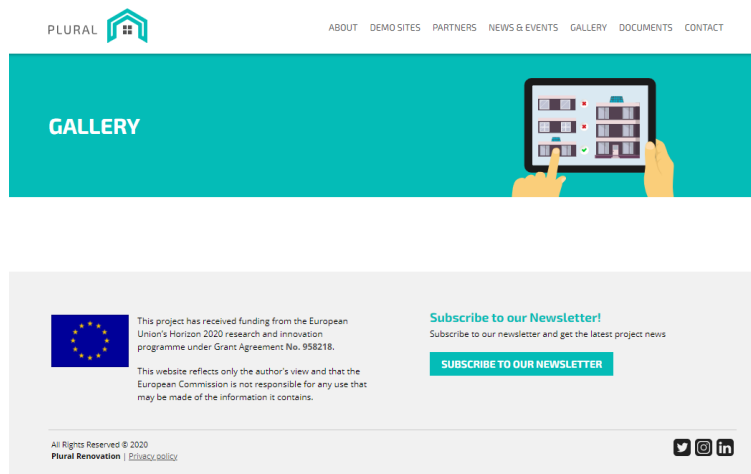



FIGURE 7: GALLERY PAGE

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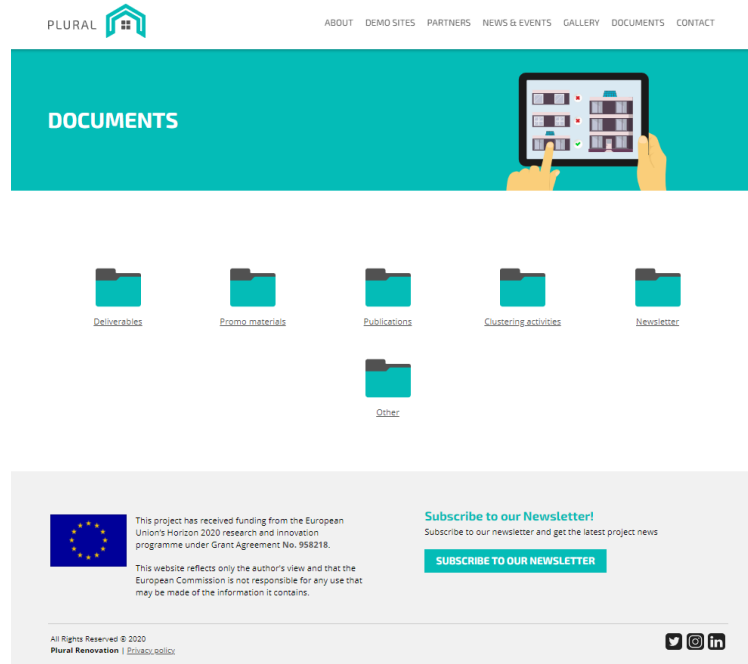



FIGURE 8: DOCUMENT SECTION

4.7 Documents

The “Documents” section is split into subsections:

- Deliverables
- Promo-materials (subsections: Logos, Press Releases, Newsletters, Leaflets, Posters, Presentations)
- Publications (subsections: Scientific Publications, Popularized publications)
- Clustering activities
- Newsletter
- Other.

Subsections can be added based on the project requirements at any time. The Documents page will contain all material that has been published and is thus publicly available (respecting copyright issues).

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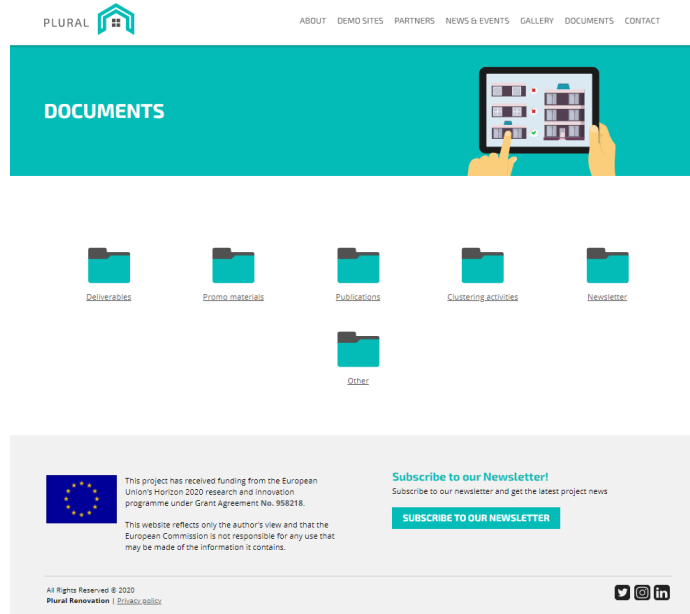


FIGURE 9: DOCUMENTS PAGE

4.8 Contact

The last part of the project website contains the contact information of the coordinator. It is intended for any inquiries by interested parties.

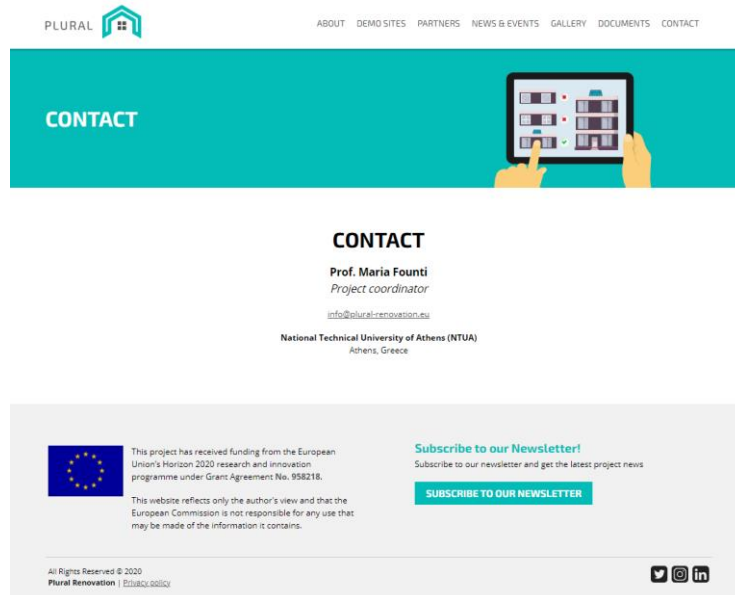



FIGURE 10: CONTACT PAGE

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4.9 Social media and newsletter subscription

Within the social media campaign, social network profiles were created and linked to the project website. The social media profiles are being used and updated weekly from M1. The chosen platforms are: LinkedIn, Instagram and Twitter. The project website also contains an online Twitter feed and an Instagram live-feed is planned.

Newsletter subscription form was created using Mailchimp tool and is connected directly to the contact database, where all subscribers are collected for future Newsletter campaigns following the GDPR policy. The subscription process is designed as single opt-in with Captcha to avoid spammers and fake accounts. Privacy policy of PLURAL project was developed and is available on the website: <https://www.plural-renovation.eu/privacy-policy>.

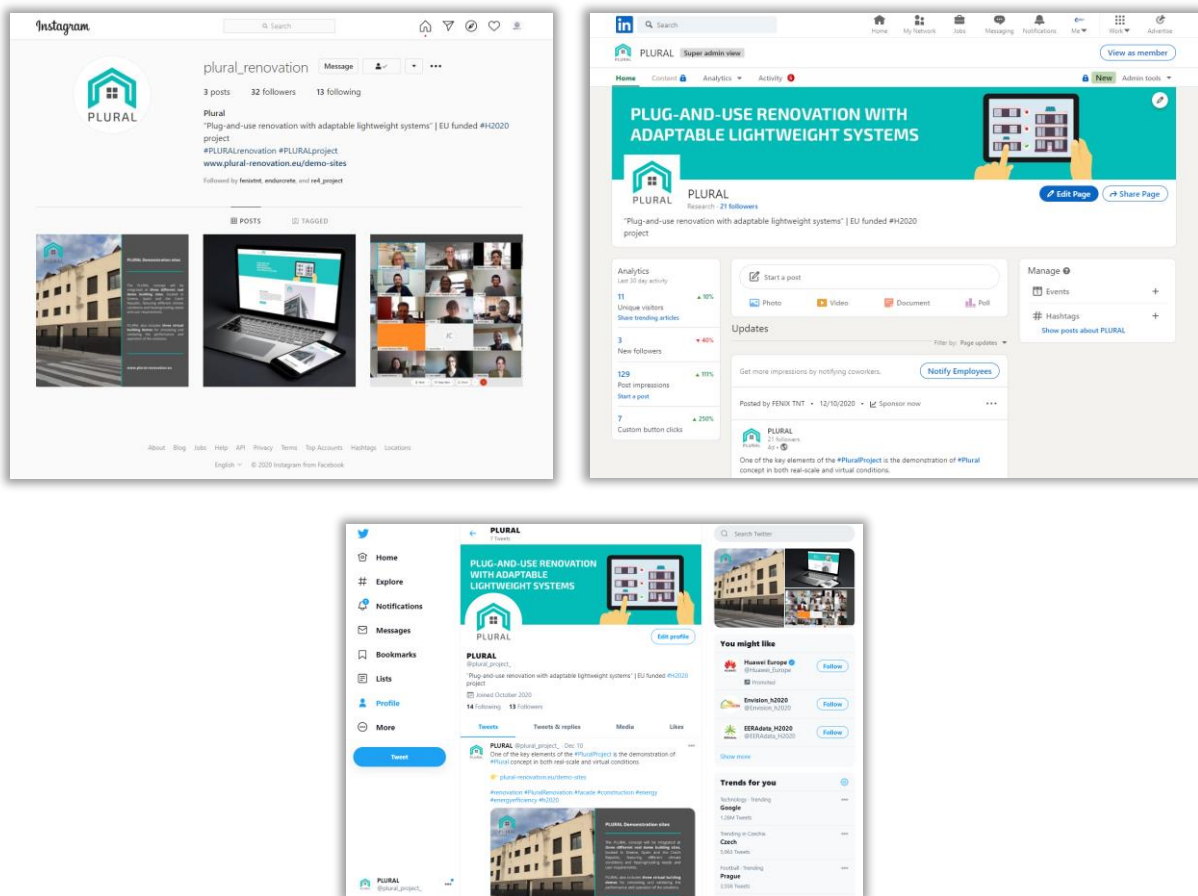


FIGURE 11: PLURAL SOCIAL MEDIA



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* Please, first read our [privacy policy](#)

You are about to subscribe to PLURAL Newsletter and other news.

PLURAL H2020 EU project will use the information you provide on this form to send you a quarterly newsletter and invitations to the project events. You may withdraw your consent at any time clicking the unsubscribe link in the footer of any email you receive from us, or by contacting us at info@plural-renovation.eu. Please let us know if you would like to receive it in your e-mail inbox. By clicking at the consent below, you agree that we may store and process your information in accordance with these terms.

IMPORTANT: If you are under 16, you MUST obtain parental consent before joining our newsletter by email.

Email Address

Consent

I have read and I accept the privacy policy*. I want to receive the News of the project by email

You can change your mind at any time by clicking the unsubscribe link in the footer of any email you receive from us, or by contacting us at info@plural-renovation.eu. *Please, first read our privacy policy in <http://www.plural-renovation.eu/privacy-policy>



We use Mailchimp as our marketing platform. By clicking below to subscribe, you acknowledge that your information will be transferred to Mailchimp for processing. [Learn more about Mailchimp's privacy practices here.](#)

Subscribe



FIGURE 12: NEWSLETTER SUBSCRIPTION FORM


4.10 Cookies

Cookies are small text files stored on users' computer by their browser. They have many applications, such as: tracking users as they navigate around a website (Analytics purposes); remembering user preferences; auto-logins for visitors coming back to a site; and website security. Within PLURAL project website, cookies policy was also implemented to inform users about the use of cookies.

4.11 Future work

Short term improvements to the website are being planned at the time of writing of this deliverable:

- update of the website content based on the project progress (annually, but more frequent updates will be done if needed)

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- demo sites content update
- adding “Cluster partners” section in order to increase the visibility and impact of cluster cooperation with such projects and agencies
- in case of workshop organization by the project or joint organization with cluster projects, registration page and event info will be created
- regular update (monthly) – News & Events and Resources

5. Conclusion

The PLURAL website is a key element of the project’s dissemination and communication strategy. This site will ensure the visibility of the project, facilitate the diffusion of the project's results and promote their exploitation.

An initial version of the PLURAL project website has been designed, provisioned and published at month M3. It has been designed to quickly answer the key questions that external visitors to the website are expected to have. The project website will continuously form and develop as the project itself grows. The visual of the website respects the PLURAL visual identity and Brand manual – typography(fonts), colors, etc.

The information included on the project website is likely to be valuable even after the project has finished. Therefore, the consortium aims at ensuring that the website will continue to exist at least 2 years after the project funding has finished.