

LIFE22-CET-Athens_Wave

Accelerating the Energy Efficient and Sustainable Renovation of the Public Building Stock in the City of Athens

D5.2: Project Website, Social Media and Dissemination material

Due date: M4

Abstract: This deliverable refers to the fully functional project website and the project's social media pages as well as the developed dissemination material. The Athens_Wave website and the social media pages aim to communicate project results, activities, news and outputs to the target audiences while engaging them in project activities.

Dissemination Level		
PU	Public	X
SEN	Sensitive	
R-UE/EU-R	EU Classified – Restricted	
C-UE/EU-C	EU Classified – Confidential	
S-UE/EU-S	EU Classified – Secret	

Document Status

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Document Change Log

Each change or set of changes made to this document will result in an increment to the version number of the document. This change log records the process and identifies for each version number of the document the modification(s) which caused the version number to be incremented.

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First draft	0.1	August 24, 2023
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1 Introduction

1.1 Objective and Scope

The scope of the project's website and social media pages is to raise awareness about the project, attract interest of and involve target audiences in the project. More specifically, the website and social media pages aim to communicate project results, activities, news and outputs to target audiences.

The project website also aims at providing an internal and private consortium coordination space in order to facilitate interaction, exchange of information, better scheduling and coordination of project implementation. This space incorporates a data repository to be used in the frame of data management, as this is defined in the Data Management Plan.

The Athens_Wave website is using a user-friendly content management system. It is expected to evolve over the project lifespan in order to reflect new developments and inform about new results, activities and events. Social media pages are also going to be updated regularly in order to attract new visitors and engage target audiences of Athens_Wave.

The Athens_Wave website is publicly available at the following address:

<https://athens-wave.eu/>

The Athens_Wave social media pages are available at the following addresses:

Twitter Page: https://twitter.com/Athens_Wave/

LinkedIn Page: <https://www.linkedin.com/in/athens-wave-project/>

Facebook: <https://www.facebook.com/profile.php?id=61552794037389>

1.2 Document Structure

The document is structured as follows:

- Section 2 presents the project website and the pages that make up the website.
- Section 3 presents the social media pages.



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- Section 4 describes the technical specifications of the website.
- Section 5 presents the dissemination material developed for the project.
- Section 6 concludes



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2 Website Presentation

The Athens_Wave website's structural units are presented in the following sections. These structural units refer to the following sections-pages:

- Home page
- Overview
- Partners
- Media
- Results
- Events
- News
- Contact
- Forum-Login

2.1 Home Page

The home page of the Athens_Wave website was designed within the scope of attracting visitors to navigate through out the website and to engage visitors and target audiences. The images and the structure used aim at raising interest of stakeholders, interested parties, professionals, researchers and the general public and intrigue them to read about the project, its activities and results.

Figure 1 presents the top view of the home page. This top view includes at the upper part a bar with the Athens_Wave logo and a “Person” logo signifying a sign-in button at the top right corner. This placement is chosen in order to make the logo the first thing that the visitors see when they visit the website, while access to a sign-in/sign-up selection is included more discretely for administrators and content creators.

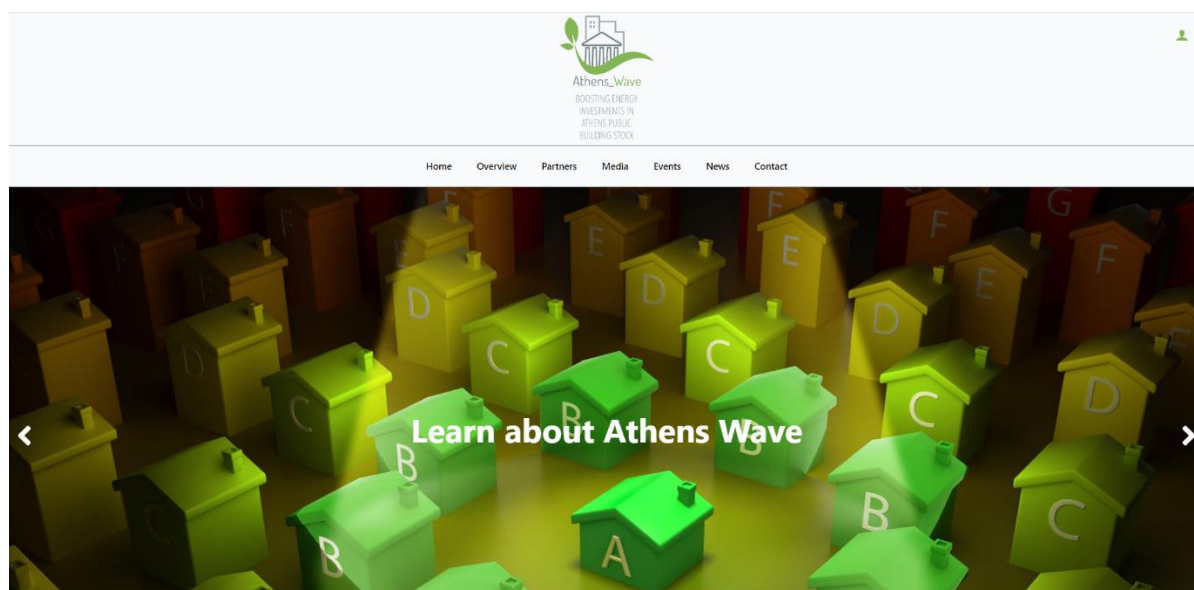


Figure 1: Home Page Top View

Below, the top view includes the menu bar with the selections that lead to the rest of the website’s pages. The slide show bar provides 3 different messages and images aiming at raising interest of viewers in learning more about the project. The 3 boxes below this bar lead to the presentation of the project’s description “at a glance”, “impact” and and “Upcoming Events”.

The middle view of the home page depicted in Figure 2, includes 3 relevant tabs providing information about the website, the Twitter feeder presenting the Athens_Wave Twitter’s page posts, and a news feed presenting the latest news of the project linking to the News page of the website.

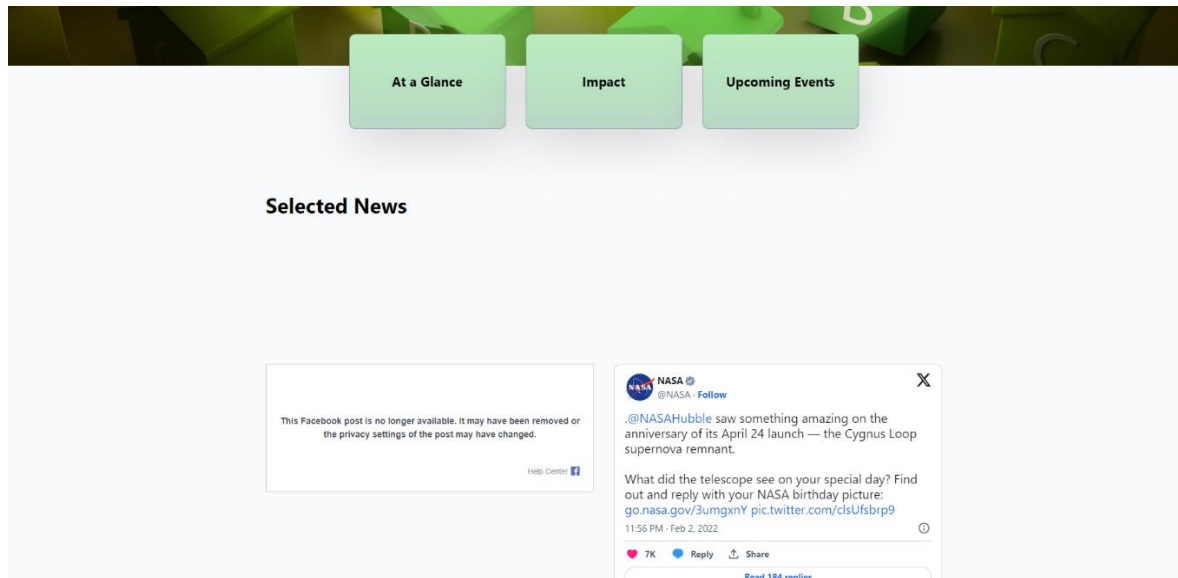


Figure 2: Home Page Middle View

Figure 3 below presents the lower part of the Home Page. It consists of a contact bar and the Footer. The contact bar prompts visitors to support Athens_Wave activities and provides a link to the contact page.

The left side of the Footer is dedicated to providing information about EU funding. More specifically, under the EU LIFE logo, it indicates that: *“Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them”*.

The lower left-hand part of the Footer gives visitors the opportunity to register their email address in order to be able to receive the project newsletters. This is another way to engage target audiences to project activities.

The middle part of the footer includes a contact information from the two partners involved in Athens_Wave.

Last but not least, it should be noted that the Footer appears in all website’s pages in order to make sure that the EU funding information and the contact details can be found in all pages.

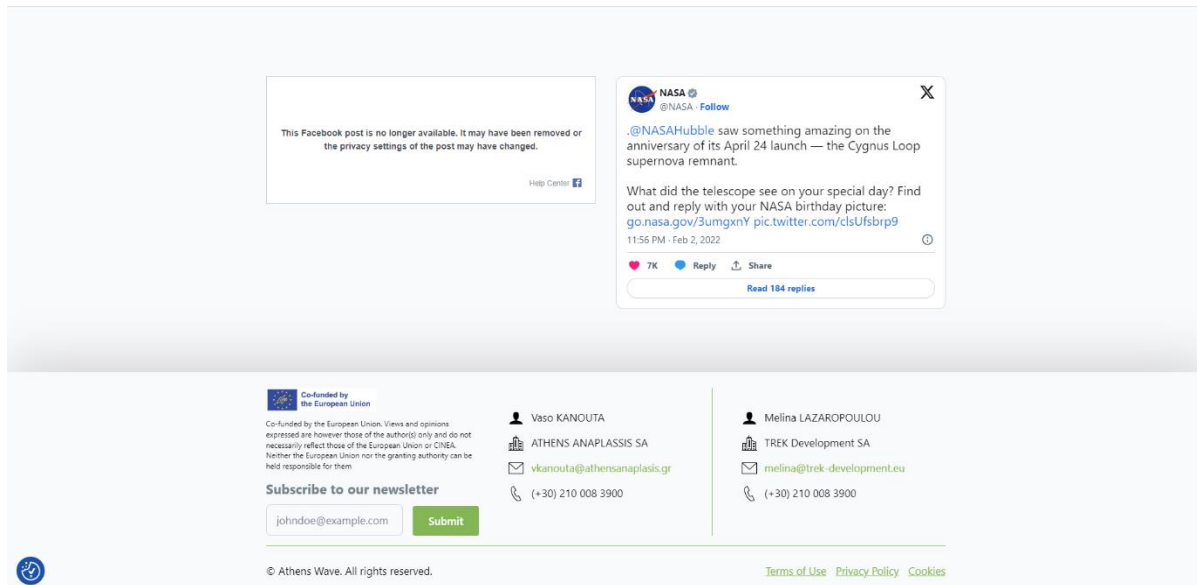


Figure 3: Home Page Footer

The Home Page of the Athens_Wave project will be updated regularly in parallel to project implementation, the respective developments, outputs and results.

2.2 Overview

The Overview part of the website guides the visitor through the project concept and provides insight in basic information about the project. It includes the following sections-pages:

- **At a glance:** It gives an introduction to the Athens_Wave project providing a small summary of its mission.
- **Key Objectives:** This page presents the main and the specific objectives of the Athens_Wave project.
- **Project Impact:** It describes the impact of the Athens_Wave project, focusing on the social aspect.
- **Future Prospects:** It presents the expected outcomes of the Athens_Wave project.

Figure 4 below depicts the introductory Overview page (Footer is not displayed). Most of the Overview sections pages are not expected to be updated during the Athens_Wave project implementation since they present basic project information which is not expected to change. Updates will take place only in the case that the information depicted within these

pages, needs to be changed due to, for example a selection of a different direction in project implementation than the initially planned one.

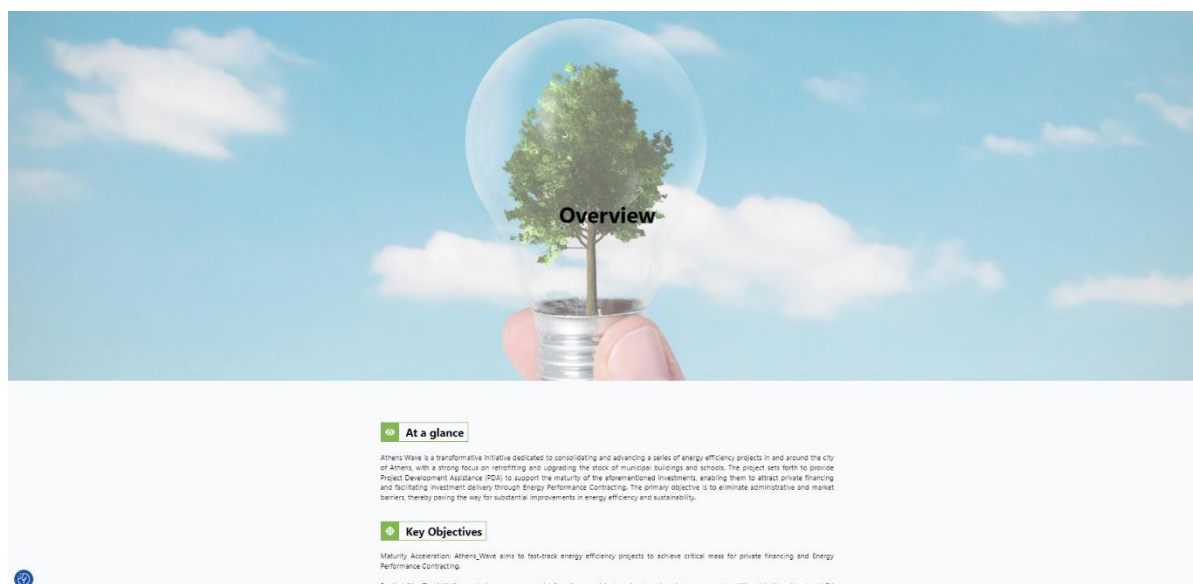


Figure 4: Overview Page 1

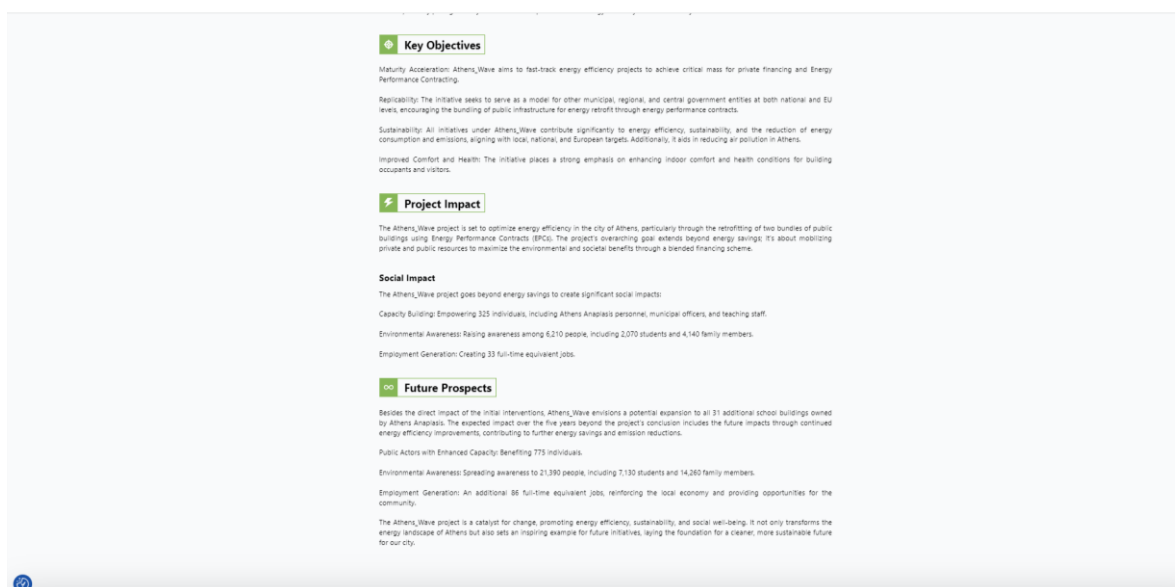


Figure 5: Overview Page 2

2.3 Partners

The Partners section of the website contains information about the partners that compose the Athens_Wave consortium. The main introductory Partners page contains short texts about each partner, and a Learn More tab which leads to the partner's website page. Each partner's page contains information about the respective organisation, its experience and expertise and its role in the Athens_Wave project.

Figure 6 below presents the main introductory Partners page (Footer not included). The pages of this section will only be updated if the consortium or project partners' data change during the project implementation.

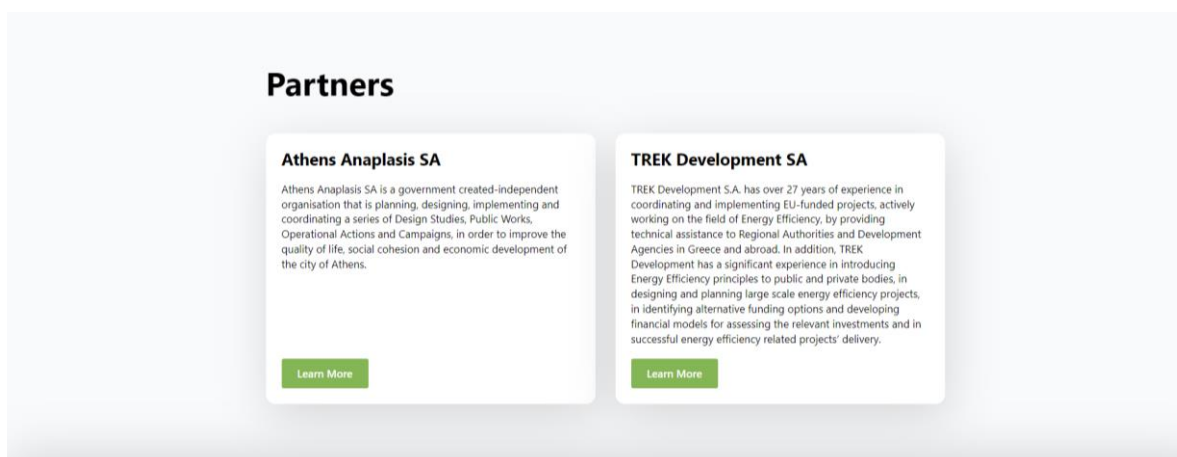


Figure 6: Partners Page

2.4 Media

The Media section of the Athens_Wave website provides visitors with access to marketing and promotional material of the Athens_Wave project. This includes the following:

- Dissemination material: It includes marketing and communication material such as brochures, leaflets, posters, presentations, press releases etc.
- Newsletters: It provides users with the capability to download the periodic Athens_Wave newsletters.

- Gallery: It depicts relevant project photos.

Figure 7 below shows the Media page of the Athens_Wave website (Footer not included). This page will be continuously updated during the project implementation in order to present Athens_Wave's marketing and communication material and inform visitors about project developments.

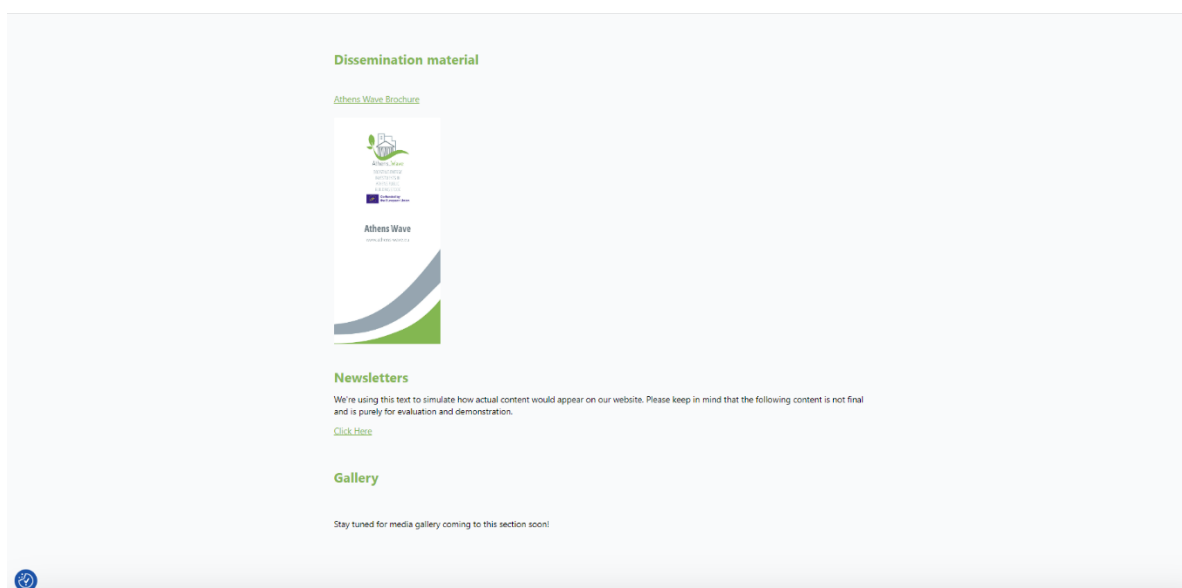


Figure 7: Media Page

2.5 Events

The Events page of the website presents all events that have been and will be organised in the frame of the Athens_Wave project. It depicts events in a timeline format in order to show the timing of each event.

Figure 8 below presents the Events page (Footer not displayed). The Events page will be continuously updated during the Athens_Wave project implementation with new events that will take place and with updates on already scheduled events.

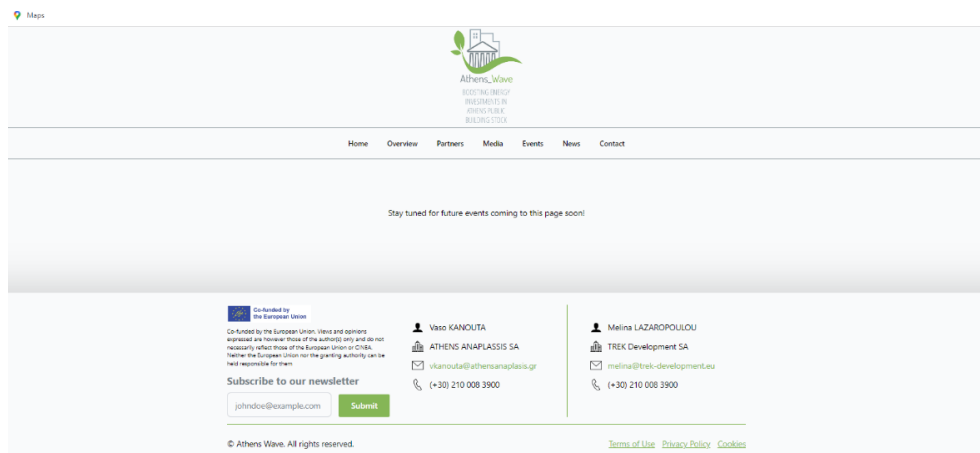


Figure 8: Events Page

2.6 News

The News section of Athens_Wave informs visitors about all Athens_Wave -related news. This section is also accessible through the Latest News menu appearing on the right part of every Athens_Wave page. The main News page depicts all project news with relevant photos and short descriptions below the photos. Latest news appears on the top of the page. Each piece of news has a dedicated page which is accessible by clicking on the desired piece of news. Figure 9 depicts the main News page, while it should be noted that this section will be continuously updated with the latest news of the Athens_Wave project.

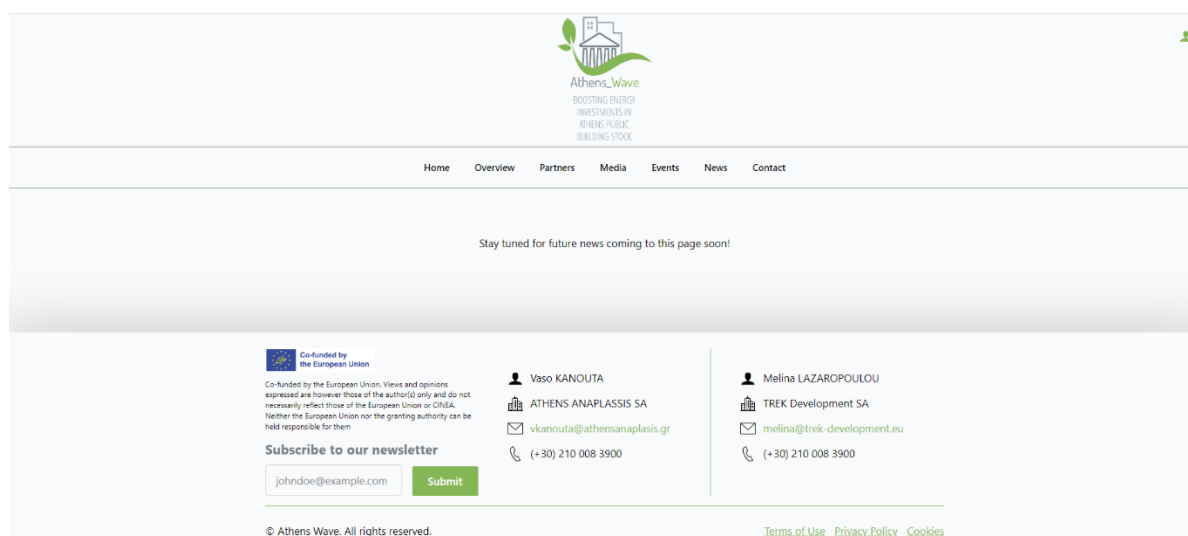
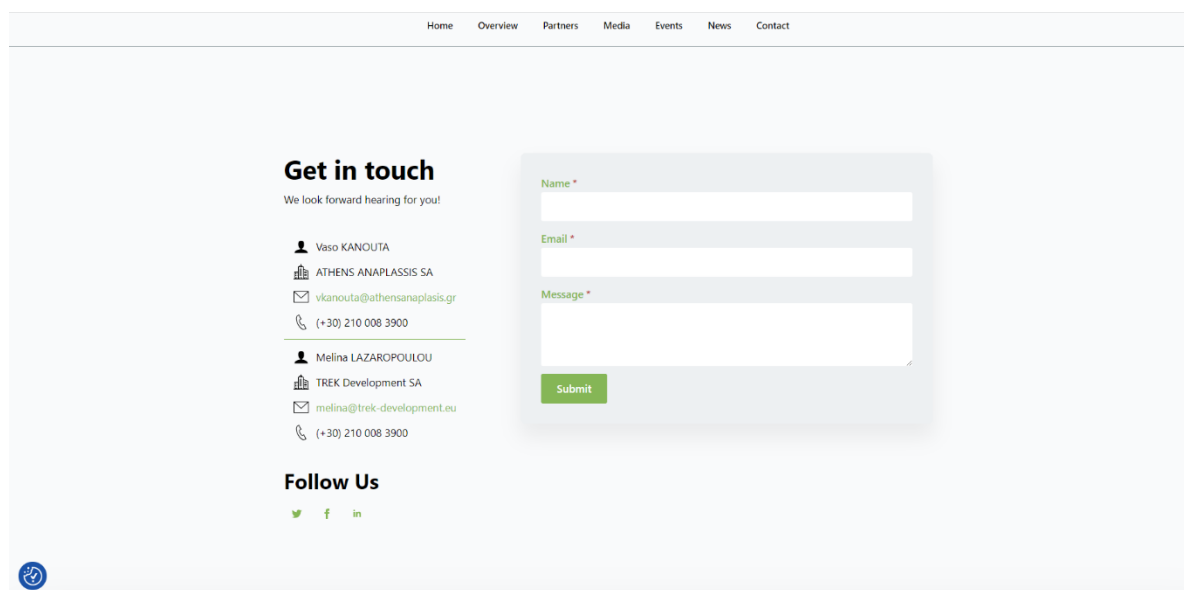


Figure 9: News Page

2.7 Contact

The Contact section of the website is accessible through the last category to be included in the main bar. It prompts to a page which contains contact information of the Athens_Wave project. It also allows the user to fill in a Contact Form to get in touch with the Athens_Wave consortium. Links to social media pages are also included right below the contact details under the FOLLOW US section.

The Contact page of the Athens_Wave website is depicted in Figure 14 (Footer not included).

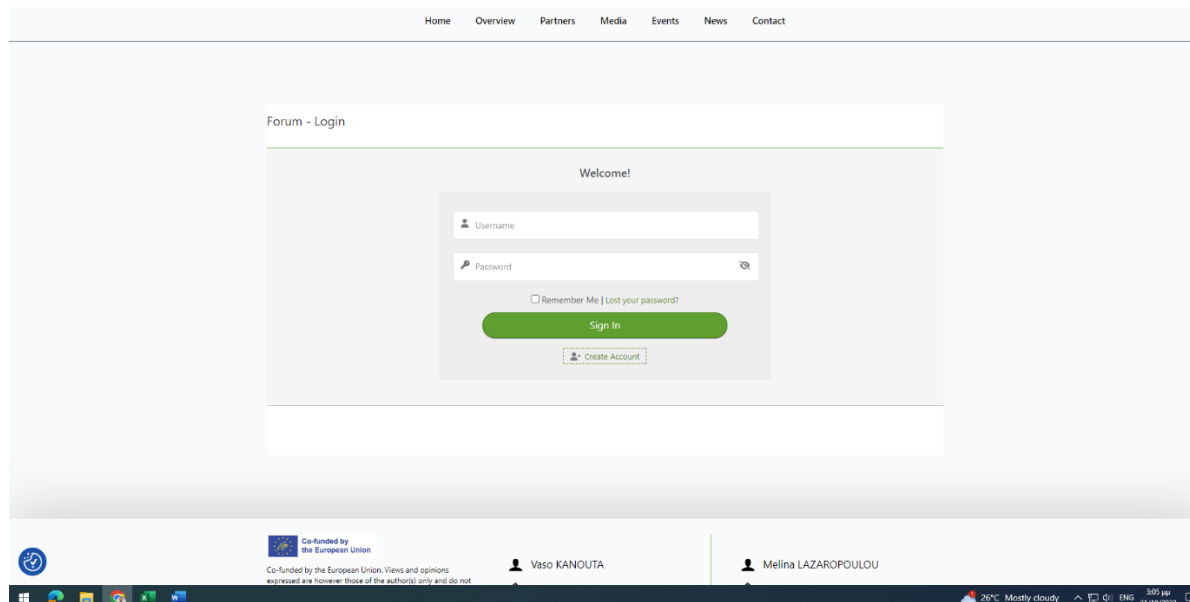


The screenshot shows the 'Contact' page of the Athens_Wave website. At the top, there is a navigation bar with links: Home, Overview, Partners, Media, Events, News, and Contact. The main content area is titled 'Get in touch' with the subtitle 'We look forward hearing for you!'. Below this, there are two contact entries. The first entry is for Vaso KANOUTA, ATHENS ANAPLASSIS SA, with email vkanouta@athensanaplassis.gr and phone (+30) 210 008 3900. The second entry is for Melina LAZAROPOULOU, TREK Development SA, with email melina@trek-development.eu and phone (+30) 210 008 3900. To the right of the contact information is a contact form with fields for Name, Email, and Message, and a green Submit button. Below the contact information is a 'Follow Us' section with social media icons for Twitter, Facebook, and LinkedIn. A small circular logo is visible in the bottom left corner of the page.

Figure 10: Contact Page

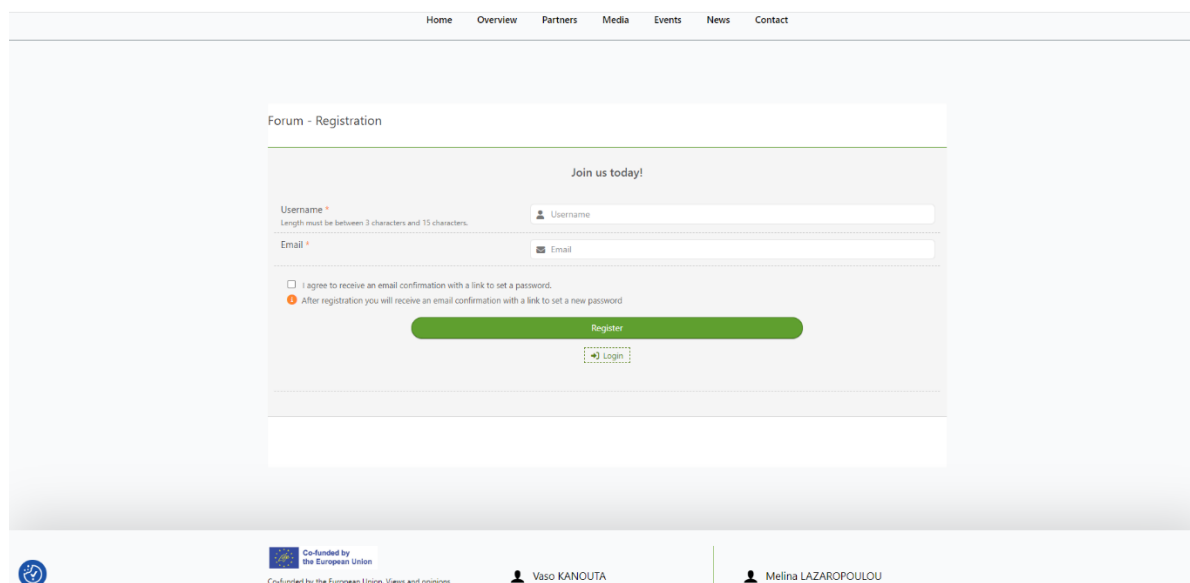
2.8 Login

The login section of the website is the gateway to the Athens_Wave for administrators and content creators. It is accessible to existing members who are willing to sign-in, while also giving the opportunity to new members to sign-up via the “Create Account” section. As shown in Figures 11 and 12, by clicking at the “Create Account”, the user is given two mandatory sections to fill-in, namely username and e-mail.



The screenshot shows the 'Forum - Login' page. At the top, there is a navigation bar with links: Home, Overview, Partners, Media, Events, News, and Contact. The main content area is titled 'Forum - Login' and contains a 'Welcome!' message. Below the message is a login form with fields for 'Username' and 'Password'. There is a 'Remember Me' checkbox and a link for 'Lost your password?'. A green 'Sign In' button is prominently displayed, and a dashed box around the 'Create Account' link indicates it is not yet functional. The footer includes the Athens_Wave logo, the European Union co-funding logo, and the text 'Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not'. User avatars for Vaso KANOUTA and Melina LAZAROPOULOU are also visible.

Figure 11: Login Page



The screenshot shows the 'Forum - Registration' page. It features the same navigation bar as the login page. The main content area is titled 'Forum - Registration' and contains a 'Join us today!' message. The registration form includes fields for 'Username *' (with a note: 'Length must be between 3 characters and 15 characters') and 'Email *'. There is a checkbox for 'I agree to receive an email confirmation with a link to set a password.' and a note: 'After registration you will receive an email confirmation with a link to set a new password'. A green 'Register' button is prominently displayed, and a dashed box around the 'Login' link indicates it is not yet functional. The footer is identical to the login page, showing the Athens_Wave logo, the European Union co-funding logo, and the text 'Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not'. User avatars for Vaso KANOUTA and Melina LAZAROPOULOU are also visible.

Figure 12: User Profile Page



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3 Social Media Pages

Along with the development of the project website, the Athens_Wave team has also developed social media pages to extend the project outreach. The social media selected by the Athens_Wave consortium were Twitter, LinkedIn and Facebook and the respective Athens_Wave pages are presented below.

3.1 Twitter Page

The Athens_Wave Twitter page is available in https://twitter.com/Athens_Wave . It is used to regularly inform target audiences about project developments and relevant news and to attract these audiences in following the page and get engaged in Athens_Wave activities. Figure 13 presents the Athens_Wave Twitter page.

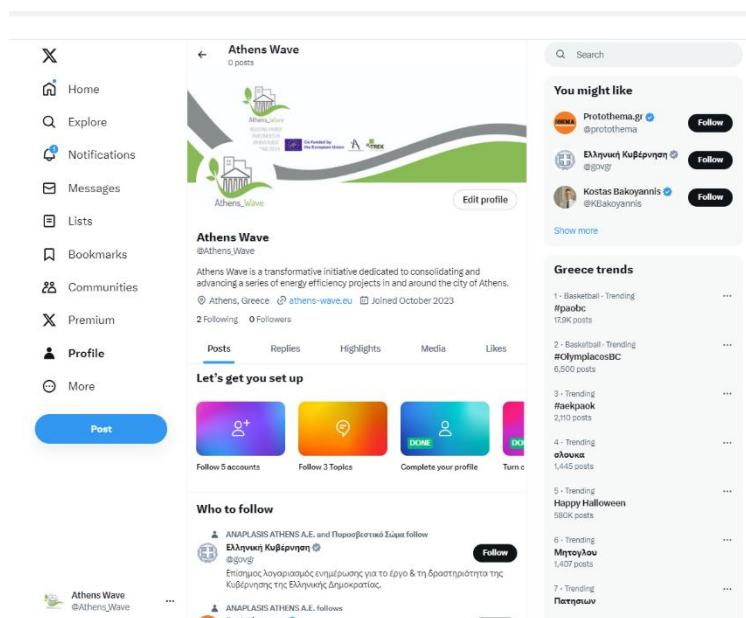


Figure 13: Athens_Wave Twitter Page

3.2 LinkedIn Page

LinkedIn has been selected since it can create outreach to professionals and researchers of the Athens_Wave sectors and fields. Initially an account has been created for Athens_Wave project to connect with researchers and potential. This page is available at <https://www.linkedin.com/in/athens-wave-project/>

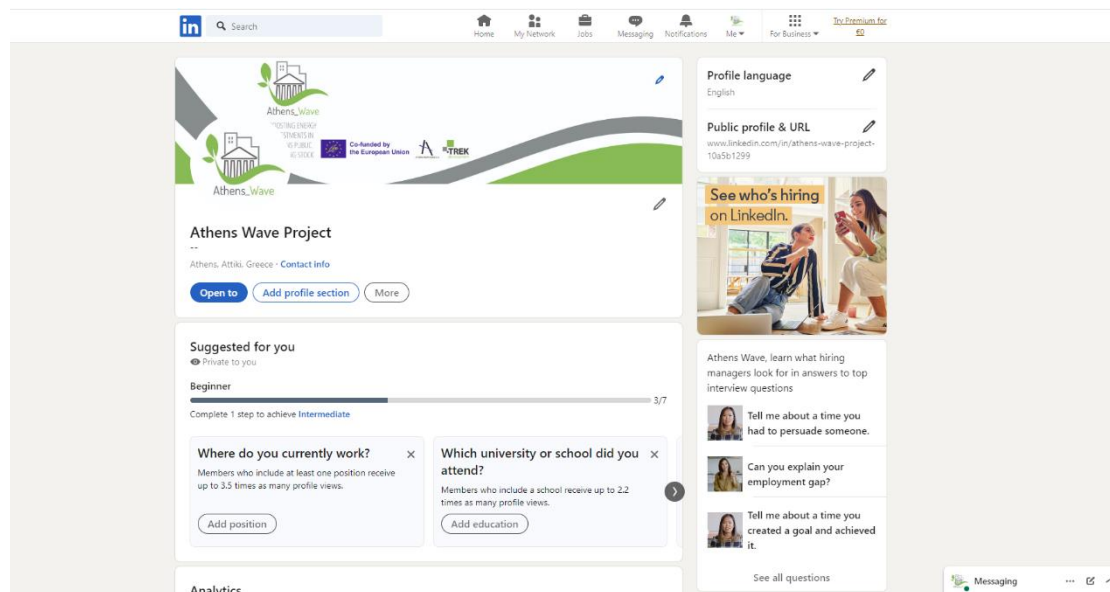
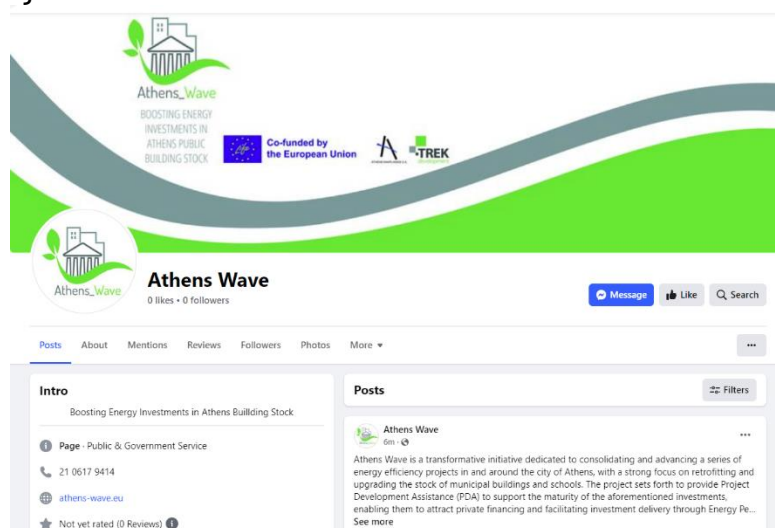


Figure 14: Athens_Wave LinkedIn Page

3.3 Facebook Page

Facebook serves as a dynamic hub to keep community up-to-date on the latest project updates, exciting news, and opportunities to get informed about the Athens_Wave initiatives. Figure 15 demonstrates a glimpse the Facebook page created for the Athens_Wave project.





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Figure 15: Athens_Wave Facebook Page

4 Updates and Monitoring

As it has been mentioned above, the Athens_Wave website as well as the Athens_Wave social media pages will be continuously updated in order to reflect project developments, to inform and engage target audiences in project activities and to enable interaction with these audiences and among project partners. The updating process will be done on a weekly basis depending also on the needs to update information on the website.

Furthermore, website updating will be done in parallel to the monitoring of traffic in the Athens_Wave website and the achievement of the respective objectives set within D5.1: Dissemination and Communication Plan. Tracking and reporting of the traffic will be implemented by linking the website to Google Analytics which is the most widely used analytics service.

5 Dissemination Material

The dissemination material prepared for the Athens_Wave project include an informative 3-fold brochure as presented below. The brochure provides overall information about the following aspects of the project:

1. A brief description
2. Objectives
3. Impact
4. How the Athens_Wave further affect our society
5. Consortium information
6. Contact Information



Figure 16: Athens_Wave Brochure Front

How will the Athens_Wave project further affect our society?

The Athens_Wave project goes beyond energy savings to create significant social impacts:

- **Increased Capacity:** Empowering 325 individuals, including Athens Anaplasia personnel, municipal officers, and teaching staff to design, organize and implement similar actions.
- **Raising Environmental Awareness:** Among 6,210 people, including 2,070 students and 4,140 family members.
- **Employment Generation:** Creating 33 full-time equivalent green jobs.
- **Potential expansion** to all 31 additional school buildings owned by Athens Anaplasia.

CONSORTIUM



Coordinator:
ATHENS ANAPLASSIS SA
www.athensanaplasia.gr



TREK Development SA
www.trek-development.eu



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www.athens-wave.eu

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Figure 17: Athens_Wave Brochure back

6 Conclusion

Deliverable D5.2: Project Website and Dissemination Material describes the Athens_Wave project's website, brochure and social media pages. It reports the launch of the Athens_Wave official website, emphasizing features, the social media channels and the technical specifications of the website.

The website, dissemination material and the social media pages are among the main communication tools for the project and points of reference for project partners, stakeholders and target audiences. They will evolve and be updated during the project timespan according to project progress and in order to inform and engage target audiences, raise awareness about Athens_Wave and communicate project results and outputs.