



This Project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N. 884157



FLEXibilize combined cycle power plant through power-to-X solutions using non-CONventional Fuels

D8.1 – “FLEXnCONFU Public Website”

Organisation name of lead contractor: European Turbine Network (ETN)



Project Contractual Details

Project Title	FLEXibilize combined cycle power plant through power-to-X solutions using non-CONventional Fuels
Project Acronym	FLEXnCONFU
Grant Agreement No.	884157
Project Start Date	01-04-2020
Project End Date	31-03-2024
Duration	48 months
Website	www.flexnconfu.eu

Deliverables Details

Number	8.1		
Title	FLEXnCONFU Public Website		
Work Package	8		
Dissemination level ¹	PU		
Due date (M)	30/06/2020	Submission date (M)	30/06/2020
Deliverable responsible	ETN		
Contributing Author(s)	Ugo Simeoni		
Reviewer(s)	Alessandra Cuneo (RINA-C), Tommaso Orlandini (CNET)		
Final review and quality approval	30/06/2020		

Document History

Date	Version	Name	Changes
10/06/2020	1.0	FLEXnCONFU – Deliverable 8.1 rev.0	Pictures added
30/06/2020	2.0	FLEXnCONFU – Deliverable 8.1 rev.1	Final version ready for the submission

¹ PU = Public
CO = Confidential, only for members of the consortium (including Commission Services)



Executive Summary

The present document is a deliverable of the FLEXnCONFU project, funded under the European Union's Horizon 2020 research and innovation programme (Grant Agreement No 884157).

It reports on the creation and launch of the FLEXnCONFU official website. The document presents the sections, features and technical specifications of the FLEXnCONFU website.

Table of Contents

Executive Summary	3
Table of Contents.....	4
List of Figures	5
Abbreviations	6
1. Introduction	7
2. Website Characteristics.....	8
2.1. URL and technical specifications	8
2.2. Project logo	9
2.3. Website structure	10
2.3.1. Section "Home"	10
2.3.2. Section "About"	12
2.3.3. Section "Documentation"	13
2.3.4. Section "Demonstration"	13
2.3.5. Section "News & Events"	14
2.3.6. Section "Related Research Activities"	14
2.3.7. Section "Contact"	14
3. Supplementary Information	15
3.1. Legal Disclaimers and Privacy Policy	15
3.2. Updates	17
4. Conclusions	18



List of Figures

Figure 1 - FLEXnCONFU admin panel.....	8
Figure 2 - Website adaptation to every screen analysis	9
Figure 3- FLEXnCONFU logo.....	10
Figure 4 - Upper part FLEXnCONFU website.....	11
Figure 5 - Main part FLEXnCONFU website.....	12
Figure 6 - FLEXnCONFU Impacts sub-page.....	13



Abbreviations

CMS – Content Management System
GDPR – General Data Protection Regulation
MySQL – My Structured Query Language
PHP – Hypertext Preprocessor
SEO – Search Engine Optimisation
ToU – Terms of Use
URL – Uniform Resource Locator

1. Introduction

The current deliverable (8.1) is entitled “FLEXnCONFU Public Website” and is a public document of the FLEXnCONFU project, produced in the context of WP8, Task 8.1 “Dissemination and communication activities”. The main objective of WP8 is to conduct targeted, effective and high impact dissemination and communication activities.

The public website is one of the fundamental tools that will be used throughout the entire project duration to disseminate and communicate its plan. The structure has been designed to provide detailed technical information for the scientific community while being catchy and self-explanatory for the general public. The website will be regularly updated with the latest information on research, policy and projects related to Power-to-X-to-Power. The website will be responsive, SEO optimized and GDPR compliant.

The official project website (www.flexnconfu.eu) will be available just after M₃ (June 2020). The present report aims at explaining the structure, the visual elements, the content and the decision process behind the website’s concept. The project website is part of the FLEXnCONFU communication and dissemination strategy, which will be detailed in the D8.3 – Masterplan for communication & dissemination.

2. Website Characteristics

2.1. URL and technical specifications

The FLEXnCONFU website is accessible via <http://www.flexnconfu.eu>. ETN as leader of dissemination and communication activities has registered this URL name in the very beginning of the project and will keep it for the next 6 years, two years beyond the whole project lifetime. Since all the promotion, communication and dissemination will be centred on the brand name 'FLEXnCONFU', it is crucial to secure this easy-to-find URL.

The FLEXnCONFU website has been built using Wordpress 5.4.1. The administrator panel for managing the FLEXnCONFU website is depicted in Fig. 1.

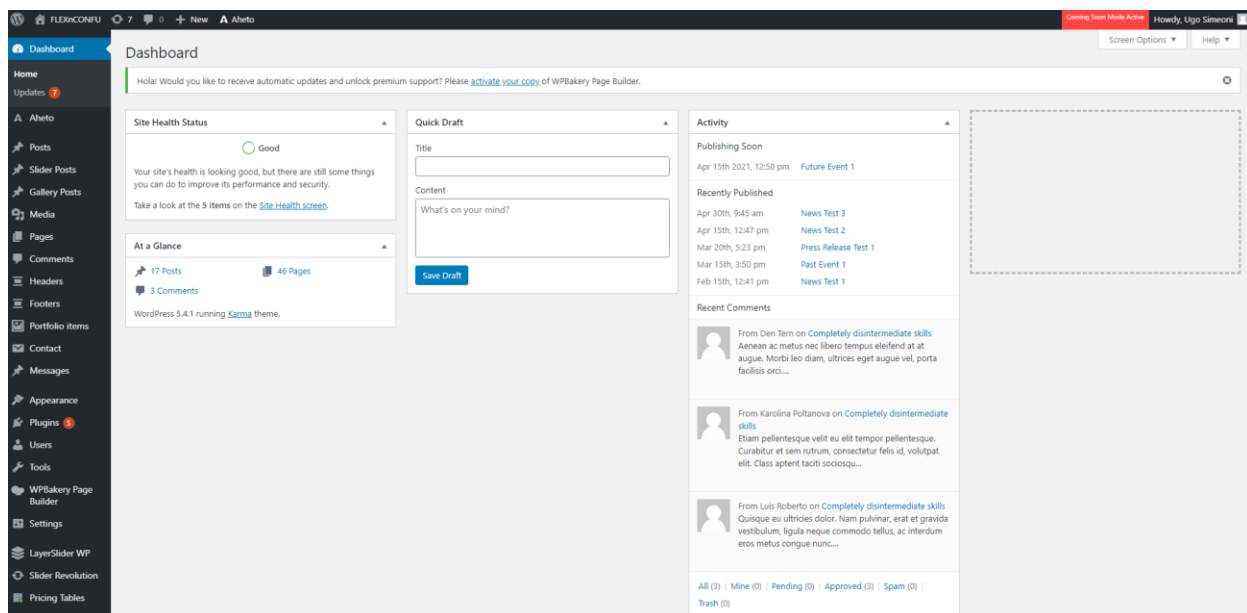


Figure 1 - FLEXnCONFU admin panel

WordPress is a free and open-source content management system (CMS) based on PHP and MySQL. WordPress features include plugin architecture and a template system.

The FLEXnCONFU website uses plenty of plugins and a fully customizable theme to achieve the functionality presented in the previous chapters. It is fully responsive and adapts to all screen analyses of any device (Fig. 2).

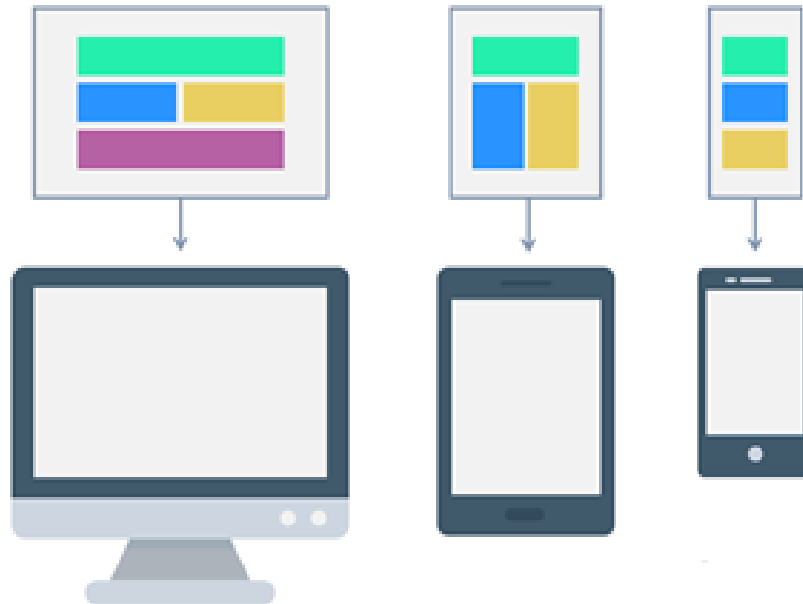


Figure 2 - Website adaptation to every screen analysis

Furthermore, ETN ensured that Search Engine Optimisation, including proper referencing and specification of key words for each subpage, news item and event item, was carried out before the website went online. Together with cross-referencing from partners' websites to the FLEXnCONFU website, it is ensured that the contents of the website are highly visible on search engines, such as Google, and that relevant traffic is channelled to the website.

2.2. Project logo

The FLEXnCONFU logo has been designed with the aim to catch the attention of the general public with a well-known cinema character handling hydrogen and ammonia as the "tools" which could allow the conventional power generation plants to be more flexible. The aim is to raise awareness and convey the attention of many stakeholders towards the Power-to-X-to-Power topic, not yet well-known among the general public.



Figure 3- FLEXnCONFU logo

2.3. Website structure

The structure of the FLEXnCONFU website has been designed with the aim to disseminate the key information related to the project in an effective way. Every section has been further detailed in the following paragraphs.

2.3.1. Section “Home”

The home page of the FLEXnCONFU website provides a summary of the project’s key objectives, concept and vision and serves as the entry point for visitors. The primary purpose of the home page is to provide the basic information around the project to let the visitor get a quick grasp of what the project is about and become attracted to navigate through the rest of the sections to learn more about the project.

The front page is vertically split in 3 conceptual parts: the upper part, the main part and the footer part. The upper part of the home page is shown in fig. 4. The elements appearing are: the project logo, the top menu bar, the social media icons and the “subscribe” button.

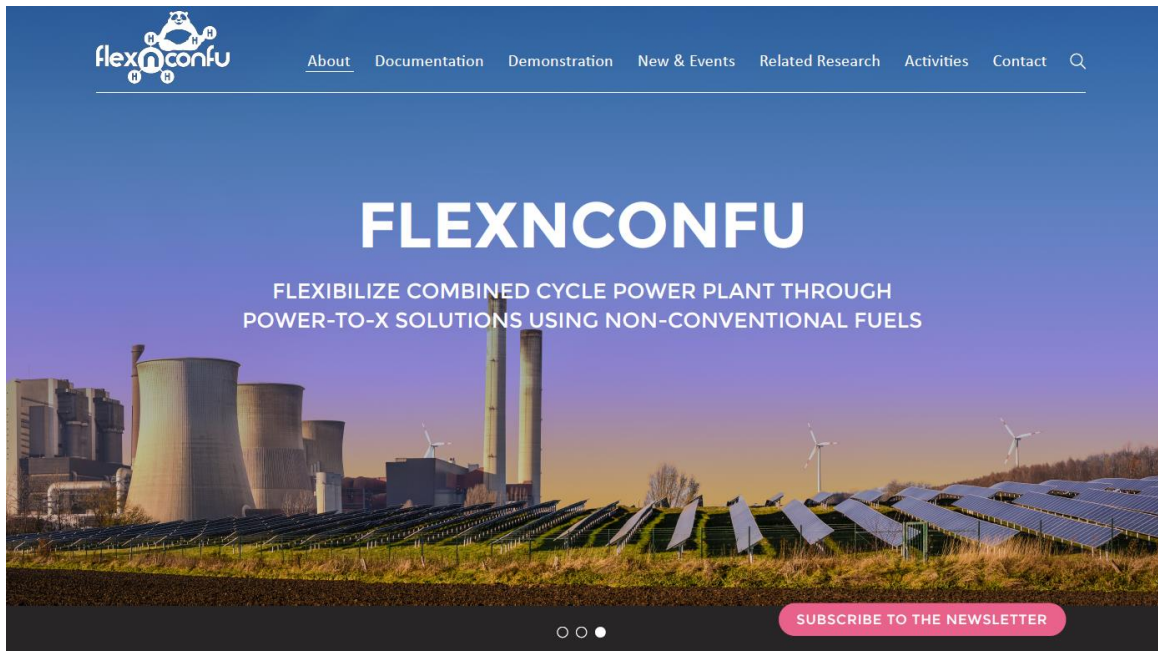


Figure 4 - Upper part FLEXnCONFU website

The social media icons serve as links to the project's Twitter and LinkedIn accounts. Their placement on the upper part of the page and close to the top menu bar has been chosen for enhancing their visibility to the visitor and for making it easy to navigate to the project's social media websites right after visiting the FLEXnCONFU project website.

The top menu bar provides navigation to all the public sections of the project website. On the right side of the menu a website search widget is also provided for allowing the visitor to quickly search for particular content published in any section of the website.

The "subscribe" button allows visitors of the website to subscribe to the newsletter and be updated on the outcomes of the project.

The main part of the home page contains the following sub-sections: Objectives, impacts, demonstration, consortium, news and events.

Each sub-section has been designed with the aim to catch the attention of the visitor with icons representing key relevant information of the project.

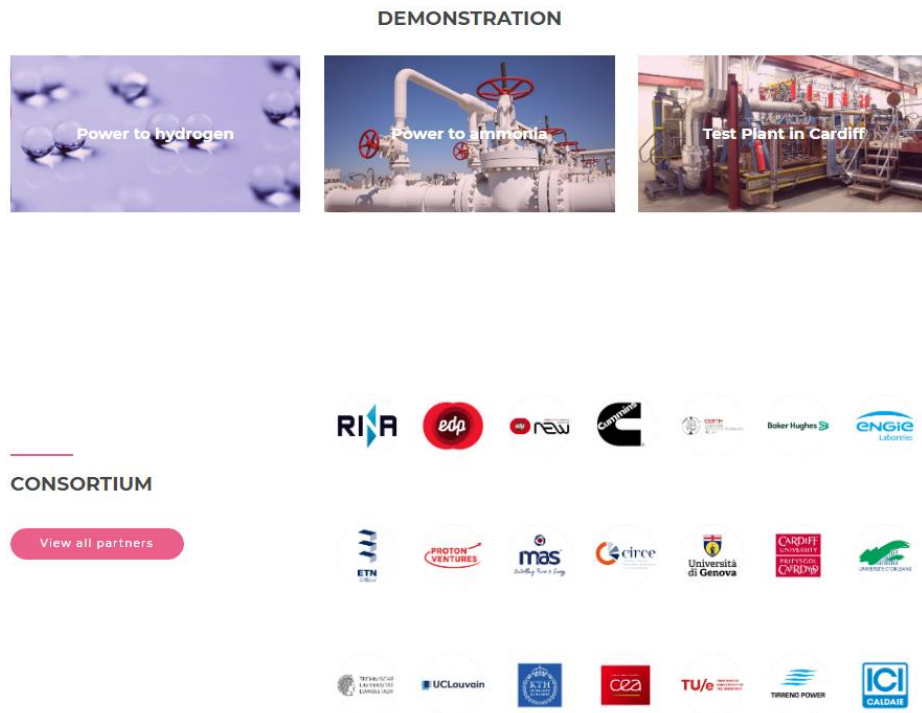


Figure 5 - Main part FLEXnCONFU website

The bottom part includes the menu of the website, the contact information and the information on the Grant Agreement.

2.3.2. Section “About”

The section “About” has been designed with the aim to provide to the visitor information on the importance of the project, the main concept behind, the specific challenges to be addressed and the people behind them. This section is constituted by the following sub-sections:

- Concept
This sub-page contains a general description of the FLEXnCONFU project.
- Objectives
This sub-page contains all the objectives of FLEXnCONFU project.
- Impacts
This sub-page contains all the impacts of the FLEXnCONFU project.
- Structure
In this sub-page the structure of the FLEXnCONFU is visualised with an infographic.
- Consortium

In this sub-page a “partner profile” will be displayed for each partner of the consortium, with the following information: short description of the organisation, role in the project, contact persons, quote on the project.



Impact 1 — Smart, secure and more resilient power system

FLEXnCONFU will enlarge CC possibility of offering services on the ancillary services market guaranteeing a more secure, clean and resilient power system.



Impact 2 — Smoother operation of fossil fuel power plants

Reduction of minimum load: - 10%
Increase of yearly efficiency: - 5%
Increase yearly EOH: + 5/10%



Impact 3 — Energy system adaptation to intermittent RES

Promotion of P2G2P solutions for GT/CC, exploiting excess of power to produce potential GT fuels like H₂/NH₃ are the best option to

Figure 6 - FLEXnCONFU Impacts sub-page

2.3.3. Section “Documentation”

The section “Documentation” has been designed with the aim to provide to the visitor material related to the project. The section is constituted by the following sub-sections:

- Project Deliverables
In this sub-page all the public deliverables of the FLEXnCONFU will be shared and downloadable for visitors.
- Publications
In this sub-page all the scientific publications published by the members of the consortium will be shared and downloadable from the visitors.
- Promotional Materials
In this sub-page all the promotional materials (e.g. logo, leaflet, poster, public presentation and video, etc.) will be shared with and downloadable for the visitors.

2.3.4. Section “Demonstration”

The section “Demonstration” has been designed to provide information to the visitor on the demonstration activities that will be carried out within the project. The following activities have been listed:

- Power to hydrogen to power demosite
- Power to ammonia to power pilot site



- Hydrogen and ammonia combustion activities
- Belgian virtual demosite
- Italian virtual demosite

2.3.5. Section “News & Events”

The section “News & Events” has been designed to provide information regarding the latest news (e.g. press releases, articles in magazines and journals, etc.) and events, both internal (e.g. consortium meetings, Working Groups meetings, etc.) and external (e.g. dissemination event, stakeholders workshop, etc.).

2.3.6. Section “Related Research Activities”

The section “Related Research Activities” has been designed to give information on research activities on Power-to-X-to-Power and flexibility of power plants carried out both at European and international level. The aim is also to strengthen the cooperation with external stakeholders.

2.3.7. Section “Contact”

In this section it is possible to retrieve information on how to contact the coordinator of the project as well as the secretariat. A contact form has been created to directly address specific questions on the project.

3. Supplementary Information

3.1. Legal Disclaimers and Privacy Policy

A website section has been dedicated to description of the website's terms of utilization with a precise Legal disclaimer about the website's Terms of Use (ToU) and one section has been dedicated to privacy policy: both these sections describe and guarantee how personal data and cookies are used by the project website manager (ETN). All website visitors implicitly accept these terms of utilization.

Page "Acceptance of Terms of Use"

By accessing and using this website the user agrees to obey to the following ToU and all terms and conditions contained and/or referenced herein or any additional terms and conditions set forth on this website and all such terms shall be deemed accepted by you. If you do not agree to all these ToU, you should not use this website. These Terms of Use may be amended by ETN at any time. Such amended ToU shall be effective upon posting on this website. Please check the ToU published on this website regularly to ensure that you are aware of all terms governing your use of this website.

Use restrictions

The materials contained on this site are protected by copyright intellectual property laws (© 2020 FLEXnCONFU project – All rights reserved). Except as stated herein, these materials may not be reproduced, modified, displayed or distributed in any form or by any means without ETN's prior written consent. ETN grants permission to download, reproduce, display and distribute the materials posted on this site solely for informational and non-commercial or personal use, provided that you do not modify such materials and provided further that you retain all copyright and proprietary notices as they appear in such materials. Unauthorised use of any of these materials is expressly prohibited by law. This permission terminates if you breach any of these terms and conditions. Upon termination you agree to destroy any materials downloaded from this site.

Warranties & disclaimers

ETN intends for the materials contained on this site to be accurate and reliable. These materials may, however, contain technical inaccuracies, typographical errors or other mistakes. ETN may make corrections or other changes to these materials at any time. ETN reserves the right to make corrections, modifications, enhancements, improvements and other changes to its services at any time or to discontinue any services without notice

Limitation of liability

In no event shall ETN be liable for any indirect, special, incidental and consequential damages or any damages whatsoever, including but not limited to, damages resulting from loss of use, data or profits, whether in an action of contract, negligence or other actions resulting from use of this website or arising out of the use or performance of the materials available on this website, regardless of whether ETN has been advised of the possibility of such damages.

Specific notice regarding links to other party sites



Certain links provided herein permit you to leave this site and enter non-ETN websites. These linked sites are not under ETN's control. ETN is not responsible for the contents of any linked site or any changes or updates to such sites. ETN is providing these links to you only as a convenience. The inclusion of any link does not imply endorsement by ETN of any linked site.

Page "Privacy Policy"

Scope & content

This privacy policy explains how ETN handles your personal data collected through this website. Personal data is any information relating to an identified or identifiable person (e.g. e-mail address, name or phone number). This policy does not apply to information that ETN collects offline.

Anonymous usage of our website

You are very welcome to visit our website while remaining anonymous and not revealing any personal data. Sharing your personal data is done on a voluntary basis. However, if you choose not to provide certain information, you may not be able to take advantage of our features and programs. The information you will provide to ETN will better enable us to communicate with you regarding our activities and services.

Data we collect & how we use it

ETN collects the personal data you enter into forms on this website. This data will be used to serve your request. We also use personal data to enhance the service of our website and to personalise information provided to you online or offline. Additional information on the purpose for which we use your data may be provided to you when entering your personal data in a particular form. In addition to personal data, we collect certain information on an anonymous basis, i.e. this information cannot be associated with you personally. For example, we collect the number of visitors to our website, browsing areas of interest, etc. We analyse this data to assess trends, statistics and our clients' needs, to help us improve our website and better serve our clients.

Disclosure to other companies

ETN will not provide your personal data to any third party without your prior consent.

You have the right to opt out at any time.

You may opt out of the collection and processing of your personal data at any time. If you choose to subscribe to our newsletter and later change your mind, you may unsubscribe at any time. E-mail messages sent to you will contain instructions on how to "unsubscribe" from receiving the e-mail in question

Your right to access, correction and deletion of personal data

You have the right to ask us which personal data we hold about you. In addition, you have the right to correct or delete personal data we hold about you. You can contact us at the e-mail address listed below to request a change to your data or a copy of the data stored: info@flexnconfu.eu



Data security

We aim to protect your personal data. ETN uses a variety of commercially available security technologies to protect your personal data.

3.2. Updates

The FLEXnCONFU Project website will be updated regularly to reflect the current state of the project's progress.

The website will continue to be updated for the entire duration of the project as well as at least two years after its completion.

Additionally, the updating of the social media profiles will take place regularly by the authorised members of ETN and other involved beneficiaries and keep the followers/friends/connections up-to-date regarding the FLEXnCONFU innovations and findings.

The texts for the FLEXnCONFU website were drafted in a journalistic, easy-to-read style so that non-experts can also understand what the project is about. Illustrations and pictures, as well as short texts with bullet points and emphasised text parts were favoured over long descriptions.

Moreover, the website provides downloadable content, such as communication materials and the public project deliverables.

4. Conclusions

The FLEXnCONFU website, with its structure, content and graphic design, constitutes the basis for an impactful website that attracts many visitors and will be the main communication channel for the project duration.

The website is effectively connected to all the other social media accounts of the project to guarantee an interactive and fruitful project communication. ETN will regularly update the pages of the website, upload relevant material and publish new items (such as news and public deliverables) as well as external events and project events.

The communication strategy developed by ETN envisions a continuous monitoring of the website traffic and evaluation of the stakeholders' engagement, in order to ensure a maximum outreach potential for the project communication and dissemination.